



Photo by Jonathan Barber

INDUSTRY RECOVERY UPDATE

AUGUST 21, 2020



GOVERNOR ISSUES NEW EXECUTIVE ORDER

Rise in cases spurs stricter requirements through Aug. 28

Governor Lou Leon Guerrero signed [Executive Order \(EO\) 2020-28](#) ordering Guam residents to stop the spread of COVID-19 by staying home and restricting entry into Guam, requiring all arriving passengers to undergo mandatory quarantine at a government facility. The Stay-At-Home order was announced on Aug. 20 after the island's sixth COVID-related fatality was reported along with 105 new COVID-positive cases.

Effective at noon on Aug. 21 and through Aug. 28, the stay-at-home order is subject to limited exceptions such as obtaining food and household necessities, going to and from work at critical businesses, seeking medical care, caring for dependents or pets, or caring for a vulnerable person in another location. The order also includes the following:

- GOVERNMENT OF GUAM OPERATIONS.** The Government of Guam will continue to operate but without public access and will suspend all customer service functions, except those critical to the health and safety. GovGuam employees will work from home unless their in-person services are deemed critical.
- NON-ESSENTIAL BUSINESSES TO CLOSE TEMPORARILY.**
- ALL PUBLIC GATHERINGS OR CONGREGATIONS ARE PROHIBITED.**
- ALL PLACES OF BUSINESS OR PUBLIC ACCOMMODATIONS SHALL CLOSE AND BE PROHIBITED FROM ON-SITE OPERATIONS.** Businesses are encouraged to refer to the [DPHSS Guidance Memo 34](#) for specific details and guidance on which businesses are deemed critical. According to the Executive Order, other businesses and service providers not specifically mentioned can request permission to operate from DPHSS.
- STRICT MEASURES IN PLACE.** All residents must observe strict isolation at home except to conduct critical activities. All businesses and activities permitted to operate must abide by the following rules: social distancing of at least six feet and posting of appropriate signage; frequent cleaning of all surfaces; mandating the wearing of face masks; and permitting and encouraging teleworking.
- DISTANCE LEARNING.** All public-school buildings and facilities will be closed to all employees unless their in-person services are deemed critical by the Guam Department of Education. All public and private school instructors may continue providing distance learning services from their homes. Private schools will also be closed.
- ALL PUBLIC PARKS AND BEACHES ARE CLOSED TO ALL ACTIVITIES.**
- RESTRICTING ENTRY INTO GUAM.** All persons entering Guam shall be subject to quarantine in a government qualified facility.

The Critical Business Hotline is open Monday through Friday from 11:00 a.m. to 5:00 p.m. Please call 475-9473, 475-9390, 475-4770, 475-3221, or 475-9213.

UPDATES FROM GVB AND GIAA

GVB ASKS COMMUNITY TO WORK TOGETHER TO REDUCE CASES

"I join the Governor and island leaders in urging our island residents and businesses to heed the call to stay home this next week. It is critical the island brings its positivity rate down otherwise jeopardizing planned airline and travel packages slated for September and October. Travel surveys tell us key factors in determining a destination of travel include the COVID-19 situation of the destination and the medical care system of the destination. Both of these situations on Guam do not bode well for Guam as a destination of choice. Therefore, I ask the community to heed the call to stay home and remain vigilant in wearing a mask, social distancing, and washing hands."



P. Sonny Ada
Guam Visitors Bureau
Chairman of the Board



FOR IMMEDIATE RELEASE

WE'RE ON IT 24/7

August 21, 2020

Guam Airport Operations during PCOR 1 Effective August 21, 2020 @ 12 Noon

In line with Governor Lourdes Leon Guerrero's promulgation of Executive Order 2020-28 and applicable "Department of Public Health and Social Services (DPHSS) Guidance" the A.B. Won Pat International Airport Authority, Guam (GIAA) advises of the following to ensure continued - although limited - services for workers, passengers and customers at the Airport.

24/7 Hour Operations

Airport Operations continue with existing flights provided by the current operators for passengers, cargo and charter flights. Passengers are encouraged to contact their airline directly on the status of their flights. Food and Beverage operations will be active during flight activity.

The GIAA Terminal Center, Airport Police Radio Dispatch Office and the Aircraft Rescue and Fire Fighting (ARFF) unit remain operational 24/7. Limited food and beverage operations -as an airport operations passenger activity and support service- will be active only during flight activity.

Other Airport offices will conduct business through telework Communications may be conducted during normal business hours of 8-5, Monday – Friday via primary telephone lines 646-0300-02. Official correspondence may be sent to official@guamairport.net, and inquiry and or information requests may be sent to info@guamairport.net.

Limited Entry into the Terminal

In line with the need for enhanced protection of the health and safety of all airport patrons, only, employees on duty, active travelers, and persons delivering GIAA-authorized services to the Airport will be allowed entry into the terminal.

Well-wishers, visitors, and other persons not conducting GIAA-authorized business at the terminal will be restricted from entry during this specific PCOR 1 period.

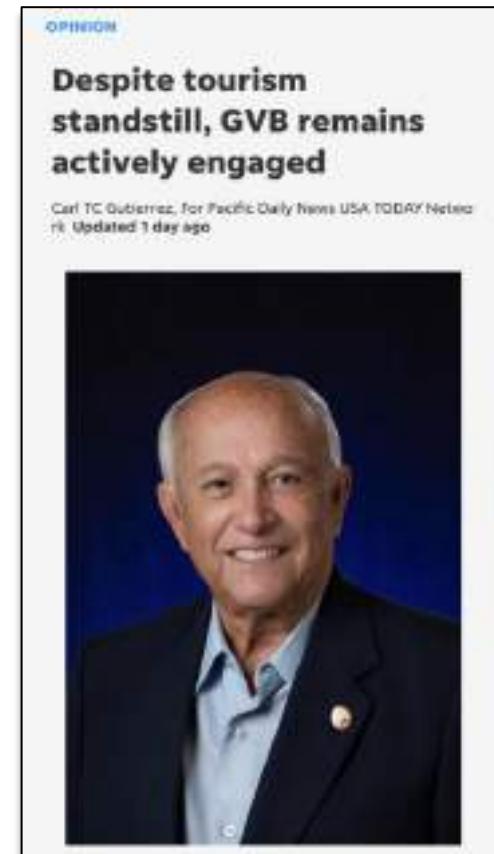
GIAA Executive Manager John "JQ" Quinata stated, "I want to assure the public, airlines and tenants that Airport operations will remain unaffected, and that the restrictions in place is for the safety and security for all at the Airport. I encourage all persons to practice preventive measures of wearing face masks, practicing social distancing and be mindful of proper hygiene by frequently washing hands."

THIS WEEK'S TOURISM WORKS FEATURES SHARE STORIES OF COMMITMENT, PASSION, AND RESILIENCE

Tourism Works Column – Pacific Daily News

“While tourism remains at a standstill globally due to COVID-19, make no mistake — a flexible mechanism for warmly welcoming guests and making them feel at home in Guam remains actively engaged.”

In this week's Tourism Works column, GVB President and CEO former Governor Carl T.C. Gutierrez recognizes the marketing expertise of GVB's Director of Global Marketing Nadine Leon Guerrero and her dedication to the bureau throughout the past 26 years. Read GVB's Tourism Works column every Tuesday in print and online or past editions at guampdn.com.



OPINION

Despite tourism standstill, GVB remains actively engaged

Carl T.C. Gutierrez, For Pacific Daily News USA TODAY Network Updated 3 days ago



Tourism Works Profile Feature - KUAM



This week's Tourism Works video feature, which airs on KUAM, highlights Jonathan Perez and Guma' Ininan I Saina-ta. Their story of resilience and determination will inspire you. Thank you, Jonathan, for sharing your story. GVB recognizes the important role that all cultural practitioners play in the preservation and perpetuation of our culture. Find more amazing profiles on [KUAM's YouTube channel](#) or on [GVB's Facebook page](#).

GVB RESOURCES

[GVB Website](#)

[Social Media: Facebook & Instagram](#)

[Past Editions of GVB'S Weekly Tourism Works Column \(PDN\)](#)

[Past Issues: Weekly Industry Recovery Reports](#)

[GVB's 2019 Interactive Annual Report](#)

[TOURISM VOICE BOX](#)
Submit your comments or questions for GVB here



GUAM VISITORS BUREAU
#InstaGuam
**Travel
Talks**
Webinar Series

Making Health & Safety Protocols a New Norm

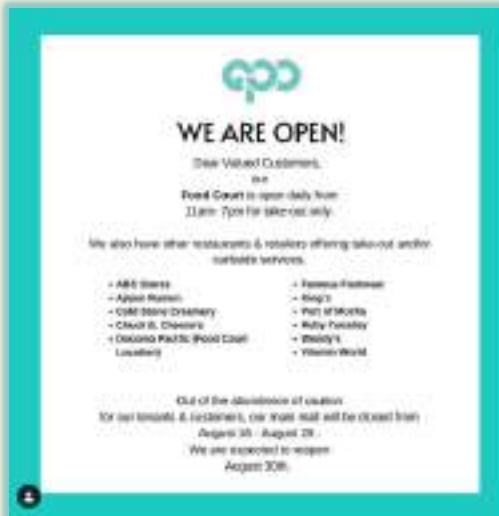
Wednesday, September 2, 2020 | 3 PM

REGISTER TODAY
FREE



SHARE YOUR PROMOTIONS AND SPECIAL OFFERS!

Send your photos and videos to hafaadai@visitguam.org or tag us in your social media posts to give us permission to share them!



Creator Spotlight: Jonathan Barber | @johnbarbs671

Johnathan Barber is a 32-year-old photographer, surfer, fisherman, and all-around ocean lover. John is widely known for his epic shots and bountiful catches, so we asked him to tell us more about his story behind the lens.

How did you get into photography?

I first picked up a camera probably around middle school. I remember playing with one of those disposable underwater cameras at the beach and snorkeling while trying to shoot the fishes and coral. Most of those shots didn't turn out well but it was probably my first introduction to the process. In my first year of college, I began surfing and at that point, I wanted to improve my photography skills to be able to capture images of surfing and waves. From that moment on I was hooked.

What inspires you?

I'm inspired daily by other artists' work that I see online. Even after living on Guam for most of my life, I'm still surprised by new places that I've never been to. Every day there is an awesome moment waiting to be captured and that thought drives me to get out and create

How do you use your talent to help our island?

Through my photos, I hope to inspire people not only to appreciate the beauty of our island but also to go out and explore. We are so blessed to be living on a paradise island, and I hope that through my photos people can develop a sense of appreciation. I also hope that through my work people can understand the need to protect our island's beaches and do our part to keep it clean. Every little bit counts.



MARKET INTELLIGENCE REPORT

As of August 21, 2020 and may be subject to change





JAPAN

JAPAN COVID-19 NEWS

RECENT TREND
Spread to 40s - 60s
Spread of infection at workplace, shopping center, restaurant and schools
Household infection

MEDICAL EXPERTS
Untraceable infection is increasing (over 1,000 cases)
High number of severely ill patients
Student infection, 242 in 2 months

NEW TOKYO CASES

Aug 10: 197
Aug 11: 188
Aug 12: 222
Aug 13: 206
Aug 14: 389
Aug 15: 385
Aug 16: 260
Aug 17: 161

UNTRACEABLE TOKYO CASES

Aug 10: 118
Aug 11: 117
Aug 12: 149
Aug 13: 128
Aug 14: 242
Aug 15: 248
Aug 16: 142
Aug 17: 92

COVID-19

TOKYO GOVERNOR

Spread to all age groups
Provide sufficient medical care
20s to 30s: over 60%
Household and workplace infection

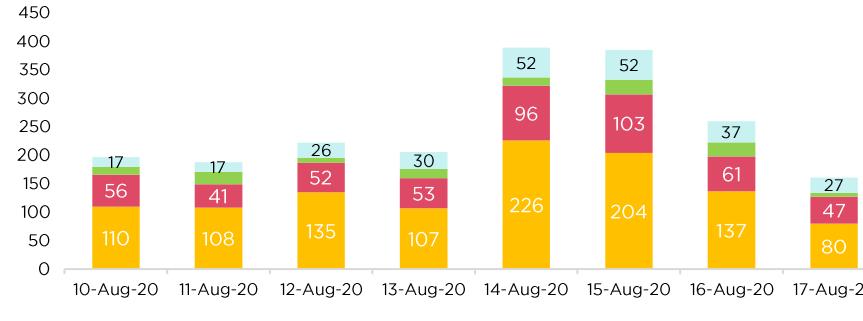
JAPANESE GOVERNMENT

Not to declare a new state of emergency
Prioritize recovering economic activities

(Data Source : Ministry of Health)

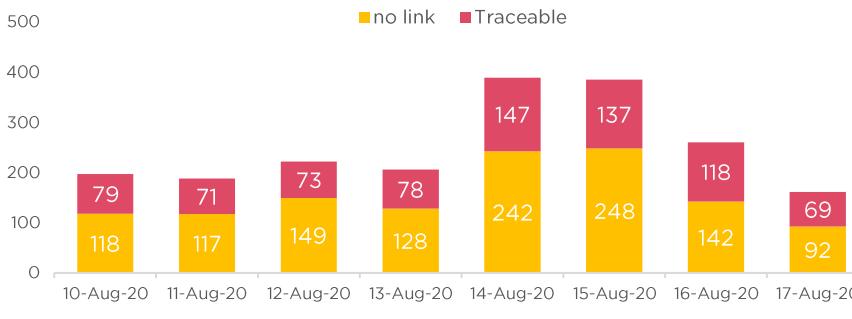
TOKYO NEW CASES : AGE GROUP

■ 20s to 30s ■ 40s to 50s ■ 12 or below ■ 60 and above



CONFIRMED CASES IN TOKYO

■ no link ■ Traceable



NUMBER OF CASES PER 100,000 POPULATION (AUGUST 11-17, 2020)

- Okinawa: 32
- Tokyo: 12
- Fukuoka: 11.7
- Osaka: 11.6
- Aichi: 7.3

AGE GROUP (AUGUST 10-17, 2020)

Total cases: 2,008

- 20s to 30s: 55%
- 40s to 50s: 25%
- 60s and above: 13%
- 19 and below: 7%

Confirmed COVID-19

CASES: 58,501

20.6% active (12,091)

AS OF AUG 21, 2020

JAPAN AIRLINE NEWS



OPERATION STATUS



UNITED : NARITA

- Narita: 828/827 will operate 3 times a week: 10 flights
- Narita: 873/874 suspended until Sept 30
- Narita: 196/197 will operate daily in Sept

828/827:
SEPT 8~
873/874:
OCT 1~
196/197:
operating



UNITED : CHUBU

- Nagoya: 137/136 suspended until Sept 30
- Nagoya: 171/172 suspended until Sept 30

OCT 1 ~



UNITED : KANSAI

- Kansai 151/150 suspended until Sept 30
- Kansai 177/178 suspended until Dec 31

OCT 1 ~



UNITED : FUKUOKA

- Fukuoka 165/166 suspended until Oct 24

OCT 25 ~



JAPAN AIRLINES: NARITA

- Narita: 941/942 suspended until Sept 30

OCT 1 ~



TWAY: KANSAI

- 311/312 extended suspension until Aug 31

SEPT 1 ~



JEJU AIR: KANSAI

- 3174, 3184/3173, 3183 will extend suspension until Aug 31

SEPT 1 ~

JAPAN TO GUAM FLIGHT OPERATION



- NRT: UA828/827 have been cancelled in Aug., but plans to operate three times a week in Sept
- NRT: UA873/874 have been cancelled in Sept.
- NGO: UA137/136 & UA171/172 have been cancelled in Sept.
- KIX: UA150/151 have been cancelled in Sept.

JAPAN MARKET INTELLIGENCE

DOMESTIC TRAVEL | OBON HOLIDAY



ADDITIONAL SUSPENSION

September 11 to 30
5,353 flights (-31%)

OBON period 8/7-8/16
61.2% 

August 7 to 16
2020 booking: 437,751
2019 result: 1,126,894

-61.2% vs 2019



ADDITIONAL SUSPENSION

September 1 to 30
10,445 flights (-45%)

OBON period 8/7-8/16
64.8% 

August 7 to 16
2020 booking: 519,283
2019 result: 1,475,236

-64.8% vs 2019

PACKAGE SALES BY MAJOR WHOLESALERS

TOUR OPERATION



JTB Package Tour

Canceled until
September 30

October 1 ~



HIS Package Tour

Canceled until
September 30

October 1 ~



KNT Package Tour

Canceled until
September 30

October 1 ~



NTA Package Tour

Canceled until
September 15

September 16 ~



JALPAK Package Tour

Canceled until
September 30

October 1 ~



TOBU Top Package Tour

Canceled until
September 30

October 1 ~



RAKUTEN Travel
Package Tour

Canceled until
September 30

October 1 ~

Bullet train:
5 to 15%,
maximum below
below 30%

AIR load factor:
Less than
50%

Load traffic:
no congestion

PRELIMINARY
RESULTS ON
OBON TRAVEL
(NHK)

JALPAK NEW TRIAL

Prevention Measures

- Staff to wear face-mask
- Keep social distance
- Sanitizer wipes
- Thermometer



Hotel

- Wear face-mask
- Cleaning, ventilation and disinfection
- Installation of transparent partition
- Keep social distance with customer



Exclusive Van

- Private van transportation (airport and hotel)
- Face-mask
- Hand-sanitizer
- Sanitizing wipes



Mail Service

- Communication with local staff
- Available before travel
- Japanese language



Medical Support (Insurance)

- Available for 24 hours 7 days a week in Japanese.
- Support up to 10 million yen for medical expenses and transportation expenses during travel.



JALPAK 



JAPAN SOCIAL MEDIA



PUBLIC SENTIMENT: AUG 1 - AUG 14

TRENDING TOPICS:

- Guam
- Guam Travel +67%
- Guam Lager Beer

TOP NEWS POSTS:

Guam's traditional food! 3 Recommended "Chamorro Cuisine" Recommended Restaurants with Various Variety

- Terry's Local Comfort Food
- Chamorro Tei
- Proa

<https://news.livedoor.com/article/detail/18694112/>

REACH: 27m

I want to eat in Guam! 3 delicious popular hotel buffets!

<http://news.livedoor.com/article/detail/18676892/>

REACH: 27m

TOP SNS POSTS:

Go ahead like us! To give you courage, I'll post an video with Shuto Watanabe and Takao Ueda's beach sparring in Guam!

REACH: 2k



I drank Starbucks coffee in Japan and was surprised. Unlike Starbucks in Guam, Japanese Starbucks coffee had a lot of bitterness and was very bad taste 😱😖. Moreover, the price is also high 😞. Why does Guam have such a different taste? Well, I don't care if I don't go to Starbucks...

REACH: 2k



+/- TOPICS:

- Travel to Guam resuming
- Guam Travel Memories
- Marijuana usage on Guam



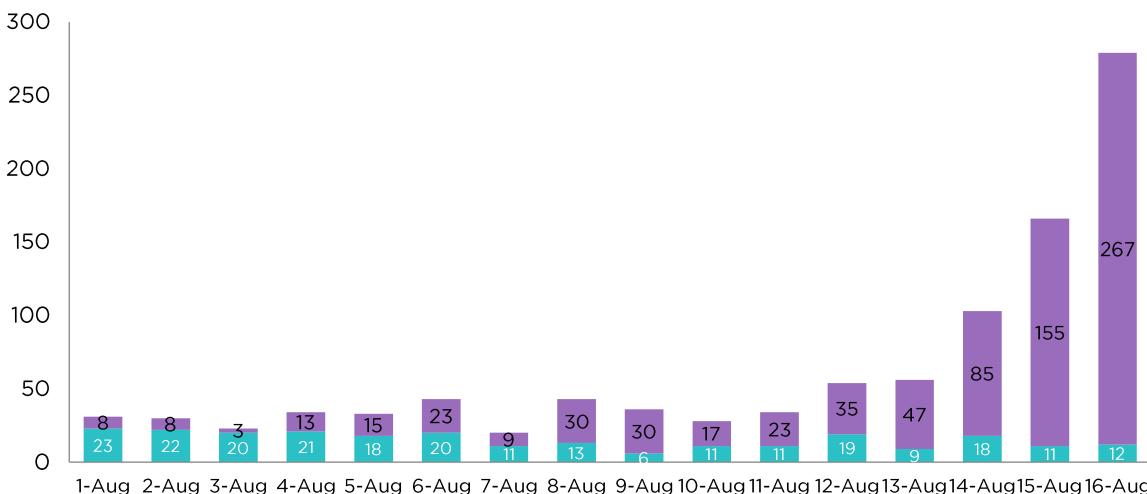
SOUTH KOREA

KOREA COVID-19 NEWS

DAILY NEW CASES

ACCORDING TO THE ROUTE OF INFECTION FOR RECENT TWO WEEKS

■ Imported cases ■ Local outbreak



Recovery Rate: 90.8%

- South Korea's new coronavirus infections jumped to a five-month high of 279 on August 16, due mainly to a surge in church-related cases in the greater Seoul area.
- Of the local transmissions, Seoul and the Gyeonggi Province accounted for 85 percent of the new infections.
- Reflecting the rise in numbers, the government raised the three-tier social distancing scheme in Seoul and Gyeonggi Province from Level 1 to Level 2, effective August 16.

Source: Central Disaster and Safety Countermeasures Headquarters; as of Aug 16

SOCIAL DISTANCING LEVEL RAISED TO 2ND LEVEL IN SEOUL, GYEONGGI, AND BUSAN

- The South Korea government raised the social distancing level in Seoul and Gyeonggi regions starting August 16, and Busan region starting from August 17 for two weeks, due to a recent spike in COVID-19 cases.
- Shutting down public facilities such as museums and art galleries as well as bars and singing rooms, banning all indoor gatherings of more than 50 people and restricting supporters from attending sports events.
- The government also advised people in the greater Seoul area to refrain from traveling to other areas for the next two weeks in a bid to prevent the spread of the coronavirus.



South Korea has reported 279 cases, the most cases since early March, according to KCDC.

Confirmed COVID-19

CASES:
16,670

13% active
(2,241)

AS OF AUG 21, 2020

worldometer

WEDDING VENUES AND INTERNET CAFES CONSIDERED HIGH RISK FACILITIES



- Internet cafes and buffets at wedding venues will also be included in the high-risk facility starting August 19.



- High-risk businesses could face closure if the virus situation does not show signs of improvement within the next two weeks.
- The mandatory entry log system will be applied to dining places of wedding halls starting to prevent further infections.
- Operators of wedding buffets should carry out the QR code-based registration and demand that customers scan the codes or leave their personal information starting August 19.

RESTRICTION ON CLASSROOM CAPACITY FOR SCHOOLS IN CAPITAL AREA DUE TO VIRUS SURGE

- The government's restrictions on classroom capacity will be strengthened in the metropolitan area following a surge in the number of new coronavirus cases.



- From August 18 to September 11, the number of students at kindergartens, elementary and middle schools should be kept under one-third of the total for schools in Seoul, Incheon and Gyeonggi Province.
- For schools in regions other than the metropolitan area, the government strongly advised keeping the number of students at a two-thirds level, while ordering schools in regions with a large number of new infections to replace in-person classes with remote learning.



SEOUL ANTI-VIRUS BUS SHELTERS

- Seongdong-gu District Office runs smart bus shelters at its 10 busiest bus stations in the district.
- The district is the first to introduce a bus shelter equipped with ultraviolet light air sterilizers for preventing transmission of airborne viruses.
- To enter, passengers must stand in front of an automated thermal-imaging camera, and the door will slide open only if their temperature is below 37.5C.
- It was also selected as one of projects funded by the Ministry of Land, Infrastructure and Transport, which launched a "Smart City Challenge" competition.

TRAVEL TRADE NEWS

FULL SERVICE CARRIER	LCC
 A photograph showing two cargo planes on a tarmac. One plane is white with red and blue accents, and the other is white with red and green accents. Both planes are being loaded with shipping containers using a large yellow truck-mounted lift.	 A graphic illustration featuring a grid of colored rectangles (red, green, blue) representing flight routes. Several small airplane icons are shown flying along these routes, with some paths highlighted in red and others in green.

• Korean Air and Asiana Airlines made profits during the second quarter, as they focused on cargo flights despite the Coronavirus pandemic. Both airlines cargo sales increased 95% in the second quarter.

• Korean Air revenue from its cargo business is projected to reach 1.2 billion dollar, and Asiana Airlines revenue from is projected to reach 631 million dollar.

• LCCs are feared to see LCCs focused on domestic sales instead of overseas sales to target summer vacation period through active promotions. Domestic sales of Jeju Air, Jin Air, and T'way increased 11.9%, 45.1% and 76.2% respectively in July.

• Jin Air scheduled a charter flight between ICN-GUM on August 12, 19, and 26.

KOREA MARKET INTELLIGENCE



AIRLINE SCHEDULE / STATUS MONITORING

1. Incheon - Guam

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Korean Air	KE113	Daily (9/1~)	9:45	15:15	0
	KE111	Daily (9/1~)	19:35	01:00+1	0
Jeju Air	7C3100	Daily (9/1~)	6:25	12:00	0
	7C3102	Daily (9/1~)	10:40	16:05	0
	7C3106	Daily (9/1~)	20:20	02:00+1	0
Jin Air	LJ641	Daily (7/9, 7/28, 9/1~)	9:00 9:40	14:25 15:05	567
T'way	TW301	Daily (10/25~)	18:00	23:40	0
Air Seoul	RS103	Daily (9/1~)	20:45	02:15+1	0
TOTAL					567

*LJ641 - Special flights on AUG 12, 19, & 26; scheduled to operate one-weekly flight in Sept (tent)

2. Busan - Guam

Airlines	Flight No.	Days	DEP Time	ARR Time	Seat Capacity
Jeju Air	7C3154	Daily (10/1~)	22:05	03:05+1	0
Jin Air	LJ647	Daily (10/1~)	8:00	13:15	0
TOTAL					0

Total Outbound Seat Capacity (August): 567 seats

70% of seat capacity with social distancing measures

*Schedules and seat capacity are subject to change (as of August 17)

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	7C3102	Daily (10/1~)	10:40	16:05	0
	7C3106	Daily (10/1~)	20:20	02:00+1	0
Jin Air	LJ641	Weekly	9:40	15:05	945
T'way	TW301	Daily (10/1~)	18:00	23:40	0
Air Seoul	RS103	Daily (10/1~)	20:45	02:15+1	0
TOTAL					945

2. Busan - Guam

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TOTAL					0

Total Outbound Seat Capacity (September): 945 seats

*Schedules and seat capacity are subject to change (as of August 17)

KOREA SNS ACTIVITY

DIGITAL ADVERTISEMENT - JULY

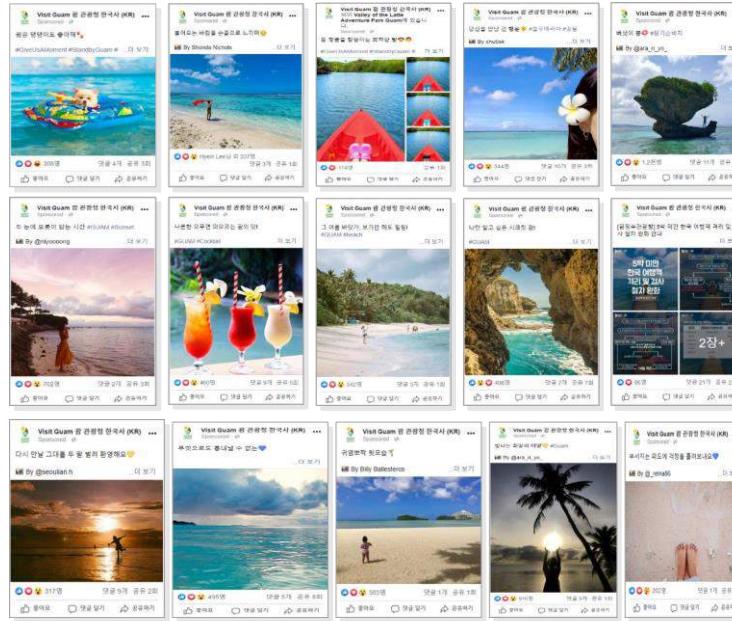
Period: July 2020

Target: General Social Media users, Potential Guam Travelers

Scheme: Advertise Guam to potential travelers and consumers looking for safe and beautiful travel destinations.
Creative contain the message that Guam has beautiful environment and its strongly positive vibe.
Highlight safety and Give Us A Moment Campaign Ads.

KPI INCREASES

 The number of Fans (Likes) compared to June 2020: **Up 0.8%**



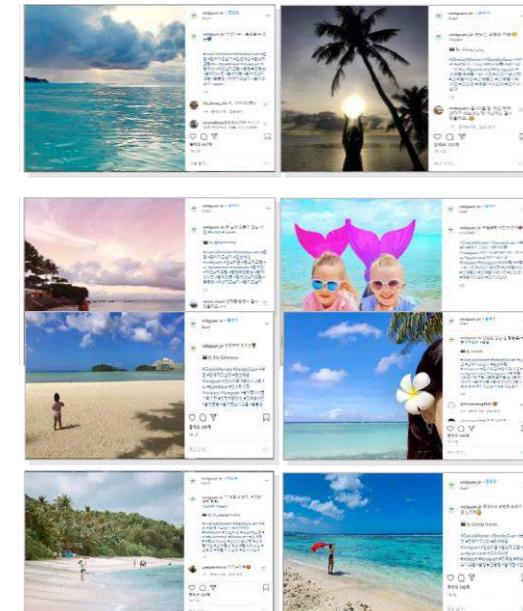
FB Boosted Post Ad Campaign

 The number of Followers compared to June 2020: **Up 5.5%**



FB Like Ad Campaign

 The number of Friends compared to June 2020: **Up 2.9%**



Instagram Post Ad Campaign



Increase Friends Ad

CONSUMER EVENT: Q.FEAT QUIZ PLATFORM CO-OP

Period: August 10 – September 27

Target: Q.feat users, General Consumers

Scheme:

- Mezzo Media is Korea's first digital media representation specializing in Ad platform services.
- Mezzo Media launched Q.feat quiz application which offer users gets rewards when they solve quiz.
- GVB will launch Guam travel quiz on Q.feat channel for 7 weeks.
- Quiz will be focus on featuring Guam general information and safe travel to Guam in COVID-19 situation.
- After solving the quiz, users also can access to GVB social media channel.





CONSUMER SENTIMENT MONITORING

Social Media Users' Sentiment
Regarding Governor's Positive Case

NAVER BLOG

- Several postings on Naver cafés mentioned about Guam moves back to PCOR1.
- Some Korean people who are living in Guam says a number of businesses that had just reopened – after having been shuttered for months – and schools that have just opened are readjusting to the government of Guam decision to restore the island to the highest level of restriction under Pandemic Condition of Readiness 1.
- Some Korean people expressed concerns about the current situation.



NAVER BLOG

- GVB Korea has searched about the news of Guam Governor and lieutenant Governor's positive case on Korean media as well as social media.
- On Naver Cafés, there are few postings mentioned about the Gov. and Lt. Gov's positive for coronavirus.
- The postings says that "Guam Gov. and Lt. Gov have tested positive for COVID-19," and "Guam has a big surge in past few days."



TAIWAN

TAIWAN COVID-19 NEWS

PR DATE	TAIWAN GOVERNMENT NEWS
2020-08-16	EVA Air sightseeing flight draws 'thumbs'-up in sky
2020-08-16	Taiwan donates surgical face masks to Argentina
2020-08-16	Taiwan's Legislative Yuan speaker invites Czech delegation to visit legislature
2020-08-15	Malaysian diagnosed with coronavirus 13 days after leaving Taiwan
2020-08-14	Taiwanese island group halfway to China sees upsurge in tourism
2020-08-14	Taiwan exports to 6 South Asian countries experience record drop
2020-08-13	Taiwan launches mass crackdown on fraudulent masks
2020-08-13	Most transit passengers in Taiwan travel between Southeast Asia, North America
2020-08-12	Taiwan CECC head less than impressed with Russia's vaccine
2020-08-12	Taiwan's culture ministry announces more Arts Fun vouchers
2020-08-11	HHS Secretary Azar's visit a turning point in Taiwan's relations with US
2020-08-10	Highest-level US official to visit Taiwan in 41 years lands in Taipei



Phony masks seized by Taiwan's customs (Customs Administration photo)

Confirmed COVID-19

CASES: 486

4.5% active (22)



CZECH SENATE PRESIDENT TO VISIT TAIWAN ON AUG 29

Czech Senate President Milos Vystrcil announced on Thursday (Aug. 6) that he and a 90-person delegation will embark on a trip to Taiwan on Aug. 29. Legislative Yuan President You Shyi-kun on Saturday (Aug. 15) revealed in an interview that he has invited Czech Senate President Milos Vystrcil to the Legislative Yuan.

TAIWANESE ISLAND GROUP SEES SURGE IN TOURISM

More visitors arrived in Penghu in July than during previous six months combined. The sudden upsurge in July was the result of the summer holidays, an international fireworks festival, and government programs to support domestic tourism, according to the Central News Agency.



CNA Photo



TAIWAN'S CHINA AIRLINES SHUTTERS TRAVEL AGENCY

China Airlines has decided to shutter its online travel agency YesTrip Co., Ltd. before any further losses

The news emerged from Taipei City's Department of Labor that the company had filed an application for layoffs mentioning "ending business" as the reason.

TAIWAN SOCIAL MEDIA



SOCIAL MEDIA STATISTICS: Aug 2-8

Country ¹²	Taiwan ¹²
Total SNS Fans ¹³ (as of month ¹²)	FB: 72,478 ¹² IG: 3,302 ¹² Total: 75,375 ¹²
Total Fan Growth ¹² (MoMo ¹²)	FB: 0.0058% growth ¹² 72,059 (as at end of June) to 72,478 ¹² IG: -0.004% growth ¹² 3,316 (as at end of June) to 3,302 ¹² Total: 75,375 (as at end of June) to 75,780 ¹²
Total Post Impression ¹² (MoMo ¹²)	FB: 165,565 (Sum of Daily Organic Impressions of page level insight data) ¹² 146,666 (Sum of Lifetime Post Organic Impressions of post level insight data) ¹² IG: 14,028 (Sum of impression) ¹²
Total Engagement ¹² (MoMo ¹²)	FB: 8,944 (Sum of Daily Page Engaged Users of page level insight data) ¹² Link Clicked: 8,641 (Average of 28 Days People who interacted) ¹² Other Clicks: 149,428 (Average of 28 Days People who interacted) ¹² Photo View: 41,613 (Average of 28 Days People who interacted) ¹² Video Play: 2444 (Average of 28 Days People who interacted) ¹² IG: 13,167 (Sum of people reached) ¹²
Total Visiting intent ¹² (MoMo ¹²)	FB: 23 ¹² IG: 2 ¹² (Quantify total social media users on our Facebook and Instagram who have indicate "positive interest" of visiting Guam.) ¹²

SOCIAL MEDIA STATISTICS: Aug 2-15

	LIKES	COMMENTS	SHARES
Facebook	1090	97	58
Instagram	310	7	11

SOCIAL MEDIA CALENDAR: August

Give Us A Moment August Content Calendar							Stackholders:
Week 15	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	August 1, 2020
	August 2, 2020	August 3, 2020	August 4, 2020	August 5, 2020	August 6, 2020	August 7, 2020	August 8, 2020
Week 16	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	August 9, 2020
	E.g. UOC			E.g. Beautiful Sight		E.g. Beautiful Sight	
Week 17	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	August 10, 2020
	August 9, 2020	August 10, 2020	August 11, 2020	August 12, 2020	August 13, 2020	August 14, 2020	August 15, 2020
Week 18	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	August 16, 2020
	E.g. UOC			E.g. Beautiful Sight		E.g. UOC	
Week 19	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	August 17, 2020
	GuVB Member's Contest			E.g. Beautiful Sight		E.g. Beautiful Sight	
Week 20	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	August 18, 2020
	August 18, 2020	August 19, 2020	August 20, 2020	August 21, 2020	August 22, 2020		
Week 21	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	August 23, 2020
	E.g. Beautiful Sight			E.g. UOC		E.g. Beautiful Sight	
Week 22	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	August 24, 2020
	August 23, 2020	August 24, 2020	August 25, 2020	August 26, 2020	August 27, 2020	August 28, 2020	August 29, 2020
Week 23	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	August 30, 2020
	E.g. Beautiful Sight			E.g. UOC		E.g. Beautiful Sight	



Si Yu'os Ma'åse'!

GVB thanks Jonathan Barber for this week's cover photos.