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INDUSTRY RECOVERY UPDATE

AS OF JULY 10, 2020



NEWS & DEVELOPMENTS



BOARD OF DIRECTORS SELECTS GOV. GUTIERREZ AND DR. PEREZ TO CONTINUE LEADING GVB



"I will continue to work with this administration and industry partners to retool and diversify our economy in the new normal of a post COVID-19 environment."

- Former Gov. Carl T.C. Gutierrez

The Guam Visitors Bureau (GVB) is proud to announce that former Gov. Carl T.C. Gutierrez will remain as GVB President and CEO, while Dr. Gerry Perez will continue serving as GVB Vice President. Both Gutierrez and Perez were initially appointed in May by the GVB Board of Directors as the Bureau's interim leadership team. The board unanimously voted at their July 9th meeting that the gentlemen should continue to lead GVB in a permanent role.

"The Board of Directors is pleased that former Gov. Gutierrez and Dr. Perez have agreed to continue leading our tourism industry, especially as Guam moves forward with recovery efforts from COVID-19," said GVB Board Chairman P. Sonny Ada. "Their combined years of leadership and industry experience are what we need now. I thank them for their commitment to GVB and to our island at this crucial time."

Prior to GVB, Gutierrez was hand-selected by Gov. Lou Leon Guerrero to

be the Special Advisor for Economic Development, National, and International Affairs for the Government of Guam. He served two terms as Governor of Guam from 1995-2003.

"I want to thank Governor Leon Guerrero, Lt. Governor Tenorio and the GVB Board of Directors for this opportunity to rebuild our tourism industry and diversify our economic base," said former Gov. Gutierrez.

Dr. Perez also brings a wealth of tourism knowledge and experience back to the Bureau. He is an adjunct professor at the University of Guam School of Business and Public Administration. He served as president of DFS Guam and spent 23 years in travel retailing, business development, and destination marketing before serving as GVB's general manager from 2005-2011.

"Tourism is Guam's largest 'export' industry and thousands of island residents work hard to deliver a unique destination experience," said Perez.



"I am honored to return to GVB and to be part of a dynamic and innovative team that is retooling tourism for the new paradigm of technology and health safety protocols."

- Dr. Gerry Perez

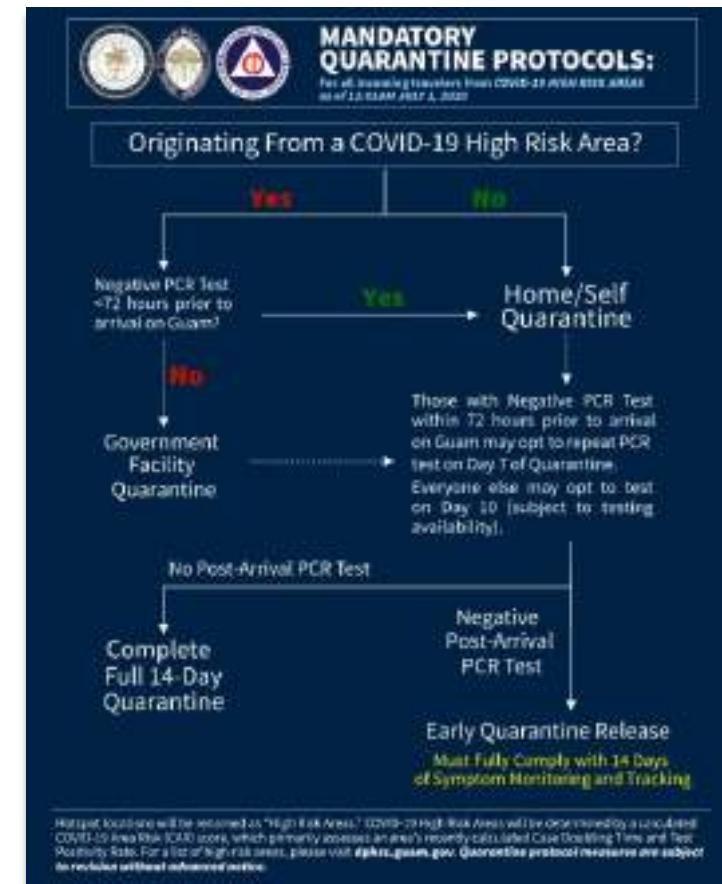
DPHSS SHARES UPDATED HIGH RISK AREAS

NEW POLICY ANTICIPATED FOR TRAVELERS ENTERING GUAM

The Department of Public Health and Social Services released an updated list of high-risk areas (DPHSS Guidance Memo 2020-11 Revision 3) as it relates to quarantine requirements for travelers entering Guam by air or sea who may be subject to quarantine for a period of 14 days.

High Risk areas will be determined by a calculated COVID-19 Area Risk (CAR) score, which primarily assesses an area's recently calculated Case Doubling Time and Test Positivity Rate. Under these new guidelines, residency status will not determine the level of quarantine or testing required. A pre-arrival negative PCR test is necessary to determine the quarantine location and eligibility to qualify for a shortened quarantine length. For more information, [click here](#).

For the latest information on COVID-19, visit dphss.guam.gov or guamrecovery.com. For inquiries on COVID-19, contact 311 through a local number, or call the Joint Information Center at (671) 478-0208/09/10.



Low-risk areas for Guam – Australia, New Zealand, South Korea, Japan, Taiwan, FSM, CNMI, and Hawaii – will have different restrictions when Guam reopens. A travel bubble, or a travel bridge, with Hawaii is under consideration by our island's leaders.

UPDATED QUARANTINE PROTOCOLS FOR TRAVELERS FROM GUAM'S SOURCE MARKETS

Would a visitor coming from High Risk Area be quarantined at the approved quarantine facility?

If a visitor coming from a high-risk area presents a negative Polymerase Chain Reaction (PCR) COVID-19 test taken no more than seventy two (72) hours prior to arrival on Guam, the visitor may self-quarantine at their choice of residence. If a visitor does not have a negative PCR test on hand, the visitor will be taken to a government quarantine facility.

Would a person who is only transiting at Guam airport be subjected to the quarantine for 14 days?

A traveler that is transiting through Guam can remain in designated portions of the airport facility while awaiting connecting flights less than 13 hours. If a traveler chooses to step outside the airport between their connecting flight, the traveler will be taken to a government quarantine facility until it is time for the traveler to leave Guam. If the traveler has a negative PCR test result, they may leave the airport and go to their lodging at their expense.

Is the Negative PCR Test document issued in Korea, Japan or Taiwan recognized in Guam?

A negative PCR test document issued in Korea, Japan or Taiwan will be recognized, but it must be in English.

Is the Negative PCR Test document valid in the Korean, Japanese or Taiwanese language? If not, should I notarize the document?

The negative PCR test document must be in English for it to be recognized at the Guam airport.

How about if a person has another country's visa but came from a non-high-risk location? As long as the traveler's visa is valid to travel in the United States, that traveler will still follow the quarantine procedures set in place for Guam.

Are residents and non-residents able to use public transportation from the airport to home/self-quarantine facility?

If a non-resident or resident traveler is coming from a low risk area, the traveler may use public transportation to get to their residence where he or she will home/self quarantine.

If a non-resident or resident traveler is coming from a high-risk area and does have a PCR test

that was done less than 72 hours prior to arrival in Guam, the traveler may use public transportation to get to their residence where he or she will home/self-quarantine.

If a non-resident or resident traveler that is a Guam resident is coming from a high risk area and does not have a PCR test that was done less than 72 hours prior to arrival in Guam, that traveler will not be able to use public transportation and will instead be taken to a government quarantine facility.

If a child is a Korean, Japanese or Taiwanese national but the parents are another national from a high-risk area, would the child be quarantined in the facility separately without parents? If so, what would the procedure be? No, the family will be able to quarantine together.

If the wife is a Korean, Japanese or Taiwanese national but the husband is another national from a high-risk area, would the spouse be quarantined in the facility separately? If so, what would the procedure be? No, the family will be able to quarantine together.

UPDATED QUARANTINE PROTOCOLS FOR TRAVELERS FROM GUAM'S SOURCE MARKETS

WHILE QUARANTINING IN GUAM

Tourists originating from a non COVID-19 high risk area are subjected to home/self-quarantine. Are they able to stay at any hotel or accommodation? Travelers coming from a high risk area can only stay at their hotel or accommodation if they have a negative PCR test that was done less than 72 hours prior to their arrival to Guam.

Are untested Koreans, Japanese or Taiwanese (low risk areas) quarantined in government approved facilities? What happens if a traveler prepares a flight back to Korea, Japan or Taiwan during the quarantine period? Are they able to return to the country?

If a traveler is coming from a low risk area to Guam, the traveler may stay at the hotel or accommodation to home/self-quarantine.

A traveler may return to their home country at any time during their quarantine period.

Who will cover the cost of the stay of the quarantine and test? A non-resident traveler will have to pay for the cost of quarantine. At this point in time, the PCR test is paid for by the local government, but this is subject to change at any time.

How much does it cost for facility quarantine and test?

The cost to stay at a government quarantine facility ranges from \$110-\$140 a night. This is subject to change at any time.

What should I do if I develop symptoms while under quarantine?

A traveler that begins to develop symptoms consistent with COVID-19 under quarantine should contact public health officials immediately.

WHILE STAYING IN GUAM

How will the symptoms be checked and reported after being released from quarantine early (after Negative Post-Arrival PCR Test)?

If the traveler experiences symptoms consistent with COVID-19 while staying in Guam, they must contact the Guam Department of Public Health and Social Services.

Who will cover the cost of treatment if I tested positive for COVID-19 on Guam?

The traveler will cover the cost of treatment.

Is there any possibility of policy change if the number of patients in Guam decreases?

The current quarantine procedures and policies are subject to change at any time.

How long will the new policy be implemented? (When will it be ended?)

The current quarantine procedures and policies can change at any time. Proper notification will be disseminated should a change occur.

When will the High-Risk Area list be updated?

The local government's high-risk area list will be regularly updated on the Department of Public Health and Social Service's website: <https://dphss.guam.gov/>.

GDOL RELEASING FOURTH PUA BATCH

The Guam Department of Labor announced on July 9 that another \$21 million will be released for Pandemic Unemployment Assistance claims. This fourth batch is expected to hit bank accounts early next week, paying out cleared unemployment claims and weekly certifications through June 16.

With this fourth batch, total relief funds distributed will be about \$141 million, including almost \$11.6 million going to taxes. The Department has also implemented additional fraud prevention measures into the program. With these features in place, Labor aims to free up PUA staff to focus on customer service, help people file claims and answer questions.

"I've heard the concerns of the people who are having difficulty getting through to 311 due to the high volume of calls and my limited staff," said Labor Director David Dell'Isola. "We are working diligently to focus on the needs of the people and help them understand the program. We are focusing on getting millions of pandemic relief into the

hands of our people while also protecting them from criminal activity."

The U.S Department of Labor and the FBI have also announced measures to protect people against identity theft and false unemployment claims. There have been cases of fraud in several states where fraudulent unemployment applications have been submitted online, according to a release from the FBI. A variety of techniques have been used to steal identities. These include cold calling, email phishing schemes, hacking and more. Many victims do not even realize there has been an information breach.

"The administration and I are working closely to ensure the integrity of this program is a top priority," said Department of Labor Director David Dell'Isola. "We will continue to work together to get our people paid out while also protecting them against identity theft. We have found cases of identity theft and fraudulent claims on Guam.



For more information on the unemployment assistance programs, call 311, 735-0527 or 735-0532 on weekdays. For login issues, email webadmin@dol.guam.gov. For claim or weekly certification issues, email pua.hotline@dol.guam.gov.



UNIVERSITY OF GUAM LAUNCHES GUAM RECOVERY WEBSITE

Site to empower businesses to reopen and rebuild with confidence

The University of Guam invites the community to utilize its newly developed Guam Recovery web portal (www.guamrecovery.com), a free, one-stop resource to assist with a safer, more efficient reopening of Guam's economy. The site, built in collaboration with tourism stakeholders, consolidates relevant and up-to-the-minute information from official sources.

“As COVID-19 caused major disruptions to every aspect of life on the island, we recognized there was an overwhelming flood of information from countless sources that needed to be curated to benefit businesses and the community,” said Annette Taijeron Santos, dean of UOG’s School of Business and Public Administration, who is leading the Guam Recovery working group along with John J. Rivera, director of the university’s Regional Center for Public Policy.

The portal curates timely news about the pandemic status in Guam, travel requirements for Guam and source markets,

"When business, education, and community leaders come together for the benefit of our people, we see good things happen. While we have many great resources of information available and have a team of experts working to get all relevant information out to the public, the guamrecovery.com website will surely help to simplify that process for many who need information during this critical period and as we work toward the recovery of our island from COVID-19." - Gov. Lou Leon Guerrero

reopening guidelines, sanitation and workforce information, and the economy. When the island transitions from reopening to recovery, the portal will develop into a communications center, where news is disseminated and the community can request assistance and provide feedback and ideas.

“Residents and visitors have many concerns about the health, safety, and economic situation on the island,” Santos said. “We must rise to meet the global industry standards so we can confidently say that we are a safe destination. In the end, the best investment we can make is to become a destination where our residents and visitors feel safe enough to enjoy themselves and return often.”



APPLY FOR YOUR BUSINESS'S SAFE TRAVELS STAMP AND EARN GLOBAL RECOGNITION

Businesses can join for free

GVB encourages all businesses to implement the health and hygiene protocols outlined by The World Travel & Tourism Council (WTTC). The Guam Airport has taken the lead and submitted its application to participate in this program.

Visit <https://wttc.org/COVID-19/Safe-Travels-Global-Protocols-Stamp> and ensure that your existing business protocols are aligned with the respective WTTC Global Protocols.

The protocols applicable to your business can be viewed and downloaded here: <https://bit.ly/WTTCGlobalProtocolsGVB>.

Some businesses may not fit within a single industry protocol identified by the WTTC. There may be overlaps in the protocol as this is meant to be used as a guide and not to replace current protocols.

Benefits:

- *Global recognition for your business and Guam.*
- *Elevate island's businesses to meet safety, health, and hygiene protocols.*
- *Promote a "Safe Travels" experience for residents and visitors.*

For questions regarding this effort, please contact Gabbie Franquez at gabryel.franquez@visitguam.org or by calling 646-5278. GVB will be calling GVB members and stakeholders to discuss the program's application process.



HOW TO APPLY

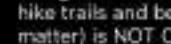
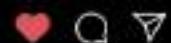
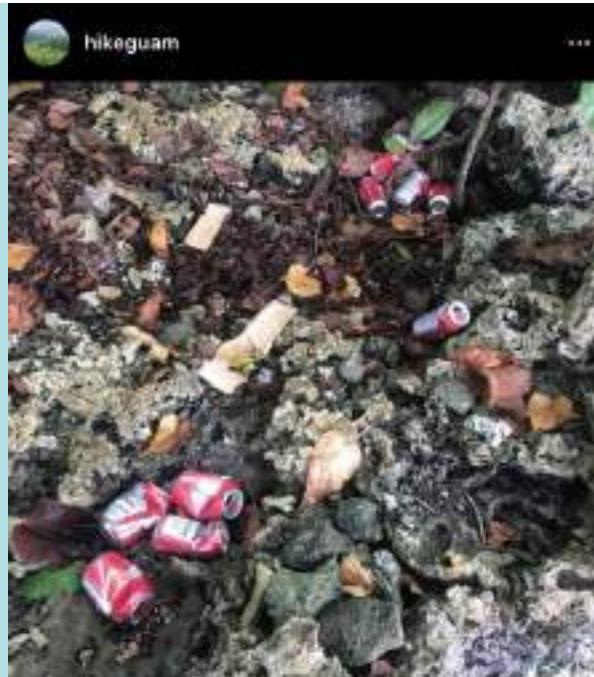
Once protocols are aligned, click the link to start the quick four-step application process: <https://wttc.org/COVID-19/SafeTravels-Stamp-and-Assets>

1. Input your business' information in the required four fields (Name, Email, Organization, & Website).
2. Agree to WTTC's Terms and Conditions by filling out the form located on the bottom of the webpage.
3. After submitting the form, you will be redirected to an online folder with the Safe Travels Stamp template. Add your logo in the white square of the template.
4. Add the stamp to your website, location, emails, etc.

THANK YOU TO OUR TOURISM CHAMPIONS

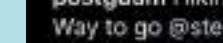
Despite the postponement of the #GUAM Island Pride Beautification Event, businesses, organizations, and individuals came together to show their island pride and safely performed cleanups around the island. We applaud their determination to make Guam a better, cleaner and safer place to live, work and visit!

Stay tuned, a new cleanup date will be announced soon!



Liked by [sdimlaharrell](#) and 575 others

hikeguam We need to talk about this. Littering on Guam's hike trails and beaches (or any illegal dump site for that matter) is NOT OK. Our island has an abundance of natural resources in its land and sea that are compromised when trash covers the surface. Our community thrives on this land. Do not expect people to clean up after you. Please be responsible and pick up after yourself.



Liked by [mrbrianborja](#) and 747 others

postguam Hiking and cleaning up in Inarajan. Way to go @steelathletics for leaving the place better than when you found it. Steel Athletics partnered with @fundforte that provided gloves and trash bags for a cleanup on Monday. Steel Athletics #guam #postguam #steelathletics #fundforte #cleanup #hike

TOURISM CHAMPIONS

We celebrate our Tourism Champions:

Islandwide Beautification
Task Force
United Airlines
Cost-U-Less
Guam Military Affairs
Guam Environmental Protection
Agency
OGG Facilities Team
Department of Public Works

Department of Parks and
Recreation
Cafe Gudcha
Steel Athletics
Hike Guam
Melo James
Craig Bascon
Redsun Billy
Ambros Rokop
Jay Elias

Si Yu'os Ma'åse' to our sponsors for their generous
donations:

T Galleria By DFS
Dusit Thani Beach Resort
United Airlines
KUAM
Matson

Black Construction
Docomo Pacific
Trivision Media Group
Bank Pacific
Burger King



THANK YOU TO OUR TOURISM CHAMPIONS



OGG FACILITIES TEAM



DEPT. OF MILITARY AFFAIRS



DPR & DPW TEAMS



DPR & DPW TEAMS



GUAM EPA

a Sunset Moment



We asked for your Guam sunset moments, and you delivered some of the most stunning sunset shots we've ever seen. Guam has many talented photographers – professional and enthusiasts – who have reminded us time and time again how fortunate we are to live on this beautiful

island that we call home. Let's respect, cherish and protect our island's natural resources. Thank you to those who regularly participate in our online callouts. Your posts help us to share the island's beauty with the world.



**Cover Photo by
Victor Consaga**

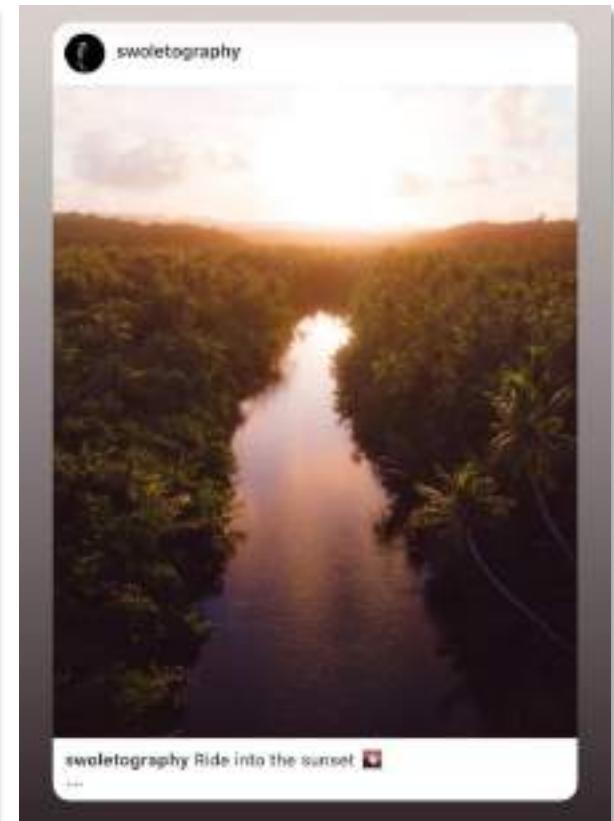
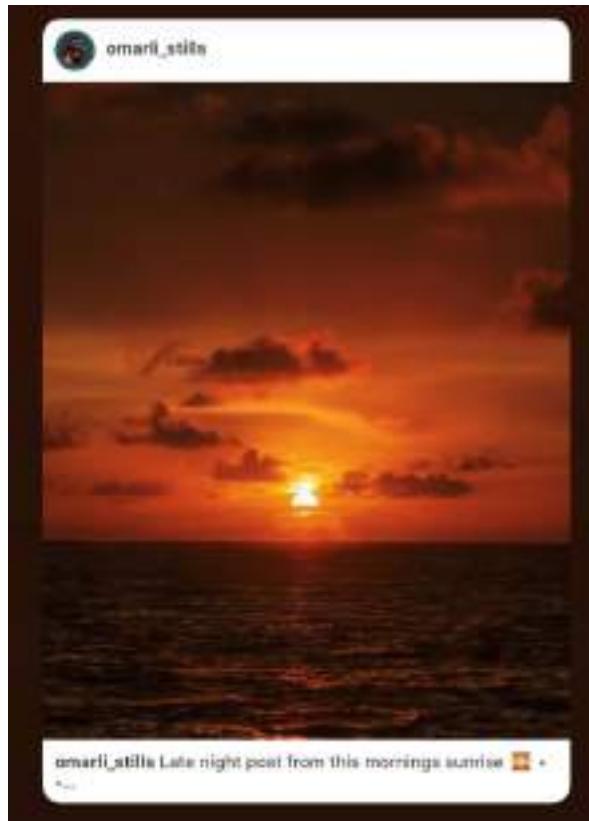
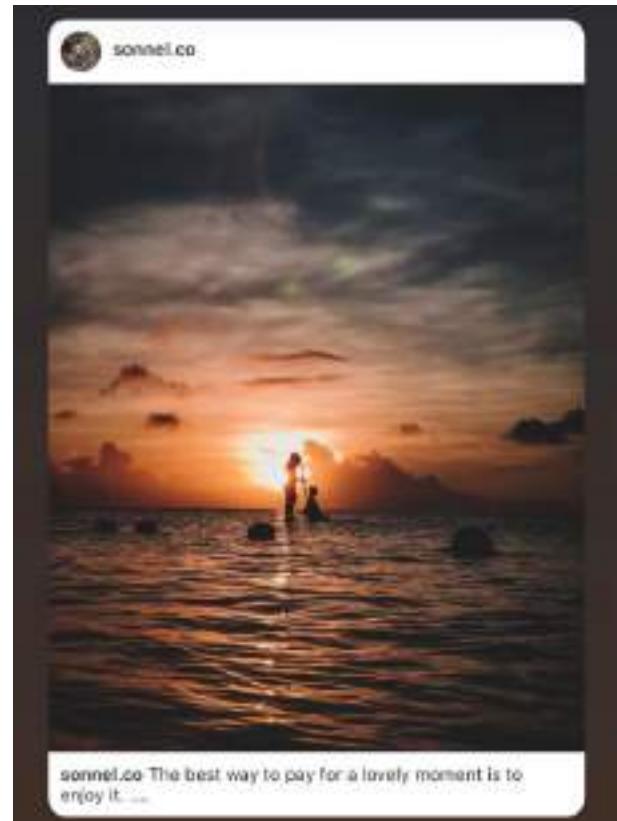


Thank you to Guam photographer Victor Consaga from Consaga Visual Arts for this week's cover photo. Victor is well known for his spectacular sunset photos and completed a series of sunset photos during the COVID-19 pandemic as a creative way to document the time. He is a freelance photographer and instructor who also specializes in portrait and wedding photography. Find Victor online at victorconsaga.com or engage with him on [Facebook](#) and [Instagram](#).



Give Us A Moment

More Sunset Moments



Give Us A Moment



INDUSTRY CALLOUT FOR PARTICIPATION

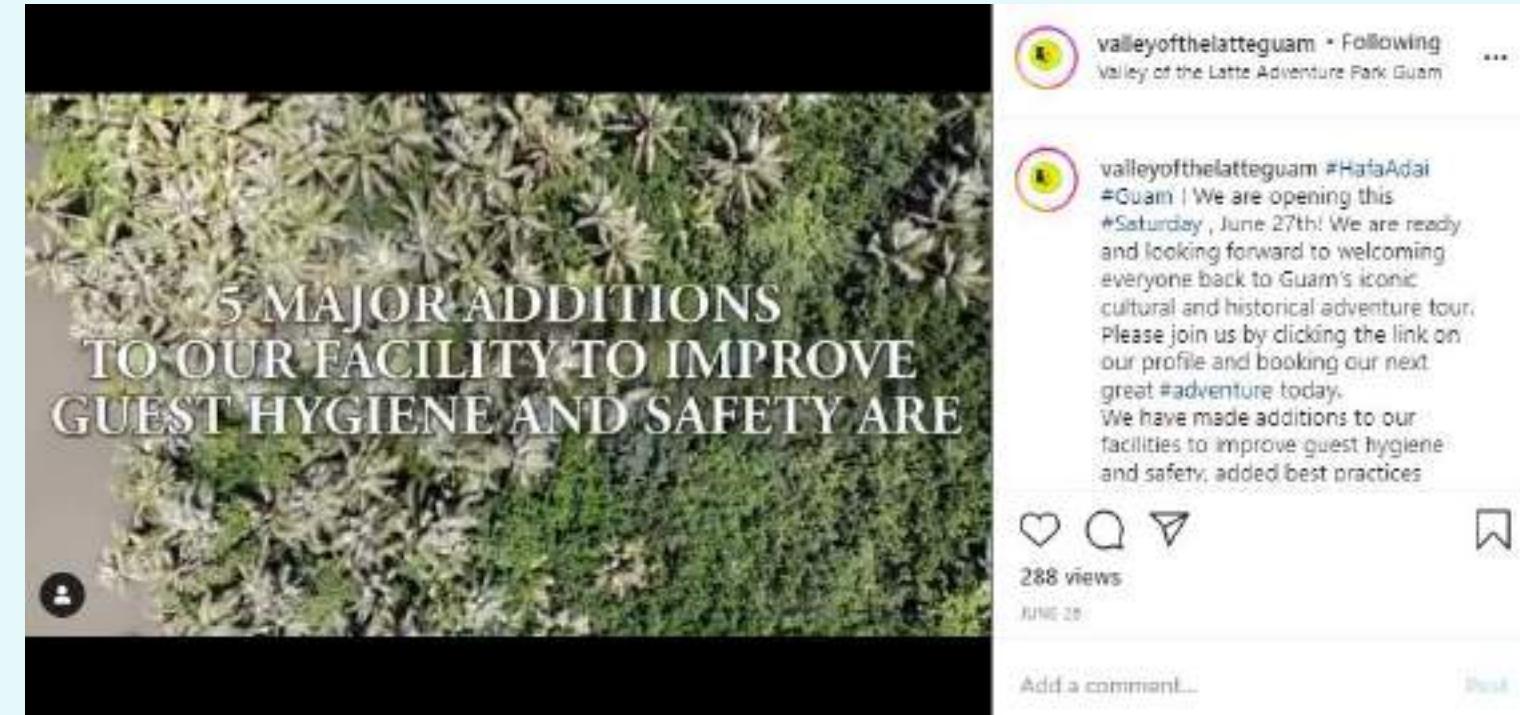
LOOKING TO BOOST YOUR ONLINE PRESENCE?

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



TO SHARE CONTENT FOR LIVE FEATURES SEND TO HAFAADAI@VISITGUAM.ORG

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



How to be featured:

Be sure to TAG Guam Visitors Bureau's official Facebook page or Visit Guam USA's Instagram page on your posts to give us permission to share!

TO PARTICIPATE, SEND YOUR SAFETY MEASURES TO HAFaadai@VisitGuam.org

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
- 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
- Guam clean-ups at the beach, park or even in your own neighborhood!

How to be featured:

Be sure to TAG Guam Visitors Bureau's official Facebook page or Visit Guam USA's Instagram page on your posts to give us permission to share!



TO PARTICIPATE, SEND YOUR VIDEOS TO HAFAAADAI@VISITGUAM.ORG

MARKET INTELLIGENCE REPORT

As of July 10, 2020 and may be subject to change





AIRLINE NEWS & UPDATES

AIRLINE CAPACITY UPDATE



June 1-28, 2020

Total: 770 (-99.3%)

% Market Mix	Origin	2019	2020	% to LY
3.9%	Japan	38,143	30	-99.9%
0.6%	Korea	58,038	5	-100.0%
0.3%	Taiwan	2,693	2	-99.9%
0.6%	China	619	5	-99.2%
67.4%	US/Hawaii	7,712	519	-93.3%
2.1%	Philippines	1,463	16	-98.9%
0.4%	Hong Kong	372	3	-99.2%
0.4%	Russia	332	3	-99.1%

AIRLINE CAPACITY UPDATE CALENDAR YEAR TO DATE 2020



January - June 28, 2020 Total: 312,326 (-60.3%)

% Market Mix	Origin	2019	2020	% to LY
46.0%	Japan	317,626	143,590	-54.8%
39.6%	Korea	353,286	123,804	-65.0%
1.4%	Taiwan	14,374	4,491	-68.8%
0.6%	China	6,548	2,022	-69.1%
7.0%	US/Hawaii	47,870	21,834	-54.4%
0.8%	Philippines	10,047	2,569	-74.4%
0.1%	Hong Kong	3,135	464	-85.2%
0.1%	Russia	2,768	457	-83.5%

AIRLINE CAPACITY UPDATE FISCAL YEAR TO DATE 2020



January - June 28, 2020

Total: 748,551 (-36.9%)

% Market Mix	Origin	2019	2020	% to LY
43.3%	Japan	478,409	324,391	-32.2%
43.4%	Korea	535,353	324,889	-39.3%
1.4%	Taiwan	20,662	10,649	-48.5%
0.6%	China	9,890	4,272	-56.8%
5.5%	US/Hawaii	70,468	41,285	-41.4%
1.2%	Philippines	16,450	8,993	-45.3%
0.2%	Hong Kong	5,163	1,213	-76.5%
0.1%	Russia	4,469	981	-78.0%

MARKETS AT-A-GLANCE

JAPAN

1 COVID-19 News

Surge of new cases cause fear of another state of emergency.

2 Airline Update

Total air seat capacity forecast for July to December 2020 is 253,373 (1,357 flights).

3 Travel Trade

Most package tours resume Aug 16.

4 Other News

- Travel insurance, covering coronavirus, may cost from ¥6,970 (3 days) up to ¥11,390 (7 days).
- Government plans to establish more PCR test centers.
- Travel restrictions inbound and outbound provided in appendix.
- Guam featured in JATA newsletter.
- 1183% increase in news mentions of Guam Tourism Board.

Details are found in the appendix.

SOUTH KOREA

1 COVID-19 News

Daily new infections surpassed 60 for three straight days.

2 Airline News

- Air international travel decreased 98% for Q2, with domestic travel dropping lesser at 63.4%.
- Total outbound air seat capacity for July reduced to 520 seats (Jin Air and Air Seoul).

3 Travel Trade

- Sharp decline in travel caused 389 travel agencies to shut down.
- Travel demand low due to 14-day quarantine measure upon returning.

4 Social Media

In June, had 85,815 total impressions on SNS platforms.

TAIWAN

1 News

- Scoot resumes Singapore-Taiwan flights.
- Taiwanese not required to self-isolate for 14 days upon entry in England.
- Taipei Economic and Cultural Office in Guam to reopen.

2 PR & Social Media

- GVB Taiwan continues to build travel trade relations.
- Consumers have been actively interacting on social media.

TRAVEL TRADE INSIGHTS



UNDERSTANDING TRAVEL DISINCENTIVES

A recent GVB travel trade survey, which began on July 8, with Japan, Korea & Taiwan (58 responses), produced the following insight:

1. Will a destination requiring testing prior to travel be a deterrent?
 - Yes (94%)
 - No (8%)
2. Will consumers be willing to pay for the required test?
 - No (59%)
 - Depends on price (34%)
 - Yes (8%)
3. Is there interest in international travel to a nearby island resort destination?
 - Yes (96%)
 - No (4%)

RESPONSES TO THE QUESTIONS BY COUNTRY:

JAPAN (24)	Q#1 - 100% yes	Q#2 - 9% yes	Q#2 - 100% yes
KOREA (18)	Q#1 - 94% yes	Q#2 - 100% no	Q#3 - 100% yes
TAIWAN (16)	Q#1 - 85% yes	Q#2 - 23% yes	Q33 - 85% yes

COMMENTS BY COUNTRY:

JAPAN: Hard to find test lab, cost \$450 plus \$100 for certificate and more than 72 hours for PCR results. Very strong push for domestic travel and Okinawa.

KOREA: Testing not cheap and consumers not willing to pay for tests. Family groups will be reluctant to travel. Travel interest is increasing especially for resort destinations. Short distance travel is preferred over long-haul destinations. Consumers asking about nearby islands, Guam, and Saipan.

TAIWAN: No comments noted.

MARKET INTELLIGENCE REPORT APPENDIX

As of July 10, 2020 and may be subject to change





JAPAN

JAPAN COVID-19 NEWS



Summary for recent rising infections Tokyo

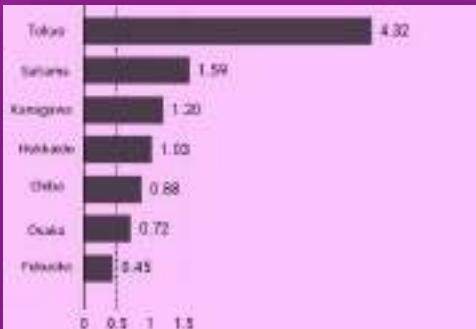
July 2: Total 107
[71 (20s to 30s) / 45 (untraceable)]

July 3: Total 124
[97 (20s to 30s) / 40 (untraceable)]

July 4: Total 131
[98 (20s to 30s) / 46 (untraceable)]

July 5: Total 111
[76 (20s to 30s) / 46 (untraceable)]

Infection per 100,000 population



Cases in Tokyo

Tokyo residents fear the central government to declare another state of emergency.

COVID-19 & ECONOMIC RECOVERY

Medical Expert

- Keep social behavior.
- Stop the second wave.

Government

- No state of emergency
- No visit the night district.
- Keep monitoring.

COVID-19 Tracing App

- 4.6 million (6/28)
- 4.7 million (6/29)
- 4.8 million (6/30)
- 4.9 million (7/1)
- 5.3 million (7/4)

Tokyo Governor Message:

- Refrain from traveling to another prefecture.
- Work from home.

Japan Government Message:

- Practice social behavior.
- Keep monitoring the current surge in infection.

Confirmed COVID-19

CASES:
20,174

DEATHS:
980

AS OF JULY 9, 2020

JAPAN AIRLINE UPDATE / TRAVEL TRADE



JAPAN TO GUAM FLIGHT RESUMPTION (PLAN)



Aug 4 - Sept 7
(UA197/198: Daily)
(UA827/828: 3 times a week)
(differ by flight & route)
150,764
(826 flights)



August 1
44,775
(225 flights)



August 1
28,917
(153 flights)



August 1
28,917
(153 flights)

CAPACITY FORECAST
253,373 (1,357 flights)

PACKAGE TOURS CANCELLATION

TOUR OPERATION



JTB Package Tour

Canceled until
August 6

August 7 ~



HIS Package Tour

Canceled until
August 15

August 16 ~



KNT Package Tour

Canceled until
August 15

August 16 ~



NTA Package Tour

Canceled until
August 15

August 16 ~



JALPAK Package Tour

Canceled until
August 15

August 16 ~



TOBU Top Package Tour

Canceled until
August 15

August 16 ~



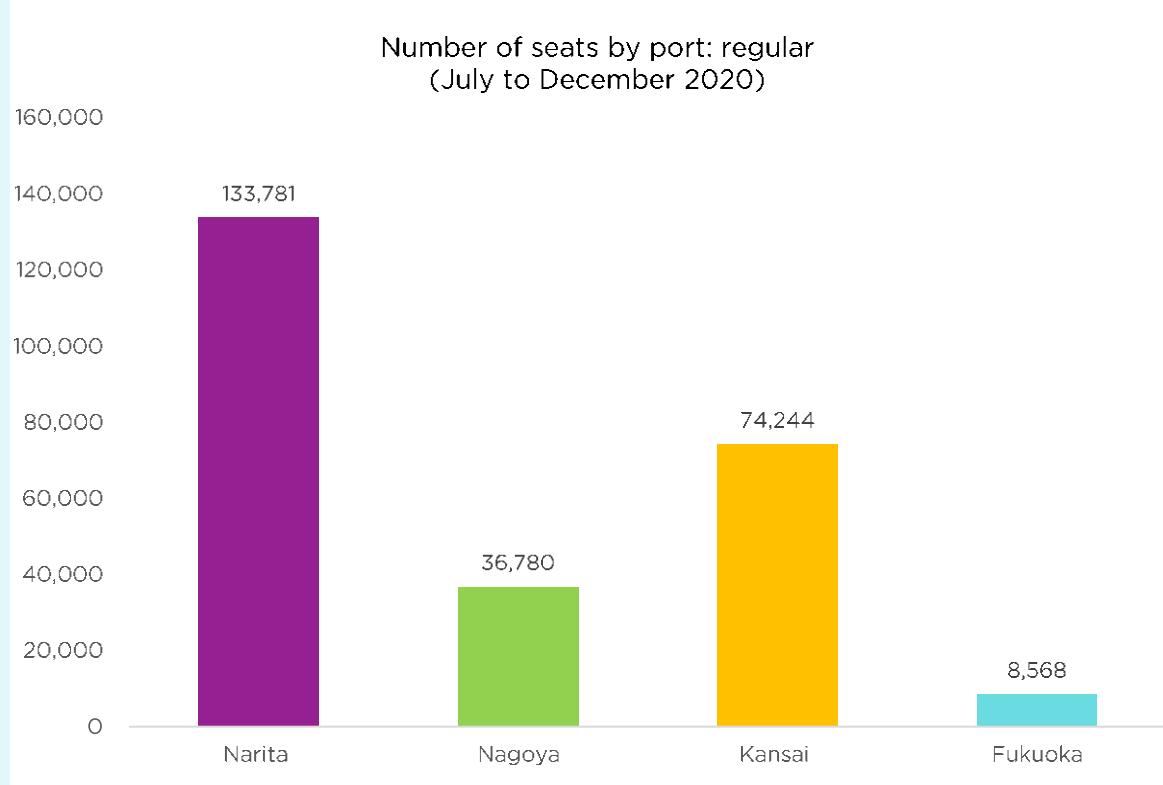
RAKUTEN Travel
Package Tour

Canceled until
July 15

July 16 ~

JAPAN AIRLINE UPDATE

JAPAN TO GUAM FLIGHT AIR SEAT CAPACITY FORECAST: BY PORT



133,781
(638 flights)



36,780
(230 flights)



74,244
(421 flights)

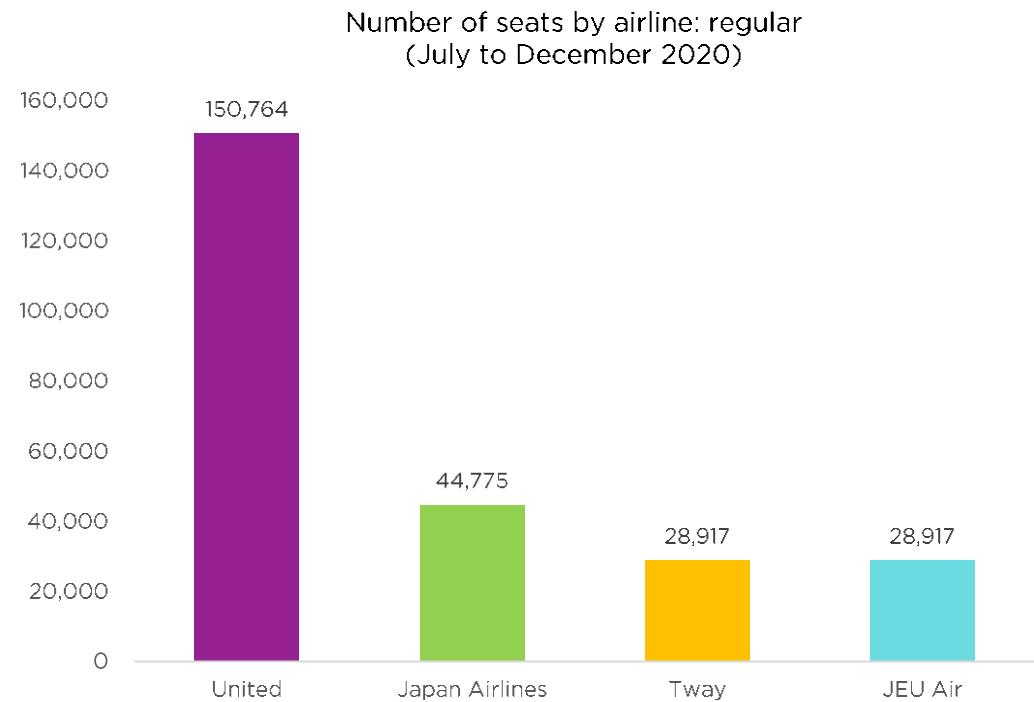


8,568
(68 flights)



253,373
(1,357 flights)

JAPAN TO GUAM FLIGHT AIR SEAT CAPACITY FORECAST: BY AIRLINE



150,764
(826 flights)



44,775
(225 flights)



28,917
(153 flights)



28,917
(153 flights)

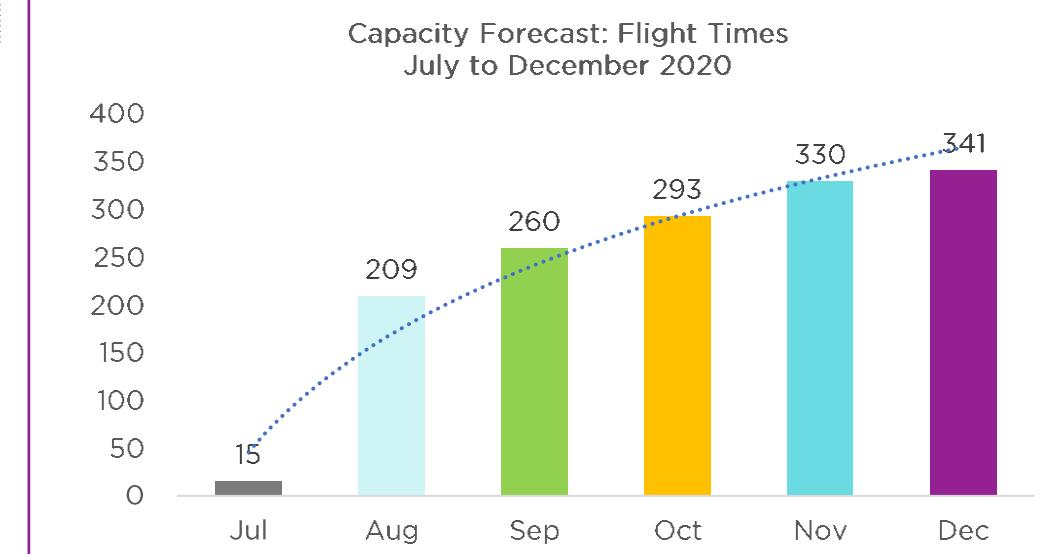
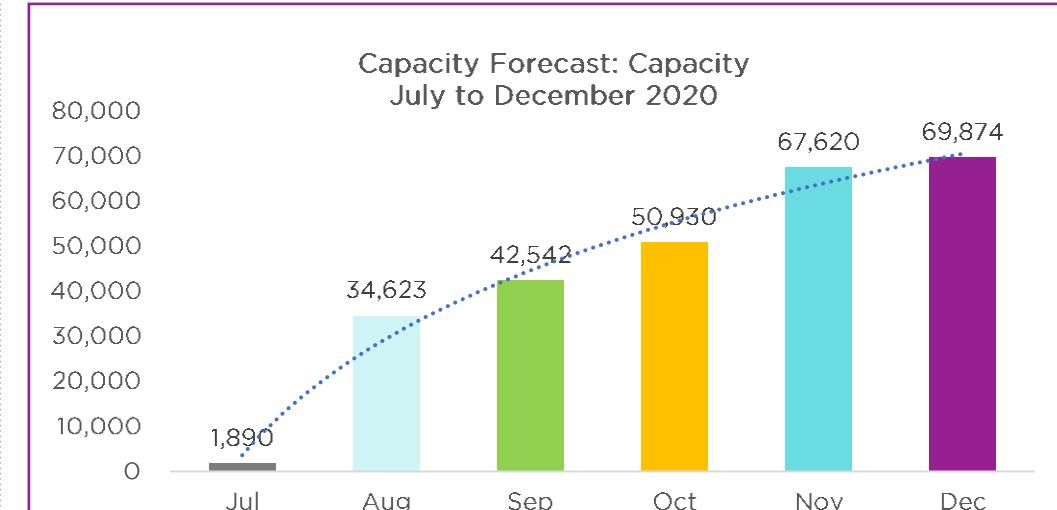


253,373
(1,357 flights)

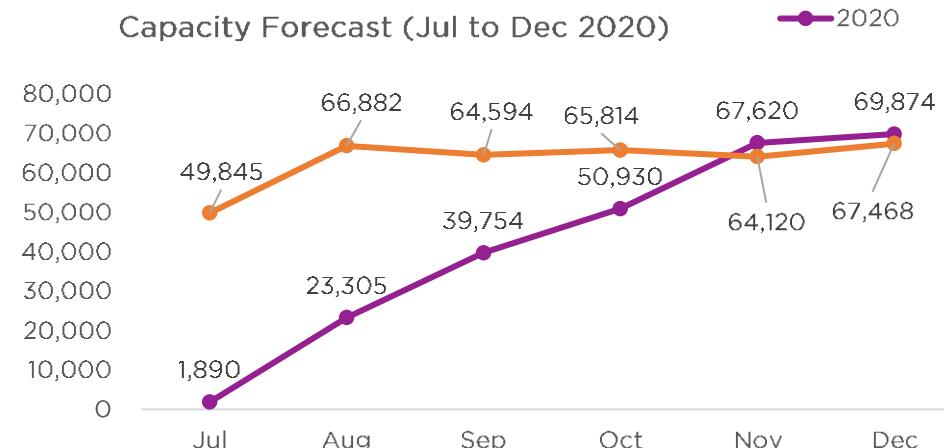
JAPAN AIRLINE UPDATE

JAPAN TO GUAM FLIGHT: AIR SEAT CAPACITY FORECAST

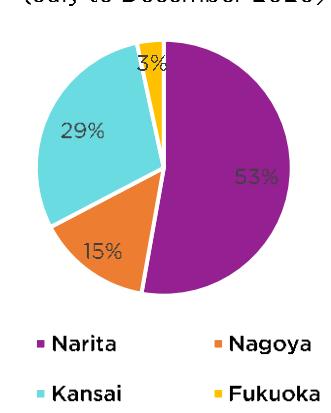
Month	Reg	Jul		Aug		Sep		Oct		Nov		Dec		Total	
Port	Airline	Capacity	Number												
Narita	UA	1,890	15	5,418	43	10,874	79	16,290	93	26,820	90	27,714	93	89,006	413
Nagoya	UA	0	0	0	0	7,516	46	10,052	62	9,480	60	9,732	62	36,780	230
Kansai	UA	0	0	0	0	3,258	23	4,426	31	4,260	30	4,466	31	16,410	115
Fukuoka	UA	0	0	0	0	0	0	882	7	3,780	30	3,906	31	8,568	68
Narita	JL	0	0	6,169	31	6,766	34	7,562	38	11,940	60	12,338	62	44,775	225
Kansai	TW	0	0	5,859	31	5,670	30	5,859	31	5,670	30	5,859	31	28,917	153
Kansai	7C	0	0	5,859	31	5,670	30	5,859	31	5,670	30	5,859	31	28,917	153
Total		1,890	15	23,305	136	39,754	242	50,930	293	67,620	330	69,874	341	253,373	1,357
vs LY		-96.2%	-95.0%	-65.2%	-54.8%	-38.5%	-16.8%	-22.6%	-3.3%	5.5%	10.0%	3.6%	6.6%	-33.1%	-25.3%



Capacity Forecast (Jul to Dec 2020)



Share by port : regular (July to December 2020)



JAPAN MARKET INTELLIGENCE



TRAVEL INSURANCE

Many insurance companies are expanding the coverage of new coronavirus.

Case 1:

Insurance is applied If the traveler is infected with the new coronavirus during travel and then go to the hospital within 3 days after returning home and the treatment starts.



Case 3:

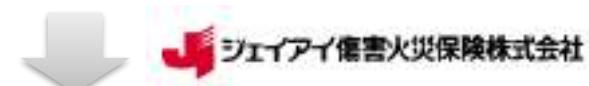
If receiving medical treatment while traveling, the insurance covers medical treatment cost, transportation in Guam and travel costs (return to Japan) etc. within 180 days of receiving treatment.

Case 2:

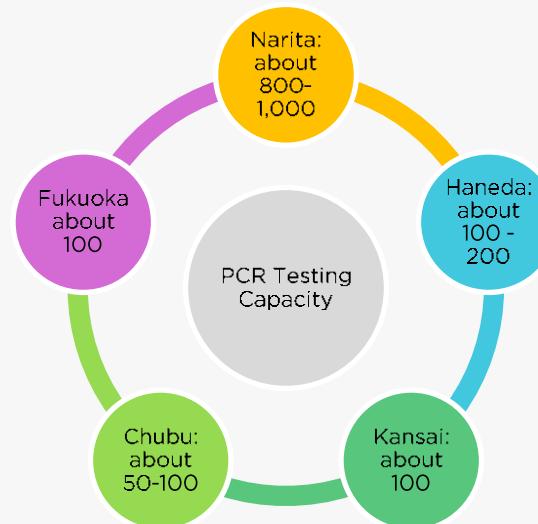
Insurers coverage is extended to those who are infected with coronavirus during travel and who start treatment within 30 days after the travel is completed.

Insurance Cost (example)

- ¥ 6,970 (3 days)
- ¥ 7,970 (4 days)
- ¥ 9,150 (5 days)
- ¥ 10,320 (6 days)
- ¥ 11,390 (7 days)

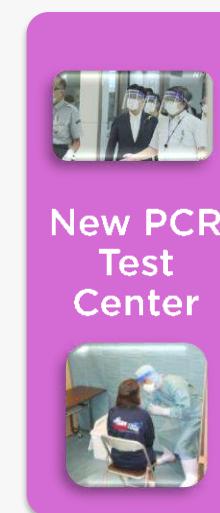


Amount covered by insurance and the conditions will vary depending on the company.



PCR TEST CENTER

The Japanese government plans to establish PCR test centers.



TARGET:
Inbound and outbound traveler
(business-related trips)

PURPOSE:

Expanding testing capacity.
Reduce the waiting time for
test results.

TARGET:
4,000 per day

TIMING:

Start preparations from as early as this summer.

LOCATION:
Near Narita, Haneda and
Kansai airports

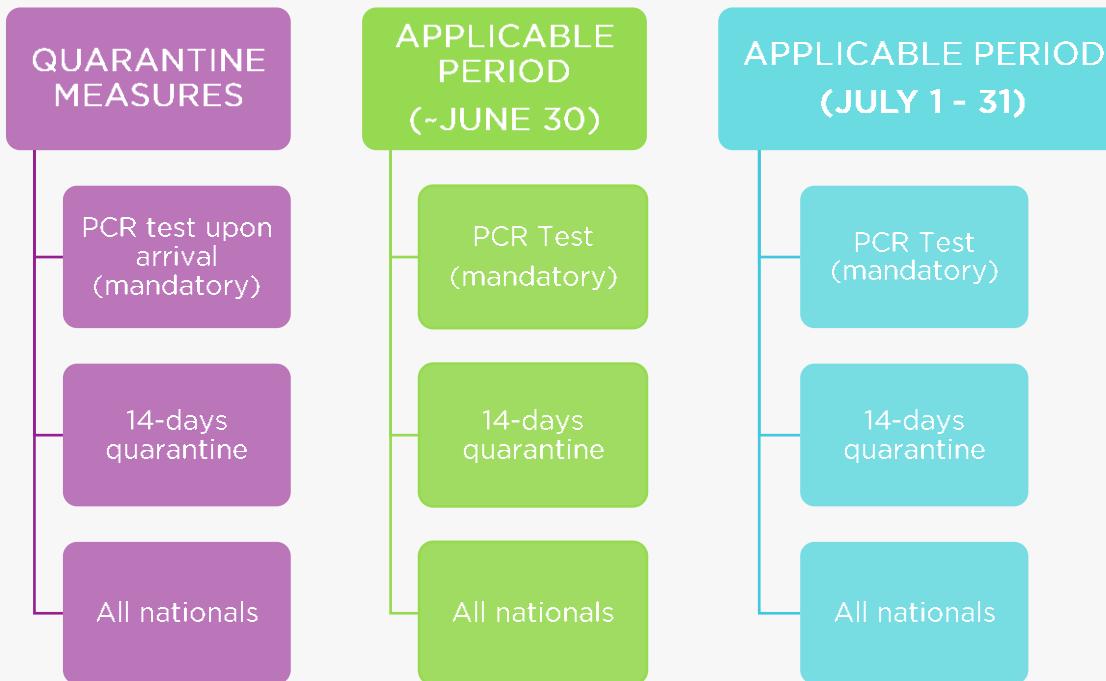


Travel Restrictions into Japan (Inbound)

MOFA updates:

Foreigners who will arrive in Japan with a flight via any of those 129 countries or regions are subject to denial entry.

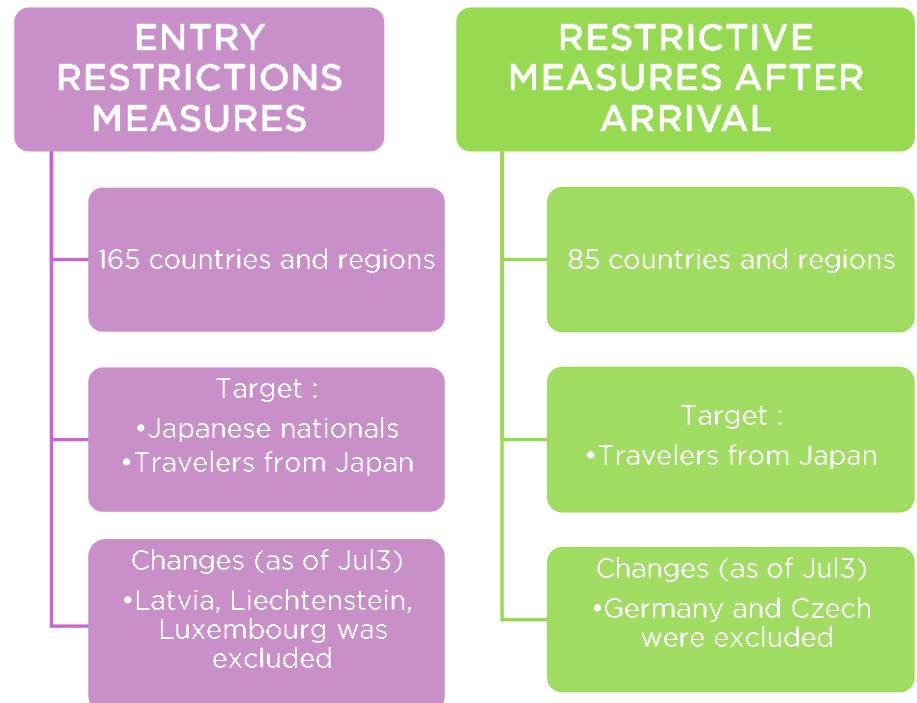
Countries and regions: 129 total



Travel Restrictions out of Japan (Outbound)

MOFA updates: The number of countries and regions restricting entry from Japan.

Countries and regions: 165 total



GVB X JATA NEWSLETTER

JATA Newsletter has been sent out to JATA members nationwide on July 3.



JATA International Newsletter
2020年7月3日

海外の国々でも消費者を受け入れるニュースが報じられています。日本をはじめ、各
国が感染症対策を講じて、海外旅行の再開に向けて準備を始めました。

JATA JOTCでは、海外旅行を提供する旅行会社の客層向けにオンラインセミナーを実
施し、併せてメールマガジン「Travel tomorrow!」各地の最新情報をご紹介しております。

このメールマガジンはJATA JOTC会員各社体・JOTC主催セミナーに参加された方々
へ配信しています。



グアム政府観光局は、皆様に再び美しいグアムを楽しんでいただける様
に、グアムでは感染防止、健康管理に関するガイドラインを策定し、グア
ムのコミュニティと日本、そして海外からの訪問者の安全を確実なものに
するよう取り組んでおります。皆様がグアムの“新たな日常”にお迎えできることを、
そしてハファディスピリットを共有し体験いただけることを、島
民一同心待ちにしています。安全で美しい私達の島にぜひお越しくださ
い！



グアム政府観光局
GUAM VISITORS BUREAU
SETBISIÓN BISITAN GUÁHAN



PUBLIC SENTIMENT ASSESSMENT: JUNE 26 - JULY 6

77 news mentions of “Guam Tourism Board”
(+1183% previous week)

Top Digital NEWS posts topic:

Postponement of the resumption of tourism, which
was scheduled on July 1. Further distribution on
various blog platforms (high reach; distribution).

Top SNS posts topic:

Guam postponement has started to gain traction.
Still seeing active travel promotions and people
expressing desire to travel to Guam.

Meltwater

Reach: 175

Reach: 128

Reach: 568

WEEKLY GUAM ARTICLES

- Guam Opening Postponed
- About infection prevention in restaurants. I asked California Pizza Kitchen!
- Hotel NIKKO - The buffet restaurant has reopened! Infection prevention measures are perfect!

The Guam Tourism Board announced a postponement of the arrival of visitors from Japan, South Korea and Taiwan, which were scheduled to resume from July 1, 2020. Guam Territory Governor Lou Leon Guerrero said, "We will give the highest priority to the safety of the islanders and visitors to the islands due to the increase in the number of infected people in Guam."

Reach: 330k

ANA

Guam Tourism Office announces postponement of resuming visitor acceptance from Japan, Korea and Taiwan! #ANA Miles #JAL Miles #Miles #Riku Mylar #ANA #JAL #SFC #JGC #JGC Training #SFC Training <https://t.co/URDRwvPB6w>

Reach: 23k

A popular store in Guam is facing a crisis of survival due to the corona whirlpool. It seems that the circle of support is expanding from the entertainment world and the athlete world to continue the resting place of the tropical resort Guam. I also want to support think! Click here for details

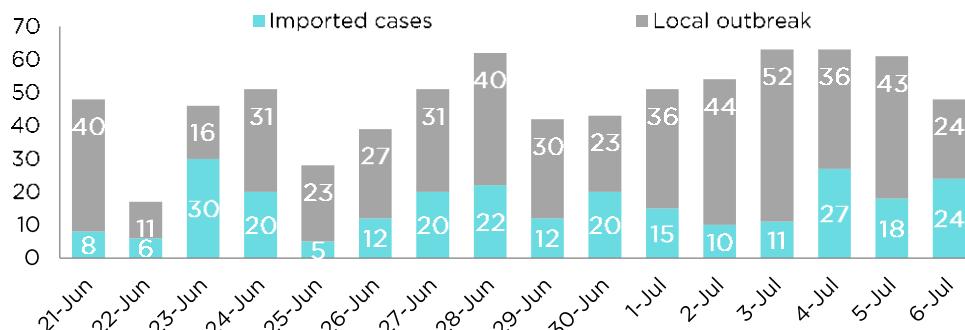
Reach: 2k



SOUTH KOREA

S. KOREA COVID-19 NEWS

DAILY NEW CASES ACCORDING TO THE ROUTE OF INFECTION FOR RECENT TWO WEEKS



South Korean Imperial guards wearing face masks to help protect against the spread of COVID-19.

- First time that daily new infections surpassed 60 for three straight days since April
- Local transmissions with many from the capital area, Gwangju and Daejeon
- Extended “special travel advisory” until July 19



AIR FLIGHT PERFORMANCE IN Q2

South Korean international air travelers reduced nearly 98% in Q2 CY2020.

2020	2019
290,000 pax	22,550,000 pax

2020	2019
3,000,000 pax	8,430,000 pax

Korean Air Flights Performance		2020 Q2	2019 Q2	Growth (%)
# Flights	Domestic	22,953	49,441	-53.6
	International	14,419	133,164	-89.2
# Passengers	Domestic	3,088,134	8,438,524	-63.4
	International	290,417	22,549,530	-98.7

Confirmed COVID-19

CASES:
13,293

DEATHS:
287

AS OF JULY 9, 2020
worldometer

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%)
Jeju Air	7C3100	Daily (8/1-)	6:25	12:00	0	0
	7C3102	Daily (8/1-)	10:40	16:05	0	0
	7C3106	Daily (8/1-)	20:20	02:00+1	0	0
Jin Air	LJ641	Daily (7/9, 7/23-)	9:40	15:05	186	130
T'way	TW301	Daily (8/1-)	18:00	23:40	0	0
Air Seoul	RS103	Daily (7/29-)	20:45	02:15+1	558	390
TOTAL					744	520

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): 520 seats

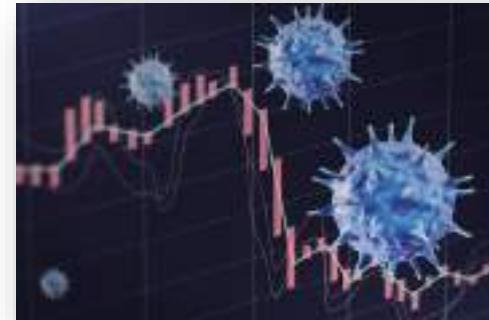
70% of seat capacity with social distancing measures

*LJ641 - A charter flight on July 9

**Schedules and seat capacity are subject to change (as of July 6)

TRAVEL INDUSTRY UPDATE

- Hana Tour and Mode Tour Package sales in June, 2020 recorded -100% compared the last year due to travel restrictions caused by COVID-19. The package sales in July-August, 2020 recorded -99% compared to the last year.
- Travel agencies will be changed from paid leave to unpaid leave from the 2nd half of the year,
- With a sharp decline in travel demand amid the spread of the coronavirus, 389 travel agencies shut down this year.



- U.K. government will lift quarantine restrictions from July 10 for travel from 59 low-risk countries including South Korea.
- However, the travel demand is low due to 14-day quarantine measure in Korea upon returning.
- From July 22, T'way Air will resume two international routes; ICN-Ho Chi Minh & ICN-Hong Kong twice a week for each route. Regarding ICN-Ho Chi Minh route, it will only transport the passengers departing from Ho Chi Minh due to Vietnam's restriction.

KOREA SNS ACTIVITY REVIEW



MONITORING OTHER DMOs – JUNE 2020 SNS STATUS

Tourism Office in Korea SNS Fans



Logo	Organization	Arrivals (Local)	Arrivals (International)	Overnights (Local)	Overnights (International)
	Guam Visitors Bureau	27,318	14,750	8,021	35,726
	Marianas Visitors Authority	18,548	10,200	35	NA
	Macao Tourism Office	98,280 (Global)	8,119	NA	NA
	Thailand Tourism Office	20,294	2,669	NA	60
	Tourism Philippines	33,362	2,210	985	NA
	Hong Kong Tourism	106,429 (Global)	543,914 (global)	38,937	NA



SOCIAL MEDIA JUNE MONTHLY INSIGHT

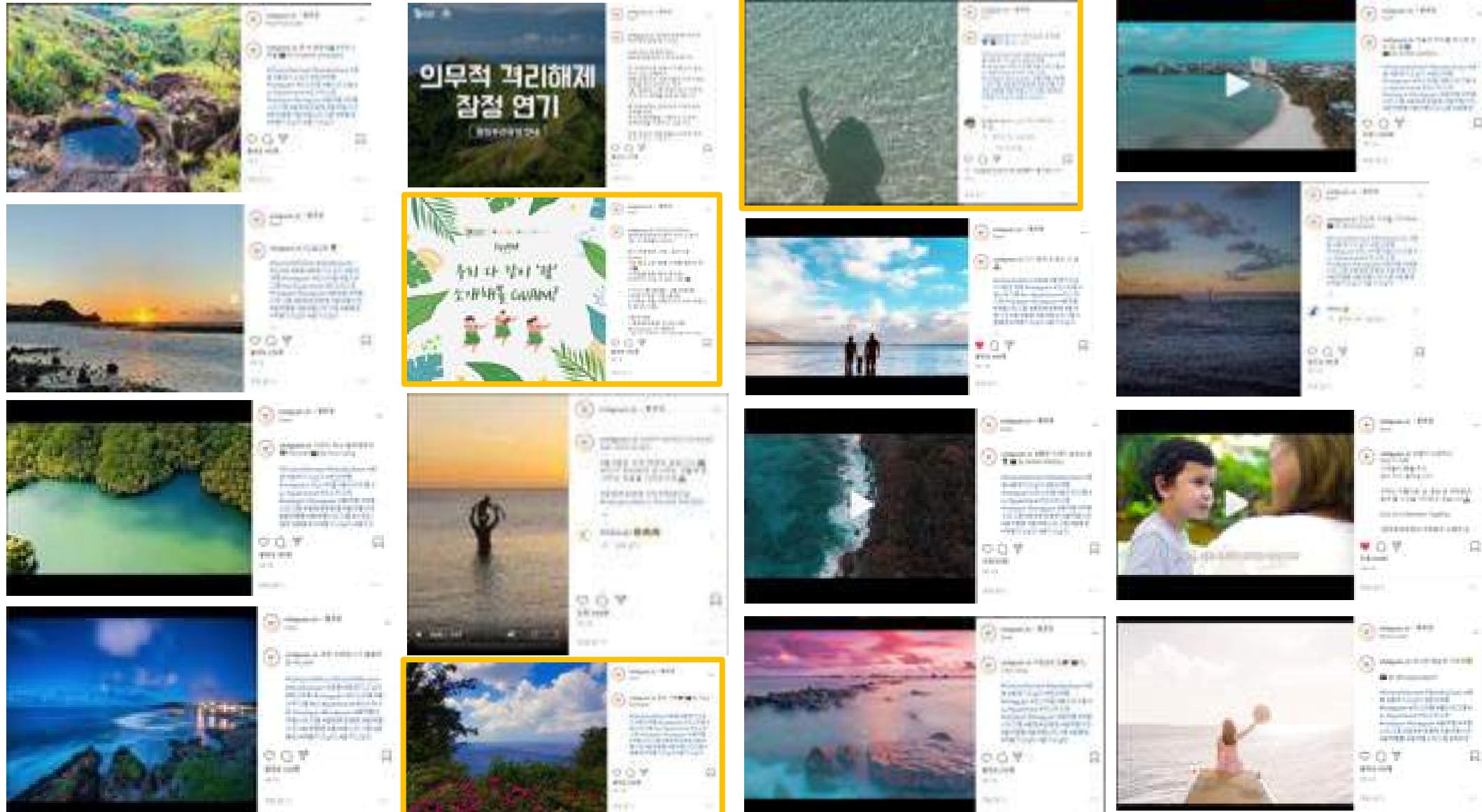
KOREA SNS ACTIVITY REVIEW



SOCIAL
MEDIA
MONTHLY
INSIGHT

16 June
postings

The posts with
colored border are
top 3 content

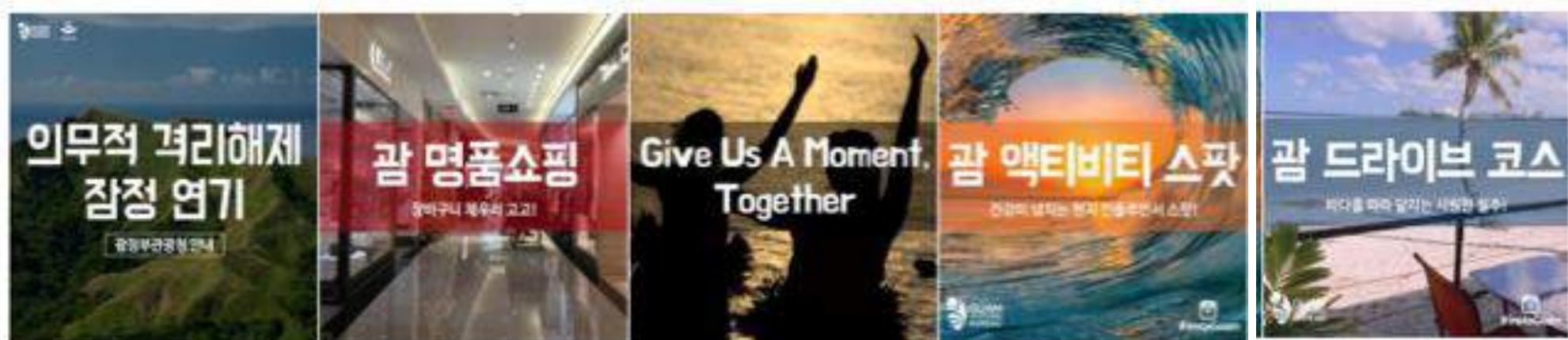


KOREA SNS ACTIVITY REVIEW



N
SOCIAL
MEDIA
MONTHLY
INSIGHT

7 June
postings



[괌정부관광청] 의... [1] 괌 명품쇼핑 가이...
2020. 6. 26.

Give Us A Mome... [1] 괌 인스타그래머 ... [4]
2020. 6. 22.

괌여행 – 스트레스... [1]
2020. 6. 12.



[인스타그램] 이벤... [1] [괌정부관광청] Gi... [3]
2020. 6. 8. 2020. 6. 3.

Naver Blog Top 3 Content

#GiveUsAMoment Video

Guam Shopping Luxury brands

Drive course

KOREA SNS ACTIVITY REVIEW



SOCIAL MEDIA MONTHLY INSIGHT

6 June postings



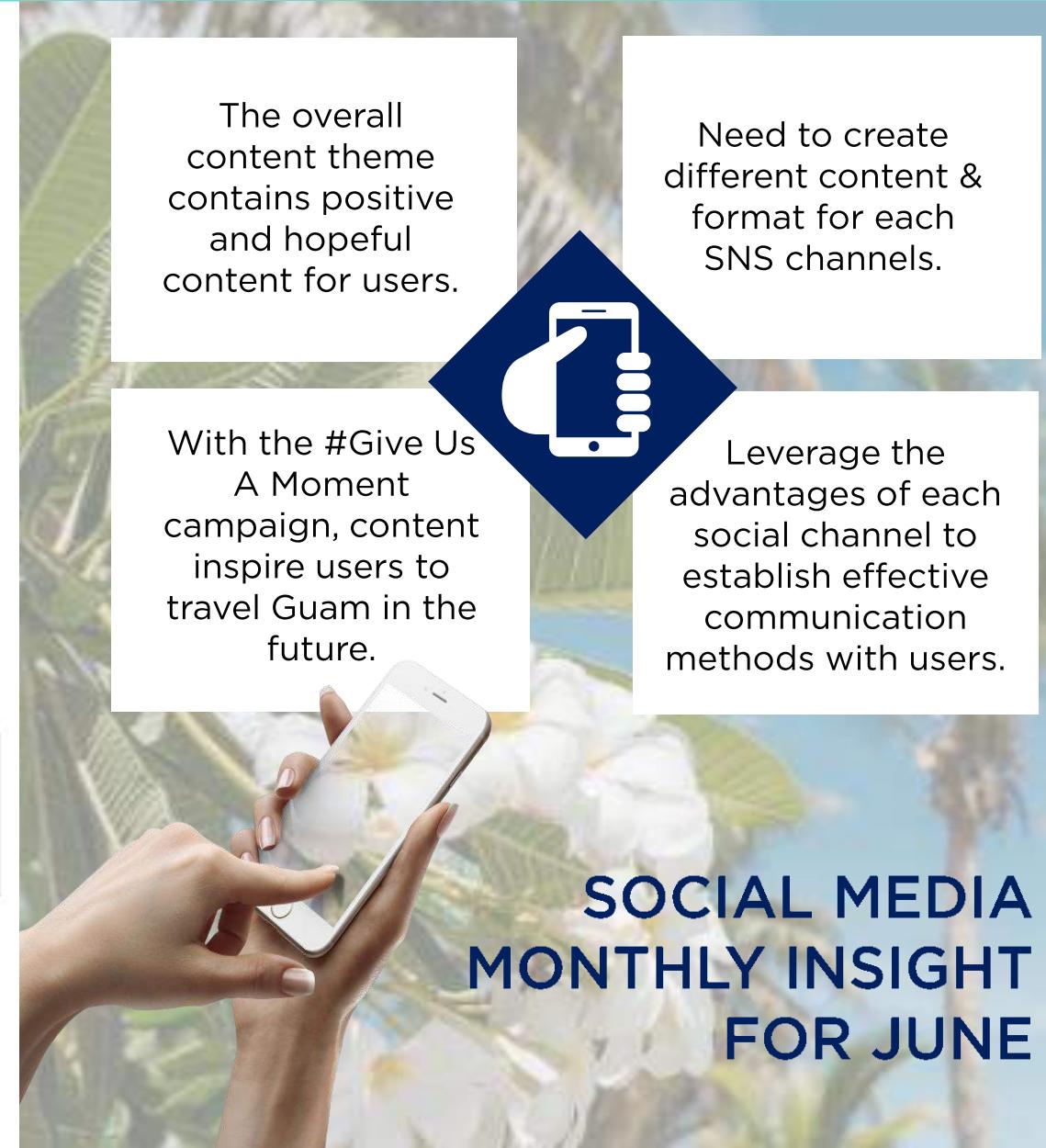
The overall content theme contains positive and hopeful content for users.

With the #Give Us A Moment campaign, content inspire users to travel Guam in the future.



Need to create different content & format for each SNS channels.

Leverage the advantages of each social channel to establish effective communication methods with users.



**SOCIAL MEDIA
MONTHLY INSIGHT
FOR JUNE**

KOREA SNS ACTIVITY REVIEW



SNS POST – USER REACTIONS ON DAILY/WEEKLY BASIS GVB KOREA'S POSTINGS

Most SNS users strongly express their desire to visit Guam.

FACEBOOK



Jun Hee Kwak: 그야말로..다새 곤감미역 
좋아요 - 댓글 달기 - 메시지 - 5주
"I really miss you, Guam~."

Jun Hee Kwak: 그야말로..다새 곤감미역 
좋아요 - 댓글 달기 - 메시지 - 5주
"I literally refresh myself by driving along the coastal road at Guam. Guam is the best place to relax and lie down. I really want to visit Guam again."

Jun Hee Kwak: 그야말로..다새 곤감미역 
좋아요 - 댓글 달기 - 메시지 - 5주
"When can I travel Guam again without any concern...!"

Jun Hee Kwak: 그야말로..다새 곤감미역 
좋아요 - 댓글 달기 - 메시지 - 5주
"I really, really want to go Guam! When is it possible?"

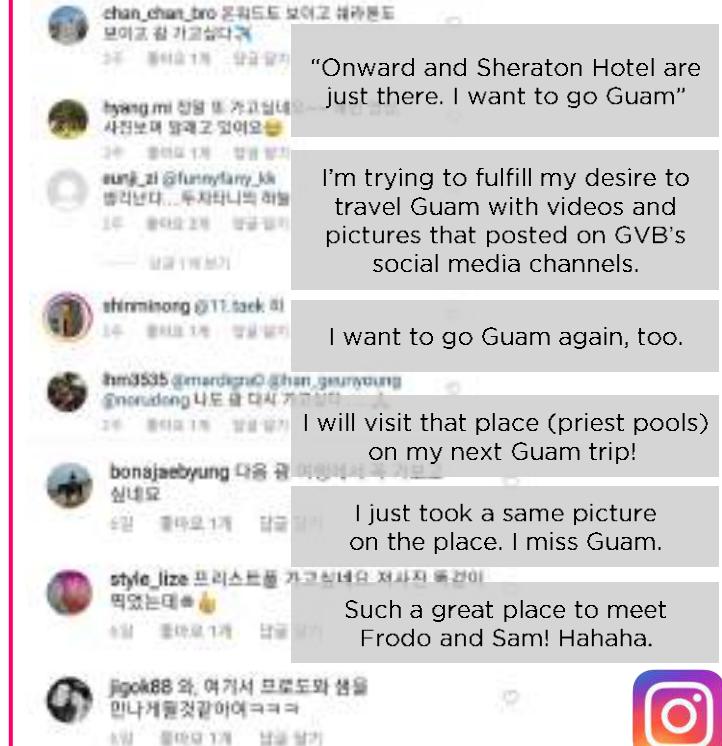
NAVER BLOG



chan_chan_bro: 몬杵드토 보이고 셀프폰도 보이길 가고싶다 
좋아요 1개 댓글 달기
"When can I enter Guam without quarantine?"

damlog: 어머 전 여행가면 야시장이 그르케 좋더라고여 
2020.5.8. 11:21
답글
"I love Chamorro Night Market~"

INSTAGRAM



hyang_mi: 친구 또 가고싶네요 
좋아요 1개 댓글 달기
"Onward and Sheraton Hotel are just there. I want to go Guam"

hyang_mi: 친구 또 가고싶네요 
좋아요 1개 댓글 달기
"I'm trying to fulfill my desire to travel Guam with videos and pictures that posted on GVB's social media channels."

hyang_mi: 친구 또 가고싶네요 
좋아요 1개 댓글 달기
"I want to go Guam again, too."

hyang_mi: 친구 또 가고싶네요 
좋아요 1개 댓글 달기
"I will visit that place (priest pools) on my next Guam trip!"

hyang_mi: 친구 또 가고싶네요 
좋아요 1개 댓글 달기
"I just took a same picture on the place. I miss Guam."

style_lize: 프리스트풀 가고 싶네요 저자자 봄간이 
좋아요 1개 댓글 달기
"Such a great place to meet Frodo and Sam! Hahaha."

jigok88: 와, 여기서 프로도와 샘을 만나게 될것같아이ㅋㅋㅋ 
좋아요 1개 댓글 달기
"jigok88 와, 여기서 프로도와 샘을 만나게 될것같아이ㅋㅋㅋ"





TAIWAN

TAIWAN COVID-19 NEWS



PR DATE	TAIWAN GOVERNMENT NEWS
2020-07-05	Scoot resumes Singapore-Taiwan flights.
2020-07-04	Taiwanese will no longer be required to self-isolate for 14 days upon arrival in England, the British government announced on Friday.
2020-07-04	CAA rejects call from StarLux chief to ban A330 from Taipei Songshan Airport.
2020-07-03	Taiwanese CAL Airbus A330 loses computer systems during landing.
2020-07-03	Vietnam considers restarting flights to Taiwan. Flights likely to start end of July with business people, investors, and overseas Vietnamese as priority travelers.
2020-07-02	Thailand considers travel bubble with Taiwan, China, Japan in August.
2020-06-29	EVA Air applies to operate to Palau with two flights per week.
2020-06-29	Taiwan to open doors to foreign visitors June 29. For the first time in 3 months, Taiwan will allow foreigners to apply for entry, with exception of tourists.
2020-06-27	Taiwan's StarLux Airlines to double flights to Penang in July. Services to Cebu scheduled to start in late October.
2020-06-22	China Airlines (CAL) announced on 6/18 that it will require all passengers to board its flights via the current online check-in service from June 22, to reduce the spreading of COVID-19.



Budget airline Scoot resumed flights between Singapore and Taiwan, following a temporary suspension.



The MOEA credits the New Southbound Policy as a key factor in mitigating the impact of coronavirus on Taiwan's economy and exports to NSP target countries.

**Confirmed
COVID-19**

**CASES:
449**

**DEATHS:
7**

AS OF JULY 9, 2020
worldometer

Taiwan to reopen consulate on strategically-located US island of Guam

- Taiwan's Foreign Ministry said the reopening of its Taipei Economic and Cultural Office (TECO) in Guam was a response to closer Taiwan-US relations and the strategic importance of the Pacific region.
- "Reestablishing TECO in Guam will facilitate economic and trade cooperation and exchanges between Taiwan and the greater western Pacific region, deepen Taiwan's relations with its Pacific allies, and increase multilateral exchanges," the ministry said.



Social Media Statistics

June 29 – Jul 5, 2020

Country ⁽¹⁾	Taiwan ⁽¹⁾
Total SNS Fans ⁽¹⁾ (as end of month) ⁽¹⁾	FB: 71,215 ⁽¹⁾ IG: 3,326 ⁽¹⁾ Total: 73,260 ⁽¹⁾
Total Fan Growth ⁽¹⁾ (April) ⁽¹⁾	FB: 0.0009 % growth ⁽¹⁾ 71,151 (as at end of April) to 71,215 ⁽¹⁾ 3,352 (as at end of April) to 3,326 ⁽¹⁾ IG: -0.7757 % growth ⁽¹⁾ 3,352 (as at end of April) to 3,326 ⁽¹⁾ Total: 74,503 (as at end of April) to 298,503 ⁽¹⁾
Total Post Impression ⁽¹⁾ (April) ⁽¹⁾	FB: 135,536 (Sum of Daily Organic Impressions of page level insight data) ⁽¹⁾ 119,636 (Sum of Lifetime Post Organic Impressions of post level insight data) ⁽¹⁾ IG: 22,572 (Sum of impression) ⁽¹⁾
Total Engagement ⁽¹⁾ (April) ⁽¹⁾	FB: 6,862 (Sum of Daily Page Engaged Users of page level insight data) ⁽¹⁾ Link Clicked: 25 (Average of 28 Days People who interacted) ⁽¹⁾ Other Clicks: 3,000 (Average of 28 Days People who interacted) ⁽¹⁾ Photo View: 966 (Average of 28 Days People who interacted) ⁽¹⁾ Video Play: 23 (Average of 28 Days People who interacted) ⁽¹⁾ IG: 20,312 (Sum of people reached) ⁽¹⁾
Total Visiting intent ⁽¹⁾ (April) ⁽¹⁾	FB: 30 ⁽¹⁾ IG: 0 ⁽¹⁾ (Quantify total social media users on our Facebook and Instagram who have indicate "positive interest" of visiting Guam.) ⁽¹⁾

Social Media Weekly Stats (June 29-July 5, 2020)

	Likes	Comments	Share
Facebook	1087	35	55
Instagram	337	8	11

TAIWAN RELATIONS

Training with Pacific Asia Travel Association (PATA)

TW representative Felix Yen was invited by PATA to present on a training course on 6/7, in which he gave an introduction regarding Guam's exciting activities, charming culture, and authentic local food.



Moreover, connection was built with fellow travel agents, and relationship was built with PATA's high level executives.

Chinese International Tourism Design and Development Association (CITDDA) - Elite Training Course for MICE and Tourism Industry

TW representative Felix Yen was invited by CITDDA to present on a training course on 6/30.

A 2-hour presentation regarding how to design Guam tourism package and how the market expects from targeted high-end consumers was gave, and 30-min interactive Q&A session took place to build relationships with 50 tour guides and travel agencies.



ANTOR Meeting

The ANTOR meeting on 6/24 went beyond in-group discussion and visited three others trade partners to exchange thoughts to unit together during such pandemic.

GBV TW representatives Felix Yen and Sandra Huang attended the meetings, visiting Association of Tour Managers, Taiwan (ATM), Travel Agent Association of R.O.C. Taiwan (TAAT), and Travel Quality Assurance Association (TQAA).

Connections were built with member of those groups and relationships were maintained.

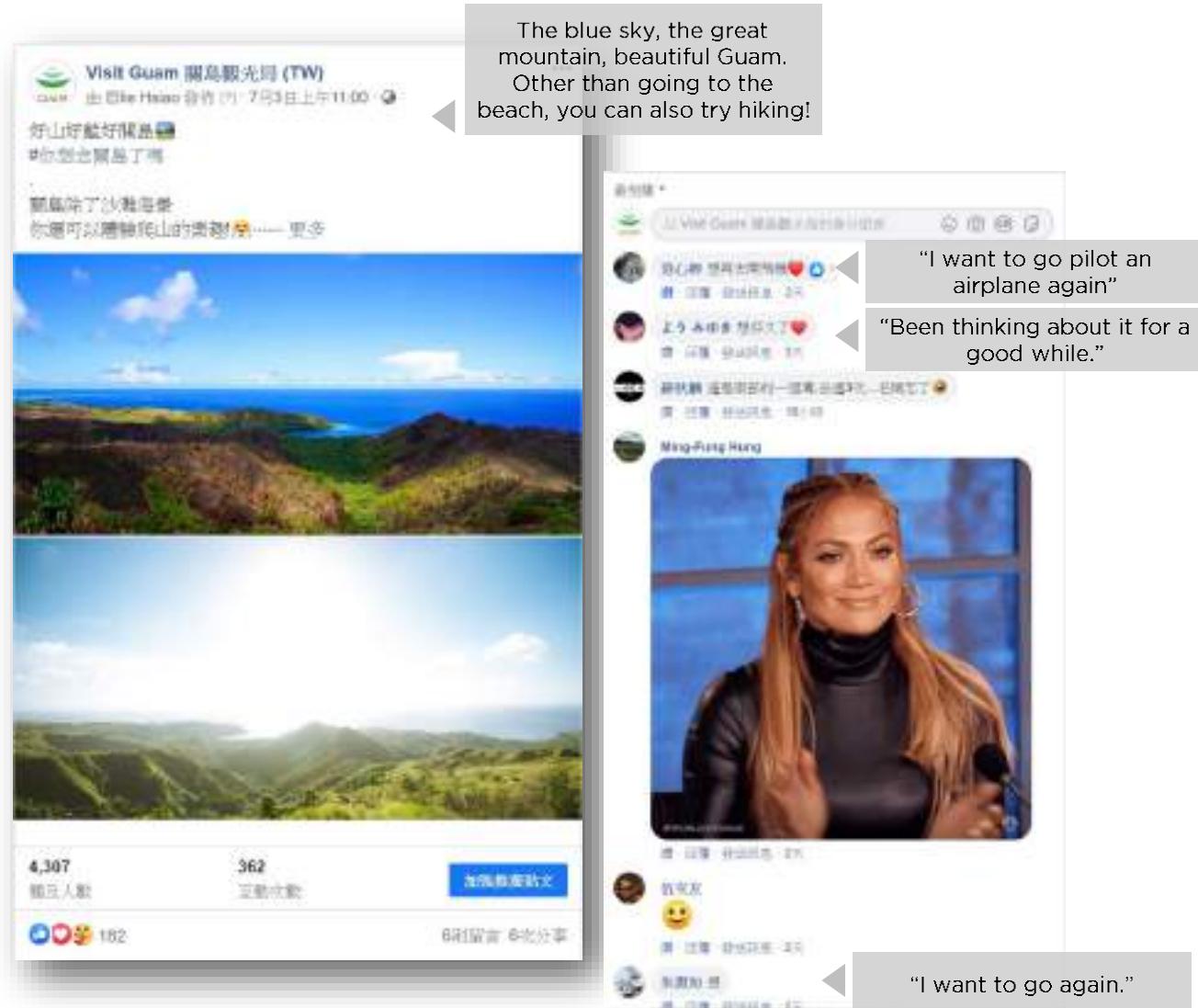
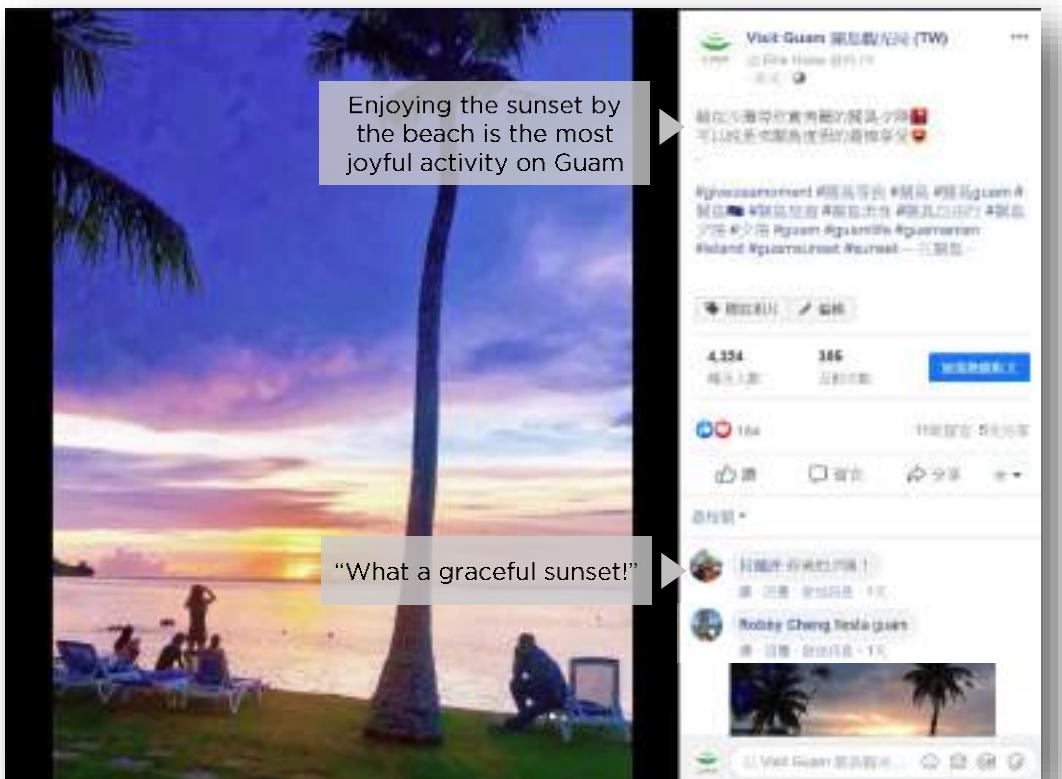


TAIWAN SOCIAL MEDIA



CONSUMER SENTIMENTS

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.



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





Si Yu'os Ma'åse'!

@cconsagaphoto