

# **INDUSTRY RECOVERY UPDATE** AS OF JUNE 19, 2020





# **NEW DEVELOPMENTS - DPHSS**



DPHSS Releases <u>Guidance Memo 2020-23</u>, Minimum Requirements for Bars and Tayerns

DPHSS issued an updated guidance for the operation of bars and taverns, which requires additional measures that must be taken to reduce the risk of transmitting COVID-19 from person-to-person spread and touching contact surfaces in bars and taverns.

As of <u>June 15</u>, the following businesses and organizations were authorized to operate during PCOR 2:

- Childcare facilities
- Therapeutic massage establishments
- Movie theaters
- Fishing charter and other similar businesses
- Non-organized, contact physical activities and sports (sporting event, tournaments, and other similar activities are prohibited)

As of <u>June 19</u>, the following businesses and organizations are authorized to operate during PCOR 2:

- Eating and drinking establishments, to include bars and taverns
- Bowling alleys

# LINKS TO OTHER DPHSS GUIDELINES:

Quarantine Protocols, Effective June 1

Guidance Memo 2020-22 Additional Businesses Operating in PCOR 2 and Updated Occupancy

- Bars & Taverns (50%)
- Childcare Facilities (50%)

Guidance Memo 2020-21 Minimum
Requirements for Operations of
Therapeutic Massage

Guidance Memo 2020-20 Minimum
Requirements for the Operation of
Childcare Facilities

# **NEW DEVELOPMENTS - DOL**

# First batch of PUA benefits on way

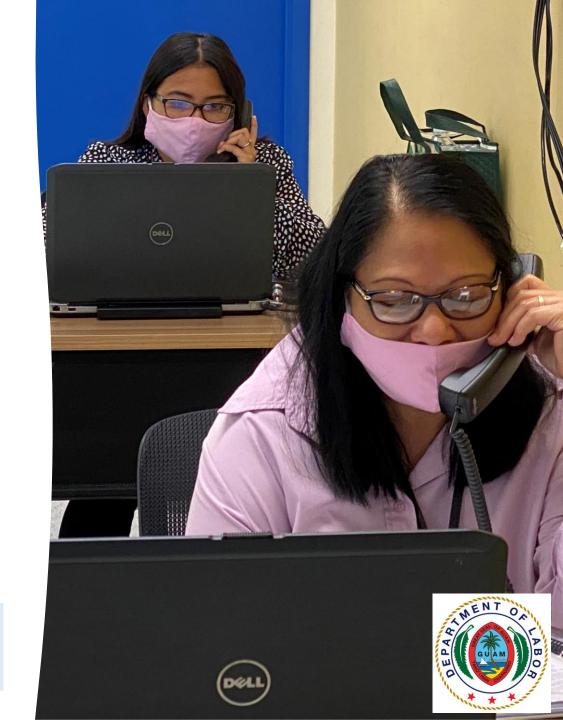
With transaction tests successful earlier today, the Department of Labor will be working through the weekend (June 20-21) to deliver the first batch of unemployment benefits to applicants early next week. The total number of claims to be paid will be based on the number of clean claims processed.

"This is what we have been building up to and working non-stop to make happen," said Labor Director David Dell'Isola. "Right now the focus is on getting individuals with error-free claims paid right away."

Electronic transfers and paper checks will be issued to error-free claims on a first in, first out basis. More payments will be issued as PUA staff adjudicate applications.

"The department is making every attempt to ensure the Pandemic Unemployment Assistance program application is available to all who wish to file a claim," said Dell'Isola. "For anyone with transportation or computer challenges, we have created options for our residents so nobody eligible is left out."

The Guam Department of Labor released a step-by-step tutorial to guide those applying for the Pandemic Unemployment Assistance program. The video is available on the department's new YouTube channel: <a href="https://youtu.be/nfhMligqTHA">https://youtu.be/nfhMligqTHA</a>.



# **HOW TO APPLY**

# PANDEMIC UNEMPLOYMENT ASSISTANCE (PUA)

IF YOU HAVE NOT FILED YOUR PUA APPLICATION YET. THE GDOL PROCESSING CENTER IS OPEN!



THE MAIN PROCESSING 9 AM TO 3 PM (M-F). NO WALK-INS ALLOWED.



TO SET UP AN APPOINTMENT. CALL:

(671) 988-3672

(671) 788-0729

\*CHECK WITH YOUR EMPLOYER IF THEY CAN HELP YOU FIRST. SATELLITE LOCATIONS ALSO AVAILABLE AT SELECT LIBRARY LOCATIONS. CALL FOR MORE DETAILS.



FOR MORE INFORMATION



**DOL.GUAM.GOV** 

### PANDEMIC UNEMPLOYMENT ASSISTANCE (PUA)

# **ROVING PROCESSING CENTER**

IN PARTNERSHIP WITH THE GUAM PUBLIC LIBRARY SYSTEM. **GDOL WILL HAVE A MOBILE PROCESSING CENTER BY** APPOINTMENT ONLY AT VARIOUS LIBRARY LOCATIONS FROM 9 A.M. TO 3 P.M. FOR THOSE THAT HAVE NOT FILED THEIR **CLAIM YET.** 

### LIBRARY LOCATIONS (\*SCHEDULE IS SUBJECT TO CHANGE):



**DEDEDO - JUNE 15, 22, 25 & 29 HAGÅTÑA - JUNE 16. 23. 27 & 30 MERIZO - JUNE 17. 23. 27 & 30 YONA - JUNE 18, 24, & 26 AGAT - JUNE 19. 24. & 26** 

TO SCHEDULE AN APPOINTMENT, CALL (671) 988-3672. (671) 788-0729, AND (671) 689-1872. PLEASE HAVE YOUR EMAIL ADDRESS AND PROPER DOCUMENTATION READY.



FOR MORE INFORMATION



**DOL.GUAM.GOV** 



# **NEW DEVELOPMENTS - DOL**

# Social Security income does not need to be claimed on PUA

The <u>Guam Department of Labor</u> announced on June 13 an updated guideline for filing unemployment assistance applications.

Social security income does not need to be reported in Pandemic Unemployment Assistance claims. Though some social security income is taxable, it will not count as earnings in your weekly unemployment certifications.

As PUA is a new program, new guidance comes out regularly. Guam follows the guidelines set forth by Hawaii's Unemployment Insurance program and upon reviewing Hawaii's state law, Labor determined that income from social security is not to be included in PUA.

For more information, call 311 or (671) 735-0527 through 0532. Follow GDOL on social media for Updates on Facebook (@guamdol) and Instagram (@dolguam).

Please keep in mind there is a high volume of calls, however the department is working diligently to help our applicants successfully get through the unemployment claims process.

For login issues, email webadmin@dol.guam.gov. For claim or weekly certification issues, email pua.hotline@dol.guam.gov. Follow GDOL on social media for Updates on Facebook (@guamdol) and Instagr (@dolguam).





Guam Sports Events, Inc. and United Airlines announced today that Guam's premier running event is going virtual. The 2020 United Airlines Guam Marathon (UGM) will be converted into a week-long virtual race event held from September 5-13 and will be rebranded as "#UGM2020 Goes Virtual".

The virtual event is free to all current #UGM2020 registrants and they are automatically entered to participate. In addition, all current #UGM2020 registrants will be automatically deferred to 2021 at no additional cost. New registrants are also welcome to participate in the 5k, 10k, Half

Marathon or Full Marathon virtual run. Online registration will open starting July 1, 2020. Participants in the virtual event can complete their selected race distances within the virtual race event week while following their countries' social distancing guidelines.

Participants can follow UGM online at <u>unitedguammarathon.com</u> or on Facebook and Instagram (@unitedguammarathon) to learn more about the new virtual event. More information will be shared in the weeks ahead.

"The Håfa Adai experience is what makes this event memorable year after year. While we can't be physically together this year, we won't let it stop us from enjoying some fun and sharing our Håfa Adai spirit in the safest way possible."

Ben Ferguson, Event Director, Guam Sports Events, Inc.

# **#GUAM ISLAND PRIDE BEAUTIFICATION EVENT**



# Join Us for the islandwide Give Us A Moment #GUAM Island Pride Beautification Event on June 27

The Guam Visitors Bureau (GVB), in partnership with the Island Beautification Task Force and presenting sponsor T Galleria by DFS, invite businesses, groups and families to participate in the Give Us A Moment #GUAM Island Pride Beautification Event on June 27 beginning at 8:00 a.m. by volunteering to join existing groups or establishing cleanups in your area.

"I'm hoping that we can count on every resident and business to join us on Saturday, June 27th as we clean up our streets, parks and villages and spruce up our homes and businesses. It's time to Get Up and Move to improve our island for each other."

- Lt. Gov. Josh Tenorio

**EVENT DATE: JUNE 27** 

TIME: 8:00 A.M. START

**HOW TO PARTICIPATE:** 

- Visit guamvisitorsbureau.com
- Send an email to hafaadai@visitguam.org
- Sign up through the volunteer portal <a href="https://bit.ly/GUAMBeautificationVolunteers">https://bit.ly/GUAMBeautificationVolunteers</a>
- Follow GVB's social media pages:
  - -<u>Facebook</u>
    (@guamvisitorsbureau)
  - -<u>Instagram</u> (@visitguamusa)

# THANK YOU TO OUR PARTNERS & VOLUNTEERS



The following major parks, areas and roadways are included in the Give Us A Moment #GUAM Island Pride Beautification event. More locations may be added.

- Adelup Park
- Agana Bay
- Angel Santos Latte Stone Park & Triangle Park (Agana) and segment of the Hagåtña coastline
- Asan Beach Park
- Cetti Bay (Umatac)
- Fish Eye Park and surrounding area
- Fort Apugan Park plus Roadway From Latte Stone Park to Adelup Traffic Light and Highway 7
- Fort Soledad (Umatac)
- Gov. Joseph Flores Memorial Park (Ypao Beach)

- Inarajan Pools
- Liguan Recreational Park 3 (Dededo)
- Matapang Beach Park (Tumon)
- Paseo (Agana)
- Plaza De España
- San Antonio Bridge / Sirena Park (Hagåtña)
- Talo Verde area
- Tanguisson Beach
- Tumon Bay
- Routes 1, 2, 2A, 4, and 34, San Vitores Road, JFK Hill and Santos Hill

# **THANK YOU TO OUR PARTNERS & VOLUNTEERS**



# GVB and IBTF thank the following agencies, businesses, groups and individuals who have generously volunteered to cleanup major roadways and paint medians around the island:

- 35<sup>th</sup> Guam Legislature
- Ahlaena Sabalboro
- Aimun Tasi Outrigger
   Canoe Team
- Air Reserve Association
- Bank of Guam Employees
- Bank Pacific
- BBMR
- Black Construction
- BSP
- Chief Huråo Academy
- Civil Service
   Commission
- CLTC
- Comfort Cuts & Ground Maintenance
- Contractors License

- Board
- Cost-U-Less
- CQA
- DCA
- Dept of Administration
- Dept of Agriculture
- DISID
- DLM
- DOC
- DOL
- DOCOMO PACIFIC
- Dominic San Gil
- DPR
- DPW
- DYA
- Dusit Beach Resort
- F. Barlicisa Sablan
- EM Recreations

- Club/Mobile
- Eventide Haze Digital
- Father Duenas Memorial School
- Floriann Dela Cruz
- G Crew Maintenance
- GALC
- GBHWC
- GCC
- GDDC
- GEC
- GEDA
- GEO
- GEPA
- GFD
- GHC
- GIAA
- Gian Magana

- GRTA
- GTA
- Guam Air Guard
- Guam Dept. Revenue & Taxation
- Guam Football Association
- Guam Hotel &
- Restaurant Association
- Guam Military Affairs Guam Army
- Guam National Guard
- Guam Office of Public Accountability
- Guam Visitors Bureau
- Guam Women's
   Chamber of Commerce

# **THANK YOU TO OUR PARTNERS & VOLUNTEERS**



# GVB and IBTF thank the following agencies, businesses, groups and individuals who have generously volunteered to cleanup major roadways and paint medians around the island:

- Guma Mahiga
- Haute Dog & Co
- Homeland Security & Civil Defense
- HRRA
- Humanities Guahån
- Inina Lola Rosario Brown
- Isako Ortega
- IT&E Employees
- Japan Guam Travel Association (JGTA)
- Jan Michael Marin
- Jonnie Santos
- Kassandra Doroteo
- Kyle Palomo
- Lion's Club District 204
- Lorie Vida Montague

- Maisa
- Matson and the Adahi I Tano Program
- Marianas Paddle Sport Racing
- Mayors' Council of Guam
- Menzies Aviation
- Mighty Purple
- Mishel Tom
- Monzell Bautista
- Mr. Rubbishman
- Nissan Rent A Car
- Office of the Attorney General
- Office of the Governor &
   Lt. Governor
- Office of Veterans Affairs

- OTech
- Paradise Fitness
- Pitbull Empire Guam
- Port Authority of Guam
- Renee Ibanez
- Rotary Club of Guam
- S2 Club
- Sanguine Social Media
   Marketing
- Sen Kelly Marsh Taitano
- Sen. Joe San Augustin (OFB)
- Sen. Pedo Terlaje's Office
- Sen. Regine Biscoe Lee
- Sen. Telena Nelson
- Sentry Hospitality
- Serve Guam

- Shut Up and Fish
- Sky Dive Guam
- Speaker Tina Muña-Barnes
- Sunrise
- Superior Court of Guam
- Tao Designs
- Ton Chargualaf & Family
- Tri Vision
- United Airlines
- UOG
- Via Justine De Fant
- Vincent Salas
- WFLA Marianas







Please maintain all social distancing rules and let's keep each other safe while we cleanup our island.

Here is a list of items to bring with you to the cleanup. Download, post or share this graphic to show your support and participation. (Facebook | Instagram)

# **#GUAM ISLAND PRIDE BEAUTIFICATION EVENT**







# **SPECIAL INDUSTRY OFFERS THIS** WEEK



# SPECIAL OFFERS THIS WEEK







# SPECIAL OFFERS THIS WEEK









# LOOKING TO BOOST YOUR ONLINE PRESENCE?

# Let's safely share unique Guam experiences TOGETHER!

As industry partners, we know there's a lot more to Guam that many locals and visitors might not be aware of! Share, tag or contact us on how we can support your LIVE features.

# **Categories include**

- Recreational Activities
- Nature
- Culture
- Food and Beverage





# WE ARE GUAM - WE ARE SAFE!



# Share your business protocols and safety measures with us!

GVB is working on communication tools to showcase Guam is ready to welcome visitors. The goals of the content are:

- Showcase what Guam is doing to prepare for visitors to arrive
- Provide reassurance to those concerned about traveling to Guam
- Highlight Guam communities already implementing proper processes and protocols

# **Preferred specs for videos:**

- File Format: MP4
- Aspect Ratio: 1920 x 1080 for wide;
   1080x1920 for portrait [Wide is preferred]
- Resolution: 1080p/2K/4K



Si Yu'os Ma'åse' The Tsubaki Tower and P.H.R. Ken Micronesia, Inc. for sharing your beautiful safety protocols video! Click to view.

# **SUBMIT YOUR GUAM VIDEOS!**



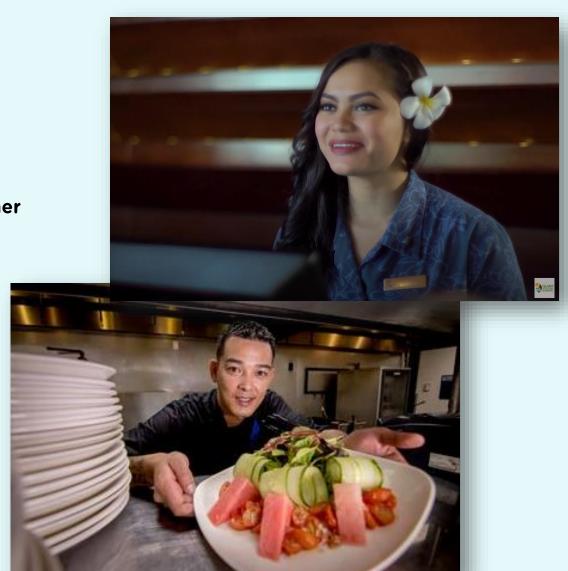
Share a moment with us! GVB is looking for video content to feature on various social media and digital platforms.

Here's what we're looking for:

- Video tours of the island or business
- Beauty and nature shots of Guam
- Families and friends safely spending time together, hiking, enjoying outdoors, people laughing, waving etc.
- Frontline workers and community members helping each other during the pandemic, making masks, dropping off food, assisting with protective gear
- Employees working together
- Charitable events
- Participants at the #GUAM Island Pride Beautification event

## The preferred specs for videos:

- File Format: MP4
- Aspect Ratio: 1920 x 1080 for wide; 1080x1920 for portrait [Wide is preferred]
- Resolution: 1080p/2K/4K
- Size of the file can vary -depending video length and resolution



# MARKET INTELLIGENCE REPORT

As of June 18, 2020 and may be subject to change







# **TOURISM RECOVERY PLAN**



# STRATEGIC DEVELOPMENT FRAMEWORK



# TOURISM RECOVERY PLANNING MATRIX

# 1. ADDRESSING LIQUIDITY ISSUES AND SOURCES OF RELIEF

- Small & large companies
- Tax levies, GEDA, & regulatory burdens

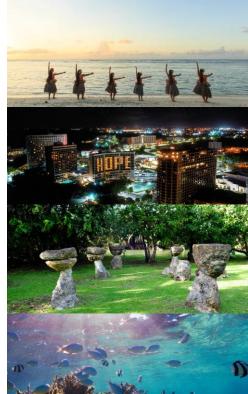
# Ongoing

- 1. Bill 323-35, amendment of Dave Santos Small Business Enhancement Act
  - 3% of gross proceeds of BPT up to \$250,000
- 2. QC for Recovery
  - Eligible pool, create jobs, and provide a service
  - Utilize the exemption benefits of the QC for businesses

# **Opportunities**

- 1. Business Incentives/rebate for relief (licensing fees, rent, leases, EBITDA, etc.)
- 2. Temporary reduction of HOT (1%)
- 3. GVB Endowment Foundation (non-profit)
- 4. Public Private Partnership





# STRATEGIC DEVELOPMENT FRAMEWORK



# TOURISM RECOVERY PLANNING MATRIX

# 2. IMMEDIATE PRIORITIES

- Staycation being reinstated to in encourage local spend
- Industry updates and letters encouraging WTTC endorsement for the "Safe travels" stamp for Guam
- Communications with JKT to express interest in travel bubble
- In-country research

# 3. STRATEGIC PARTNERS

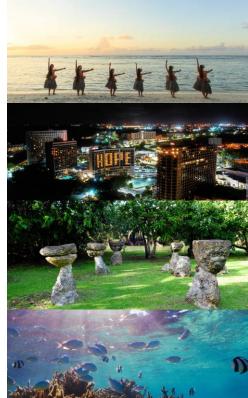
- Working closely GIAA to ensure seamless and safe visitor experience
- UOG PMBA Cohort 16 providing cultural digital assets

# 4. DIGITIZED OPERATIONS - \$2M

- Digitize Guam business operations
- Promote local products and services
- Upskilling program to transform Guam's workforce
- Provide new employment and entrepreneurship training
- 5G tourism infrastructure







# STRATEGIC DEVELOPMENT FRAMEWORK



# VIRTUALIZATION DIGITAL OPERATIONS

### **RECOVERY OPERATION**

Help Guam's local business develop better digital operation capability to reach visitors through website, social media, and mobile APP with more flexibility and cost-efficiency.



### **RECOVERY ON-LOCATION**

Help promote Guam's local businesses' products and services to the international tourists visiting on the island to help driving foot traffic and revenue conversions.

# EMPOWERMENT DIGITAL UPSKILLING

### RECOVERY EMPOWERMENT

Create a digital upskilling program to help transform Guam's workforce to the 21st century virtual and new economy post-COVID-19.

Provide new employment matching and entrepreneurship training for those who lost their jobs due to COVID-19 impacts, and re-introduce them back into the tourism workforce.

# **NEW ISLAND**ECOSYSTEM PLATFORM

### RECOVERY NEW ISLAND ECOSYSTEM

Create the next-generation 5G network soft mobility tourism infrastructure in Guam by partnering with leading technology companies to invest in Guam post-COVID-19.

Support new initiatives on digital destination management and product development to extend tourism outside of Tumon and generate economic opportunities for the outer villages to accelerate the pace of recovery for the entire island.

# **JAPAN**



# JAPAN COVID-19 SITUATION





June 11
Tokyo alert lifted



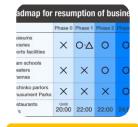
June 12
Phase 3 Tokyo



June 13 24 new cases



June 14 47 new cases



June 19
No restriction



Tokyo alerted lifted and will move into Phase 3.



24 new confirmed cases are reported in Tokyo.



47 people were confirmed in Tokyo, 18 people in Shinjuku.



Lift business suspension on June 19 as planned.



Keep a new social behavior.

Confirmed COVID-19

CASES: **17,668** 

DEATHS: **935** 

AS OF JUNE 19, 2020 worldometer

# JAPAN - TRAVEL RESTRICTION

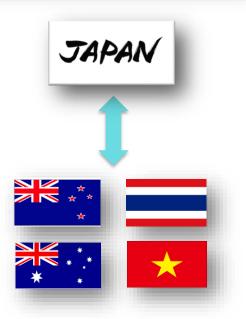


# JAPANESE GOVERNMENT PLAN: FOR 4 COUNTRIES (MUTUAL ENTRY)

The government is currently considering relaxing its entry and exit ban on visitors from and to Thailand, Vietnam, Australia and New Zealand.

Strong business tiles and low infection rate.	Background
Business travelers	Type of traveler
Negative PCR test result before leaving home country. Waive two-week self-quarantine period if present a plan for stay. (7,500 per month)	Inbound
Take a negative result of PCR test before departure. (Japanese nationals)	Outbound
This summer.	When
Plan to set up a PCR test centers for the expected demand: Japanese Government	Challenge
Type of test upon arrival in Japan (inbound): PCR or any others	Clarification





# JAPAN - CONSUMER SURVEY





DIAMOND BIG, Inc., which publishes "Walking on the Earth", conducted a survey of tourists attitudes associated with the new coronavirus.

SURVEY PERIOD

April 24 to May 8 Website Survey

### **RESPONDENTS**

40% of respondents are considering traveling abroad this summer

### WHEN

After lifting the entry & exit restrictions

When becoming possible to travel aboard



56%
TRAVEL OVERSEAS

32% DOMESTIC TRAVEL

The number of respondents was 1,397 (590 male, 793 female, 14 unanswered).

Data Source: Diamond Big

Q1: Where do you want to go first when the situation improves in the future?

• Overseas travel : 56%

• Domestic travel with lodging: 32%

• Domestic travel (day trip) : 6%

Q2: When you start to make your next trip plan?

- Lifted entry restrictions at the destination (country or region): 23.2%
- Safety announcement by Japanese government or any promotion has started: 18.2%
- WHO's announcement: 18.1%

Q3: What kind of information you need?

- Entry restrictions and any restrictions at the destination : 58.7%
- MOFA's travel safety information: 11.5%
- Update local information (hotels & restaurants): 8.5%

# JAPAN - TRAVEL TRADE



# **TOUR OPERATION**

Package Tour

Cancelled until

July 16 ~

*E*//9

Package Tour

Cancelled until

July 15

July 16 ~

近畿日本"ゾーリスト

Package Tour

Cancelled until

July 31

August 1 ~



Package Tour

Cancelled until

July 31

August 1 ~



Package Tour

Cancelled until

August 1 ~



Package Tour

Cancelled until

August 1 ~

R<u>akute</u>n Travel

Package Tour (DP)

Cancelled until

June 30

July 1 ~

# TRAVEL AGENCY WEBSITES PROMOTING PACKAGE TOURS



					108	
В	Я	火	*	*	金	±
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16 <b>79,800</b>	17 <b>79,800</b>	18 <b>76,800</b>
19 <b>76,800</b>	20 <b>76,800</b>	21 <b>84,800</b>	22 11 <b>2,800</b>	23 1 <b>09,800</b>	24 1 <b>02,800</b>	25 <b>102,800</b>
26 1 <b>02,800</b>	27 1 <b>02,800</b>	28 1 <b>02,800</b>	29 1 <b>02,800</b>	30 1 <b>02,800</b>	31 102,800	







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В	Я	火	水	木	金	±
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# JAPAN - MARKET INTELLIGENCE





TOUR PRICE COMPETITION:
GUAM (3 NIGHTS, 4 DAYS) July 16- July 31

( as of 14 June 2020) (12:30 - 13:00 JST)

Data Source: TRAVELKO

# TOUR PRICE COMPETITION: GUAM (3 NIGHTS, 4 DAYS) Aug 1- Aug 31



# JAPAN - MARKET INTELLIGENCE



# **NARITA AIRPORT:**

# INFECTION PREVENTION MEASURE



(domestic)

Departing passenger Installation of



Installation of fill board

Disinfection of baggage cart

# チェックイン手続き Narita Airport webチェックイン 回覧に in パターパ

Web check-in

# 手荷物預け手続き



Self-baggage check-in

# (OFFICIAL NOTICE)

# Future efforts: Check-in to boarding

Plan to introduce a boarding procedure (One ID) using a so-called "face pass" that utilizes face recognition technology.

Registering your face photo at the check-in.

Baggage check-in. Security Inspection.

Boarding





Information Source: NAA

# JAPAN - AIR SEAT CAPACITY



# AIR SEAT CAPACITY FROM JULY TO DECEMBER 2020

-	CAPACITY FORECAST	FLIGHT SUSPENSION	FLIGHT PLAN (RESUME)
UNITED	165,248	August 3 Differ by flight	August 4 Differ by flight
JAPAN AIRLINES	44,775	July 31	August 1 (plan)
t'way	34,776	June 30	July 23 (plan)
<b>JEJUair</b>	34,776	June 30	Depending on Travel restriction
GUAM VISITORS BUREAL SETERSION BESTAN GUAMMA	279,575 (1,513 flights)	Officially announced	Forecast only

# FY20: AIR SEAT CAPACITY FORECAST

Total capacity: 566,507 seats -34.3% vs FY19
Regular flight: 476,413 seats -33.0% vs FY19
Charter flight: 90,094 seats -40.4% vs FY19

# CY20: AIR SEAT CAPACITY FORECAST

Total capacity: 541,582 seats -38.1% vs CY19
Regular flight: 467,435 seats -35.4% vs CY19
Charter flight: 74,147 seats -51.1% vs CY19



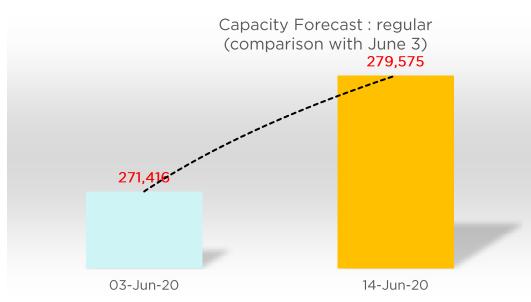
### AIR SEAT CAPACITY FORECAST (JULY ONWARD) 279,575 seats Capacity: Frequency: 1,513 flights Number of seats by port : regular 160,000 142,529 140,000 120,000 100,000 85,962 80.000 60,000 42,516 40.000 20,000 8,568 0 Narita Kansai Fukuoka Nagoya

# JAPAN - AIR SEAT CAPACITY



# AIR SEAT CAPACITY FORECAST

June 3: 271,476 seats June 14: 279,575 seats

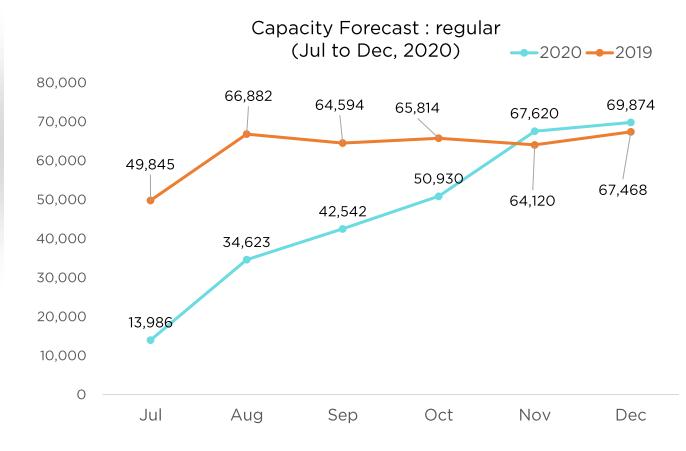


Date	NRT	NGO	KIX	FUK	Total
Date	INICI	1100	KIX	TOR	Total
03-Jun.20	134,370	42,516	85,962	8,568	271,416
14-Jun.20	142,529	42,516	85,962	8,568	279,575
Diff	8,159	0	0	0	8,159

# REGULAR AIR SEAT CAPACITY FORECAST (JULY - DEC)

Capacity: 279,575 seats Frequency: 1,513 flights

Data Source: Diio Me



# JAPAN - SOCIAL MEDIA MONITORING

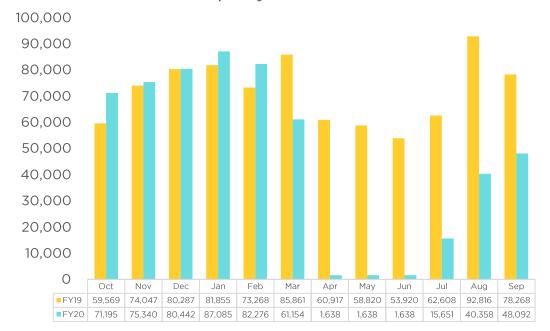


# AIR CAPACITY FORECAST FY20: OVERALL

FY20: 566,507 (2,872 flights) FY19: 862,236 (4,502 flights)

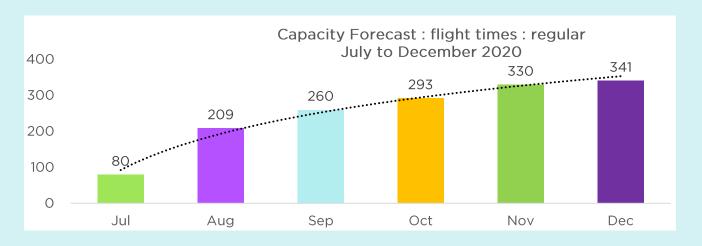
Diff: -34.3%

### Capacity Forecast FY20 : Overall



# AIR CAPACITY FORECAST (JULY - DEC)





# JAPAN - SOCIAL MEDIA MONITORING



# MONITORING: JUNE 1 - JUNE 15 SOCIAL MEDIA POSTS SNAPSHOT

- Local vendor's + Japan TA's postings are increasing
- Travel promotions and tour promotions are being picked up from Leo Palace, Alupang Beach Club, KNT, HIS, and more.









# Give Us A Moment: GLOBAL MARKETING CAMPAIGN TOTALS

- Japan SNS is performing extremely well with positive reception by followers
- Due to overwhelming response received on 1st photo contest, 2nd photo contest is starting on Monday 6.15.20 to increase engagement, keep Guam top of mind, and encourage bookings to Guam

# **GUAM**

• 175 Mentions +65% (previous 2 weeks)

# **GUAM TRAVEL**

• 42 Mentions +43% (previous 2 weeks)

# JAPAN - SOCIAL MEDIA MONITORING



#### PUBLIC SENTIMENT ASSESMENT: JUNE 1 - JUNE 15

(O) Meltwater

[Updated] Traveling Earth We have released an article to enjoy the blue sky of Guam with 360° images and an article that introduces goods that professionals must bring when they travel. - KNT

Staff really want to convey the charm of Guam snorkeling ~~ 6/11 Japan time 17:00~ Capacity 100 people 6/21 Japan time 14:00~ Seminar using latest Guam information, videos and photos © Children and adults can participate, so feel free to bring it with your family.

Neutral: 158

Even if you can go to Guam, when you return to Japan, is it 14 days guarantine??

Negative: 10

Why is the Polynesian show so popular in Guam?

I want to meet energetic children on the beach in ~~, I wonder if I can meet~! https://www.abcguam.jp/ Let's #Before action restriction lift #Alupang Beach Club #guam #

#♪ Stokke #Jet Kids #Jet Kids by Stokke #Jet Kids by Stokke #Children Travel #Children Overseas #Children Hawaii #Children Guam #Children's Trip #Going with Hawaii #Going with Guam #Children's Suitcase #Hawaii I want to go #EnjoyHome

Positive: 252

RT @templand\_fp: 35 years ago, I went to Guam on my first overseas trip. The Nikon FE2 I just bought is 35mm f2. NIkon FE2, Nikor35mmf2 Kodachrome64 guam,1985 #photography #

Onward Beach Resort Guam 2019 Family Travel Experience ONWARD BEACH RESORT GUAM: https://t.co/He8GOr7jgY @YouTube Guam travelers are a must-see!

We booked a trip to Guam with two best friends on a high school graduation trip, and we booked a "jungle cruise", which is rare among tourists, and we went through the dense trees. At the moment when I saw a house of an indigenous Chamorro in an open place, this guy appeared at Pokemon GO at hand... Oh, I want to go 100%

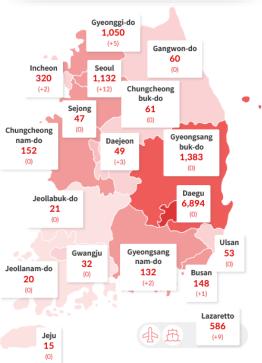
# SOUTH KOREA



# **KOREA COVID-19 SITUATION**

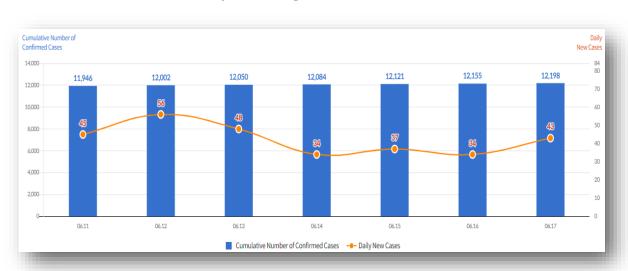






Status of Confirmed Cases by Region

- Locally transmitted cases on June 15, were mostly reported from the Seoul metropolitan area.
- This week will be a critical point in deciding whether to maintain the tightened distancing measures in the capital area.
- Visitors to gyms, cram schools, bars and other crowded establishments are exposed to higher risk of COVID-19 infections.
- The government continuously makes effort to stop the spread of the virus in the capital region.



Source: Central Disaster and Safety Countermeasures Headquarters; as of June 17

Confirmed COVID-19

CASES: 12,306

DEATHS: 280

AS OF JUNE 19, 2020 worldometer

# KOREA - MARKET INTELLIGENCE



#### **COVID-19 PEST UPDATE**



#### **SOCIAL**

- •People who are fully recovered from COVID-19 to sign up to donate plasma is recently increased.
- •People who have fully recovered from COVID-19 have antibodies in their plasma that can attack the virus. This convalescent plasma is being evaluated as treatment for patients with serious or immediately lifethreatening COVID-19 infections, or those judged by a healthcare provider to be at high risk of progression to severe or life-threatening disease.



#### **POLITICS**

• Gyeonggi Province announced on June 7 that it will provide up to 50 percent of diagnosis and inspection expenses for businesses to prevent cluster infections and closure of workplaces from COVID-19.



#### **POLITICS**

- •North Korea blows up liaison office in Kaesong used for talks with South Korea
- •North Korea to deploy troops into former inter-Korean cooperation zones



#### **CONSUMER**

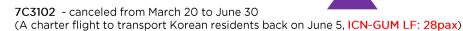
- •Travelers in COVID-19 pandemic era are focusing more on practicing 'self-control'.
- •Consumers also showed more concerns on hygiene when it comes to food and accommodation. For the length of stay, consumers tend to pick either very short or very long-term stay.

#### AIRLINE SCHEDULE STATUS MONITORING - JUNE

#### 1. INCHEON - GUAM

\*As of June 17

Airlines	Flight No.	Days	Seat Capacity per month
Korean Air	KE113	WED/FRI/ SAT/SUN	0
loiu Air	7C3102	Daily	189
Jeju Air	7C3106	Daily	0
Jin Air	LJ641	Daily	189
T'way	TW301	Daily	0
Air Seoul	RS103	Daily	0
TOTAL			378



LJ641 - canceled from March 12 to June 30
 (A charter flight to transport Korean residents back on June 5, ICN-GUM Ferry flight)

#### 2. BUSAN - GUAM

Airlines	Flight No.	Days	Seat Capacity per month
Jeju Air	7C3154	Daily	0
lin Ain	LJ647	Daily	0
Jin Air	LJ649	Daily	0
Air Busan	BX614	Daily	0
TOTAL			0

# KOREA - MARKET INTELLIGENCE



#### AIRLINE SCHEDULE / STATUS MONITORING - JULY

#### 1. Incheon - Guam

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity	Max. Flight Capacity (70%)
	7C3100	THU/SUN(7/ 26~)	6:25	12:00	372	260
Jeju Air	7C3102	Daily(8/1~)	10:40	16:05	0	0
	7C3106	Daily(8/1~)	20:20	02:00+1	0	0
Jin Air	LJ641	THU/SUN (7/1-12) Daily(7/24~)	9:40	15:05	2,604	1,820
T'way	TW301	Daily(7/24~)	18:00	23:40	1,488	1,040
Air Seoul	RS101	Daily (7/29~)	20:45	02:15+1	585	408
TOTAL					9,141	3,528

#### 2. Busan - Guam

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity	Max. Flight Capacity (70%)
Jeju Air	7C3154	Daily (8/1~)	22:05	03:05+1	0	0
Jin Air	LJ647	Daily (8/1~)	8:00	13:15	0	0
TOTAL					0	0

Total Outbound Seat Capacity (July): 3,528 seats

70% of seat capacity with social distancing measures

#### **GUAM PRODUCT PRICE**

Flight Fare : Airline

Route	Airline	Fare (Round trip)
	Jeju Air	\$338~\$459
ICN-GUM	Jin Air	\$366~\$718
ICN-GOM	T'way	\$318~\$638
	Air Seoul	\$218~\$450
DITC CLIM	Jeju Air	\$338~\$415
PUS-GUM	Jin Air	\$317~\$753

Guam Tour Package: Travel Agency					
Route	TA	Period	Price (Approx.)		
	Hana Tour	3N4D	\$680~\$2,490		
ICNI CLIM	Modetour	3N5D	\$649~\$1,600		
ICN-GUM	Online Tour	3N5D	\$549~\$1,549		
	Very Good Tour	4N5D	\$617~\$1,862		
	Hana Tour	3N4D	\$700~\$1,944		
PUS-GUM	Mode Tour	3N5D	\$611~\$1,402		
	Online Tour	3N5D	\$1,089~\$1,949		
	Very Good	4N5D	\$899~\$1,729		

\*Currency: USD

\*\*Travel Period: July 1 - August 31 (tentative)

\*Currency: USD \*\*Travel Period: July 1 - 31

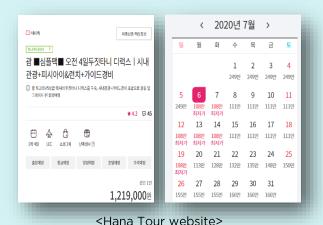
#### **NOTES:**

- All Airline schedules are subject to change.
- Guam products are opened on website but there's no booking due to unfixed airline schedules and quarantine measure in Korea.
- All airlines have no booking in July except for Jin Air Seoul.
- Jin Air booking for July: 550pax (subject to cancel depends on the flight operation decision due to guarantine measure in Korea.

# KOREA - TRAVEL TRADE



# TRAVEL PRODUCT SALES & PROMOTION GUAM PACKAGE SALES



Some travel agencies have started Guam product sales for July-August 2020 on their websites (\*subject to change).

- Major travel agencies (such as Hana Tour, Modetour, Lotte JTB, Lotte Tour, etc.) opened sales of Guam products for July on their websites with lifting entry restriction of Guam.
- Very Good Tour have started sales for Guam products starting August on their websites.



<Modetour website>

 Online Tour is ongoing a promotion that travel period starting August with exclusive fares, change/cancel fee free for safe travel.

#### COMPETITIVE DESTINATION PACKAGE SALES

Travel agencies started other markets' product sales for July 2020, even though entry restrictions have not been lifted.

- As Vietnam declared end of COVID-19 in April 30, Most of travel agencies started sales of Vietnam products with expectation that flights will be resuming soon.
- Saipan announced reopening plan of its tourism starting July 15. In line with airlines opening sales for ICN-Saipan route from July 24, travel agencies also have started sales for it.
- Thailand and Philippines haven't lifted entry restriction for Korean visitors. However, Airlines started sales starting July 24, 2020.



on Hana Tour website>

<Saipan products
on Modetour website>



<Singapore products
on Online Tour website>



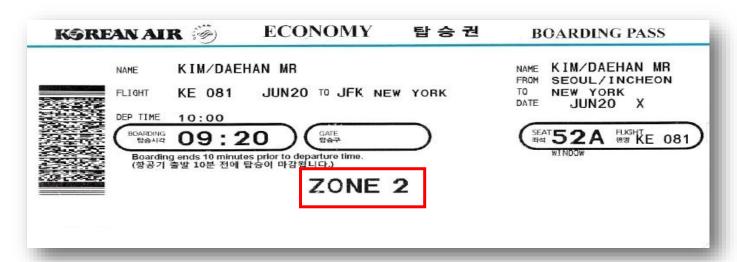
<Philippines products on Very Good Tour website>

# KOREA - AIRLINE UPDATE



#### **KOREAN AIR**

- To more effectively recover cargo volume, Korean Air adopted a 'cargo seat bags' in passenger aircraft cabins.
- Korean Air's cargo volume grew 13.5% last month compared to a year ago.
- Korean Air implements 'Back to Front'-style Zone Boarding from June 10 on all routes to minimize contact among passengers.
- Zone Boarding: boarding which subdivides the zones in the aircraft and sets the order for passengers' boarding according to the zone.
- Zone is divided by aircraft size, and the zone number is printed on the boarding pass so that passengers can easily check their boarding order.







# KOREA - SOCIAL MEDIA



#### GET UP AND MOVE CAMPAIGN UPDATE

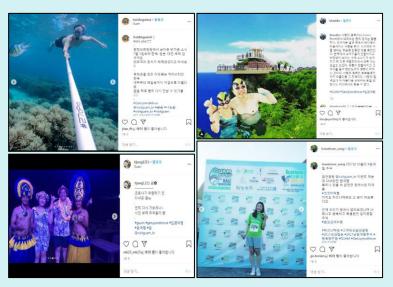
**EVENT:** Get Up And Move Instagram Challenge Guam

CHANNEL: **GVB** Korea official Instagram PERIOD: June 8, 2020 - July 2, 2020

(Winner Announcement: July 3)

Instagram users to post a picture related to Guam SCHEME:

(Guam souvenirs, food, past travel pics)



Event Participants' Postings on Instagram

Instagram				
Online Impressions	Social Media Reach Engagemen		Social Media Likes	
5,550	4,487	395	303	



Instagram Posting Insight

#### GET UP AND MOVE CAMPAIGN EXPOSURE

- Get Up And Move Logo & Campaign Press Releases
- GVB KOREA disseminated the GUAM(Get Up And Move) logo guidelines to airlines, travel agents, media and influencers to maximize its campaign promotion.











May 29











파이낸셜뉴스 | 5시간 전 | 네이버뉴스

한국경제TV | 4시간 전 | 네이버뉴스

7월부터 한국인 관광객 격리·검진 해제하는 광, 특별 캠페인

사로본 여성상품을 기획하고 열차이로 프로모션을 사원살 예정이다. 또 상상사에 위 공출 제공하고, 항공자, 여행자, 미디어, 인골루면서를 대상 변두어, 건축에 프로모션

이문장 사설적이 및 경진 열차를 하지한데 따라 문인으로 방문제들이 안전을 하요

: 그마구 시장마니 첫 전단 문서를 되어하여 되고 가운 전도가 있는 마음의 단단을 되었다. 로 권하여 예상에게 집쓰고 있다"고 강조하며, "구군선 원당 인고리를 구축하여 포스트 I-I-IS를 대해하여 함 공감성이 활성하를 수 있도록 느럭하였다"고 말했다. 이야 "고 IIS로 된 이랑이 명취 있던 지난 및 달긴, 된 이랑 일기 파드네설들이 된해 대해 보여주.

SET S본데 국저 한 등 등에 당시르니다. Get Birkst Mister 당래 단어 맞춰 돈 다. 따르니들과 함께 법업하여 다양한 프로그램을 통해 적극적으로 지원할 수 있도록 !

이번도 등 다양한 프로그램을 순사성으로 신형될 이성이다.

투어코리아뉴스 | 3시간 전

괌, 한국인 등 입국자에 7월부터 의무격리 및 검진절차 없앤다

□천혜의 휴양자 **괌. 내**달 7월 부터 의··· 투머타임조 □ 5시간 전

June 9

인 정상화에 돌입했다. 지난 5월.

노관광객 맞을 준비하는 **괌**, 7월부터~

느관광객 맞을 준비하는 함, 내달부터…

**괌**은 7월 1일부터 한국, 일본, 대만 관광객에 한해 의무적 시설격리 및 검진 절차를 해제한

다고 9일 밝혔다. 코로나 확산을 막기 위해 관광객에 대한 격리 조치를 내렸던 괌이 단계적

TTL News; June 9

Financial News

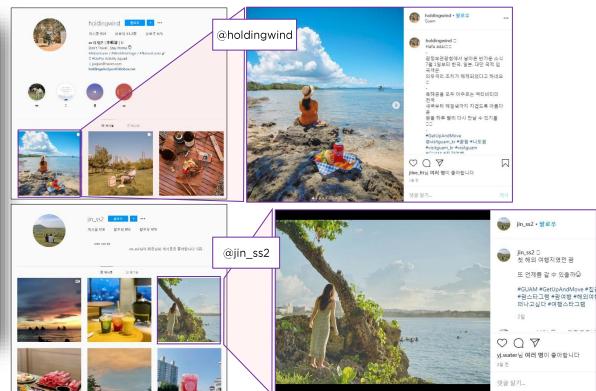
# **KOREA - SOCIAL MEDIA**



#### GET UP AND MOVE CAMPAIGN EXPOSURE

Channel: Influencers' Instagram & Blog Channel Content: Get Up And Move Campaign Promotion





Instagram Posting by Influencers

#### **NEW MANAGEMENT EXPOSURE**

GVB Interim President / CEO and Vice President Press Releases

 GVB KOREA disseminated the news regarding former Governor Carl T.C. Gutierrez and Dr. Gerald S.A. Perez to lead the Guam Visitors Bureau to airlines, travel agents, media to emphasize Guam has experienced leaders with solutions to overcome the crisis.





The Travel News: June 15

Tour Times; June 15

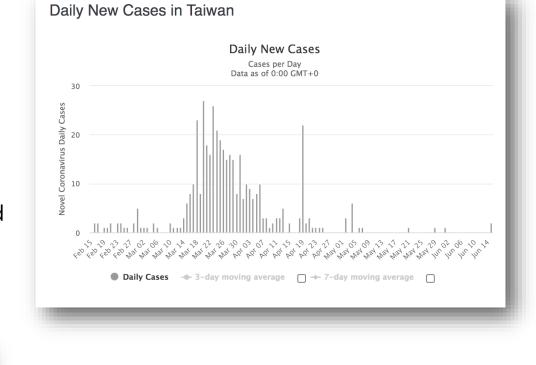




# TAIWAN COVID-19 SITUATION



- Taiwan remains closed to foreign visitors until new standards are set
- Effective July 1, triple value vouchers are available for purchase to stimulate economy
- Occupancy limit at public recreation and sports facilities has been increased
- TECO (Taiwan Economic & Cultural Office to reopen in Guam in July 2020





Taipei metro and public bus services no longer requires use of face mask during transit if social distance is kept Confirmed COVID-19

**CASES:** 446

DEATHS: 7

AS OF JUNE 17, 2020 worldometer

# TAIWAN NEWS



- Ban on all overseas tours extended until end of June
- Travel agencies focusing on domestic travel
- Association of travel agents mainly hosting training seminars for employees and can receive compensation
- Safe travel bubble arrangement between Taiwan and Guam under consideration

#### **AIRLINE UPDATE**





Eva Air initiating application process to resume 2x weekly flights to Guam (Wednesday and Saturday)

China Airlines to resume flights October 2, 2020

# TAIWAN - SOCIAL MEDIA



Consumers have been actively interacting with GVB TW on SNS, and are looking forward to travel to Guam again as they miss the warm sunshine and beautiful sunsets.



Sunset at Tumon Bay

Sunset with orange tone is reflecting itself on the ocean. looking like a piece of artwork. Нарру Wednesday < 3.

I miss Guam so much!

Guam is already waiting for Taiwan...

Reflection of Guam's sunset

The moment when the sun merges with the horizon, then connects with its reflection on the ocean.

It's amazing!



# **AIRLINE NEWS**



### **AIRLINE NEWS THIS WEEK**

- United: Mandatory face mask policy on all flights Pacific News Center (June 18, 2020)
- Philippines Airlines resumed Guam flights <u>Pacific Daily News</u> (June 18, 2020)
- JAL flights remain suspended <u>Pacific Island Times</u> (June 16, 2020)
- Latest United Airlines flight skeds for Guam, Saipan, Palau, Micronesia Stars and Stripes Japan (June 13, 2020)
- Airlines gearing for skies as lockdowns ease <u>Pacific Daily News</u> (June 13, 2020)
- 'We're all in trouble' without tourism, jobs <u>Guam Daily Post</u> (June 15, 2020)
- GVB works to show Guam tourism ready to reopen <u>Guam Daily Post</u> (June 15, 2020)

# RESOURCES



# REPUTABLE SOURCES OF INFORMATION



All COVID-19 official notices and the most up-to-date information can be found through these websites:

- Centers for Disease Control and Prevention
- World Health Organization
- Department of Public Health and Social Services
- Guam Homeland Security/Office of Civil Defense
- Gov. Lou Leon Guerrero's Facebook Page
- Guam Visitors Bureau COVID-19 Resource Page (Website Repository)

#### **Resources for businesses:**

- Guam Economic Development Authority
- Small Business Administration Coronavirus (COVID-19): Small Business Guidance & Loan Resources
- Department of Revenue and Taxation online services

ADDITIONAL GVB RESOURCES

Weekly Industry
Updates

GVB'S Weekly Tourism Works Column (PDN)

Social media pages that share GVB Members' content:

Facebook

**Instagram** 

### HELPFUL CONTACT INFORMATION



#### MEDIA INQUIRIES SHOULD BE DIRECTED TO:

Joint Information Center (671) 478-0208/09/10
Monday through Friday, 8:00 a.m. to 5:00 p.m.

#### **GVB'S TOURISM VOICE BOX FOR COMMENTS AND QUESTIONS:**

Express your concerns, ask questions, request assistance. We want to know how your business is navigating through the effects of the COVID-19 pandemic. (Click here)

#### **GVB'S COVID-19 COMMUNICATIONS CHANNEL FOR TOURISM INDUSTRY:**

communityrelations@visitguam.org

