



[@lostwithlukes](#)

# INDUSTRY RECOVERY UPDATE

AS OF JULY 18, 2020



GUAM  
VISITORS  
BUREAU



GUAM

# FROM GVB'S PRESIDENT AND CEO



*GVB President & CEO  
Former Gov. Carl T.C.  
Gutierrez*

## GUAM'S 76<sup>TH</sup> LIBERATION DAY REMINDS US TO STAY STRONG FOR EACH OTHER

*"On behalf of GVB Board Chairman Sonny Ada, the Board of Directors, and Vice President Dr. Gerry Perez, I wish you all a safe and reflective 76th Anniversary of our Liberation. There may be no parade this year due to the virus, but the appreciation for our shared heritage never fades. One day soon we will celebrate as joyously as our ancestors did in the hour Guam was freed from occupation."*

Read more from former Gov. Gutierrez this Tuesday when he takes over the Tourism Works Column in the [Pacific Daily News](#).

## FORMER GOV. GUTIERREZ TALKS TO K57

GVB President and CEO, former Gov. Carl TC Gutierrez speaks to K57 guest host, Phill Leon Guerrero, about Guam's Tourism Industry.

[CLICK HERE TO LISTEN TO THE INTERVIEW](#)

## GVB RESOURCES

[GVB'S Weekly  
Tourism Works  
Column \(PDN\):](#)

*GVB looks beyond  
tourists to investors,  
new industries*

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

[GVB Website](#)

[Social media:  
Facebook & Instagram](#)

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



# NEWS & DEVELOPMENTS



# GUAM MOVES TO PANDEMIC CONDITION OF READINESS 3 (PCOR3) ON JULY 20

On July 17, Gov. Lou Leon Guerrero declared that Guam will be moving to Pandemic Condition of Readiness 3 on July 20.

## WHAT THIS MEANS AS OF THE TIME:

- All businesses will be allowed to operate, with exception of senior citizen centers and organized sports leagues and events.
- Businesses must submit an opening plan to DPHSS prior to opening.
- The social gathering limit will be increased to 50 people, and this limit will be applicable to outdoor gatherings as well.
- K-12 schools are authorized to submit a reopening plan to DPHSS.
- Quarantine testing and requirements will be based on risk and not residency, effective after midnight on July 24. (see next page)
- The public health emergency has been extended to August 29<sup>th</sup>.

*The reopening of Guam will be slow, gradual, and very deliberate. ... I am confident in the measured approach and direction that our island is heading. Remember, our goal is not to simply move from one PCOR to another. It is to reopen our economy in a way that protects both lives and livelihoods."*

*- Gov. Lou Leon Guerrero during her July 17 press conference*

Guam Visitors Bureau Vice President Dr. Gerry Perez released the following statement after the Governor's announcement of PCOR 3:

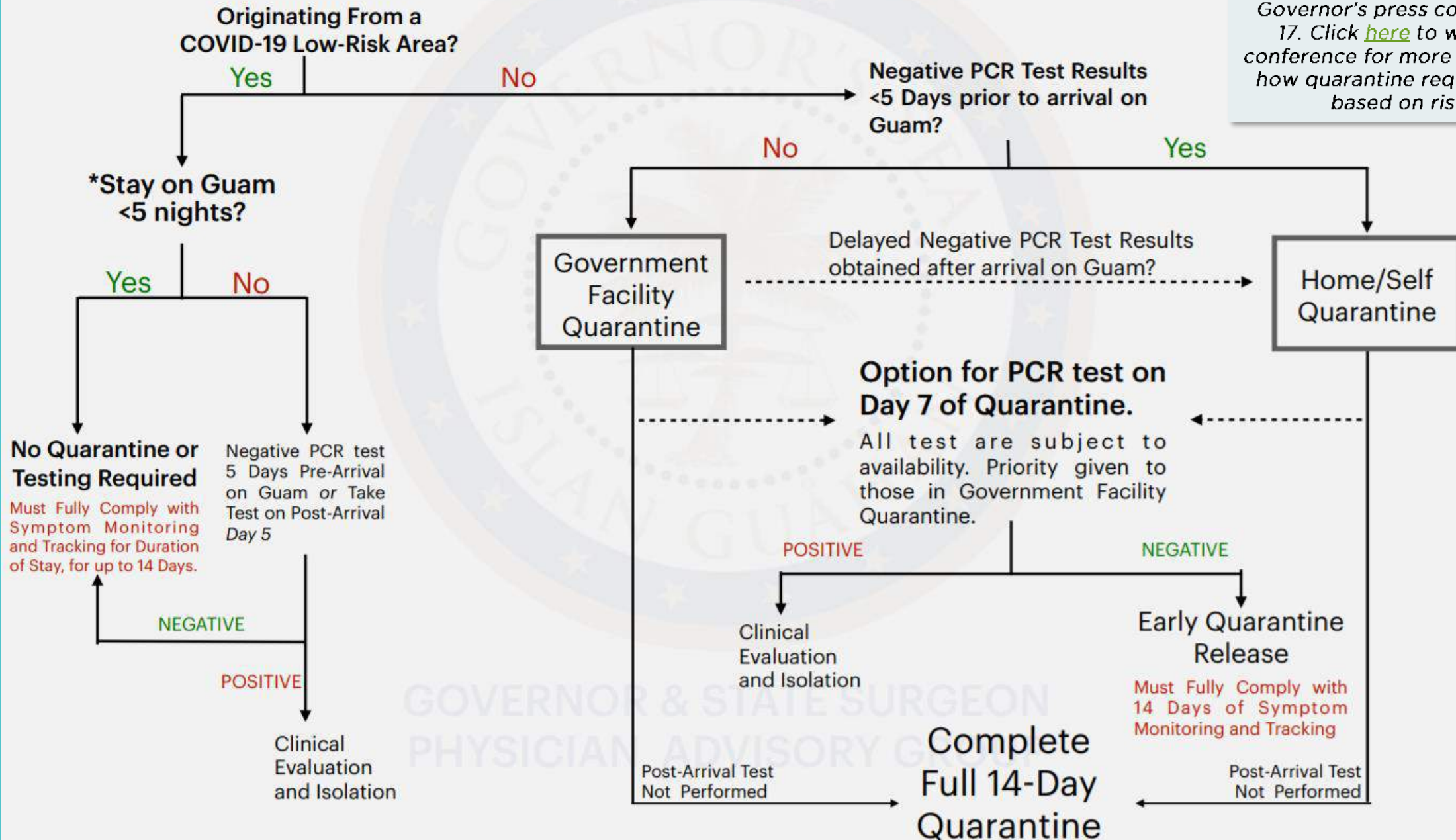
*"With more residents feeling comfortable patronizing local businesses and restaurants today, the Guam Visitors Bureau is encouraged by Governor Lou Leon Guerrero's decision to move into Pandemic Condition of Readiness 3 on July 20, 2020. The safety measures that businesses, hotels, and restaurants have implemented continue to uphold Guam's social distancing guidelines and protocols. Our community understands the importance of supporting these measures for the benefit of us all. We are energized to continue working with the Governor, Lt. Governor, our legislators, and our industry stakeholders to keep everyone's safety as our top priority as we begin the hard process to rebuild our economy."*



# Risk-Based Quarantine and Testing Protocol for Travelers Entering Guam

Effective After Midnight on July 24, 2020

Presented by Dr. Cabrera during the Governor's press conference on July 17. Click [here](#) to watch the press conference for more information about how quarantine requirements will be based on risk scoring.



# DPHSS UPDATES

## Product Recall: Blumen Hand Sanitizers Due to Potential Presence of Undeclared Methanol

The products were distributed nationwide in the United States through retailers and distributors. To date, the Division of Environmental Health of DPHSS has determined that affected Blumen Hand Sanitizers were sold at Benson hardware store in Maite. Benson reported that they received 624 bottles of 7.5 fl. oz. and 480 bottles of 17.0 fl. oz. from an off-island supplier; 183 bottles of 7.5. fl. oz. and 145 bottles of the 17.0 fl. oz. were sold prior to the recall. Benson was notified by their supplier on July 15, 2020 and took corrective actions immediately. All affected products were removed from store shelves. The Division has not received any local report of injuries or illnesses associated with the use of these recalled commodities. Consumers who have purchased the items listed above are urged to stop using, distributing, or selling these products and return it to the place of purchase.

Substantial methanol exposure could result

in nausea, vomiting, headache, blurred vision, permanent blindness, seizures, coma, permanent damage to the nervous system or death. Although all persons using these products on their hands are at risk, young children who accidentally ingest these products and adolescents and adults who drink these products as an alcohol (ethanol) substitute, are most at risk for methanol poisoning.

Consumers should contact their physician or healthcare provider if they experience any problems that may be related to taking or using this product.

Questions regarding this recall may be directed to 4e Brands North America LLC by calling **1-888-843-0254** during business hours (Monday-Friday 8 a.m.-5 p.m. EST) or emailing [4EBrands8797@stericycle.com](mailto:4EBrands8797@stericycle.com). For any questions, please contact the Consumer Commodities Program at the Division of Environmental Health at 300-9579.

## Expanded COVID-19 Testing Continues

The Department of Public Health and Social Services (DPHSS), in collaboration with the Government of Guam, the Mayors Council of Guam, private, and federal agencies, continues expanded COVID-19 testing.

The expanded COVID-19 Drive-Through Testing schedule is as follows in the coming week:

- Wednesday, July 22, 2020, 9 a.m. - 12 p.m. at the Tamuning Elementary School
- Thursday, July 23, 2020, 9 a.m. - 12 p.m. at the Asan-Maina's Mayor's Office

Testing is free and open to the public while supplies last. No symptoms are needed to qualify for testing. If your village is not listed, please proceed to a neighboring village for testing. Please bring an I.D., if one is available.

# DPHSS UPDATES

## SUPPLEMENTAL NUTRITION ASSISTANCE PROGRAM EMERGENCY ALLOTMENT ISSUED FOR JULY

**DPHSS announced that the Emergency Allotments (supplements) of SNAP for July 2020 were released July 17.**

These benefits were electronically loaded into the SNAP recipients EBT cards. As a reminder, the law authorized the issuance of emergency supplemental benefits to households receiving SNAP up to the maximum allowable SNAP monthly benefit for a household's size. Calculation is based on the number of eligible household members. Households that already received the maximum benefit for their household's size will not receive an additional emergency allotment.

Should you have any questions or need additional information, please call the numbers below or send an email to [PublicAssistance@dphss.guam.gov](mailto:PublicAssistance@dphss.guam.gov).

- BES North (Dededo) at 635-7488/635-7484/635-7439/635-7396/635-7429
- BES Southern (Inarajan) at 828-7542/828-7534/828-7524
- BES Central (RanCare) at 300-8853/300-8854/300-8850/300-8865

*For the latest information on COVID-19, visit [dphss.guam.gov](http://dphss.guam.gov) or [guamrecovery.com](http://guamrecovery.com). For inquiries on COVID-19, visit the Joint Information Center at (671) 478-0208/09/10.*





# GDOL TO RELEASE \$54 MILLION IN PUA PAYMENTS

Claimants who opted for paper checks when applying for Pandemic Unemployment Assistance can expect to receive checks in their mailboxes by next week. This includes those whose electronic payments were declined due to incorrect account information.

The Guam Department of Labor today requested a draw down for its fifth and largest batch of unemployment funds — \$54 million. This will pay out cleared claims through June 24th, including electronic transfers as well as paper checks. Of the \$54 million, \$35.8 million will go toward direct deposit claims, \$14.5 million will go to paper check claims since the start of the program, and \$4.5 million will go toward taxes. This brings the total amount of PUA payments to \$195.5 million with a total of \$16 million going to taxes.

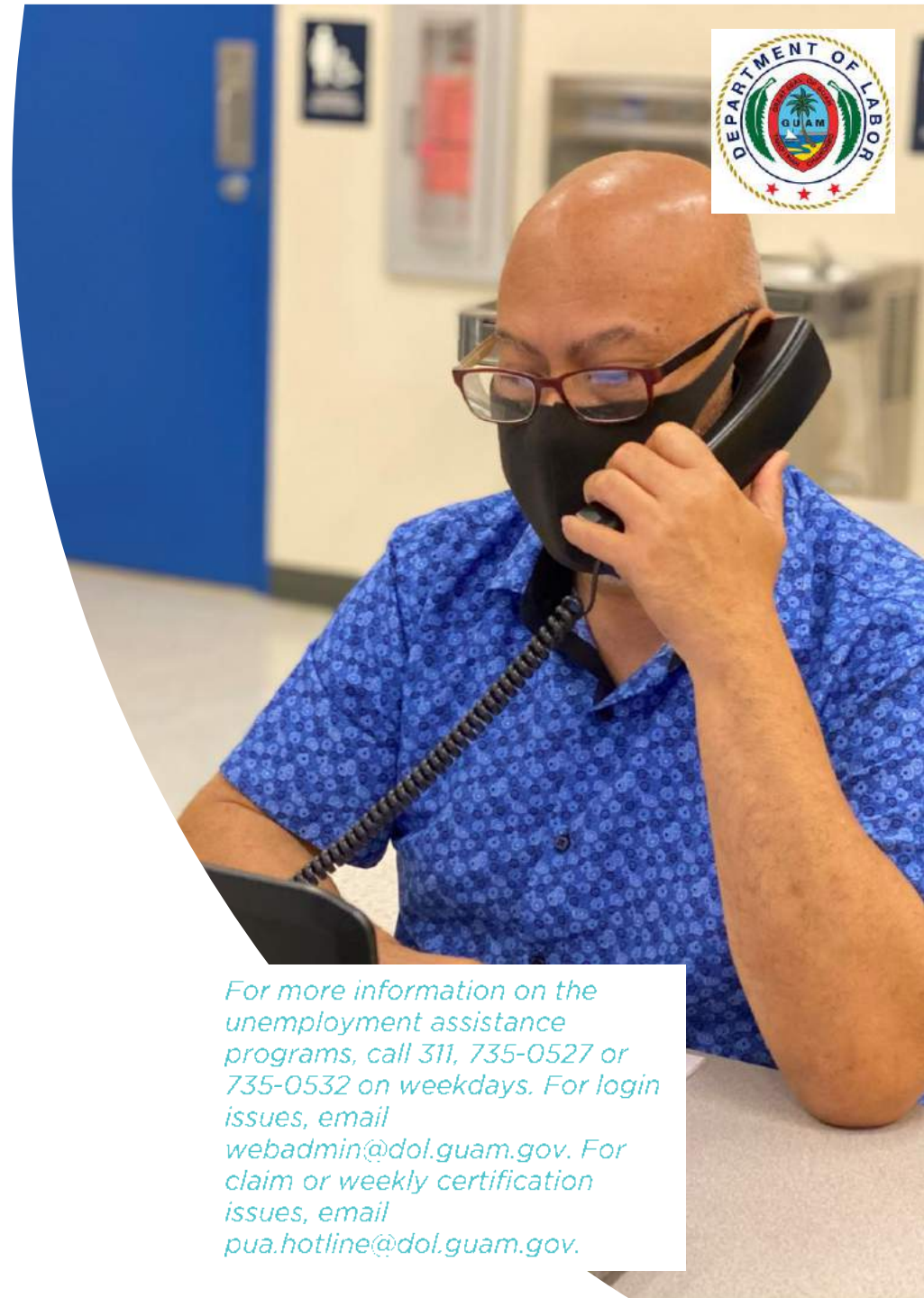
According to the Department of Administration, banks should expect to start to receive funds by direct deposit on Monday. People can expect checks to be mailed out on

Wednesday, as Tuesday is a holiday. To date DOL and DOA have manually processed close to 700 checks.

“The Department of Labor appreciates DOA working with us to get payments out. I also have to thank the dedication and hard work of my staff. I feel the payment process is moving smoothly now, and batches for electronic and paper check payments should process weekly,” said Labor Director David Dell’Isola.

“Labor also continues to be aggressive toward helping claimants that have issues with their applications. This week we corrected more than 1,000 claims with problems. \$195 million is a lot of money to pump into the economy and help our people during this pandemic and their time of need,” Dell’Isola added.

The processing center and libraries are still open for in-person help with applications. Please call to make an appointment. The phone numbers are: 988-3672, 788-0729, and 689-1872.



*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](mailto:webadmin@dol.guam.gov). For claim or weekly certification issues, email [pua.hotline@dol.guam.gov](mailto:pua.hotline@dol.guam.gov).*



WEBINAR

# RECONNECTING GUAM

## TOURISM'S PATH FORWARD

 JULY 29 | 10 AM

**FREE REGISTRATION**

[docomopacific.eventbrite.com](https://docomopacific.eventbrite.com)

presented by



***Free Registration***

**DOCOMO PACIFIC Work Better  
Together Webinar Series**

# Reconnecting Guam: Tourism's Path Forward

**Connect & collaborate with tourism industry leaders and decision makers as we prepare to reopen and rebuild our island amid global pandemic.**

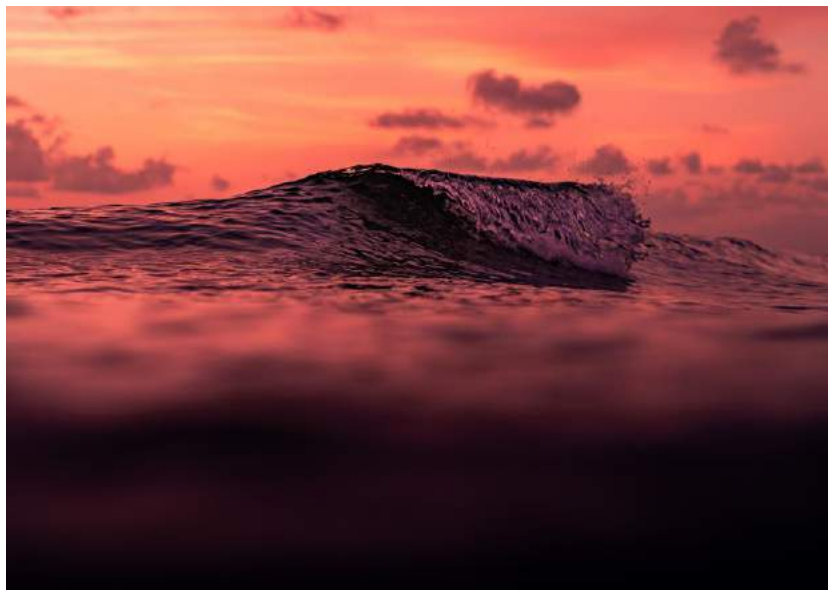
**Reconnecting Guam: Tourism's Path Forward**, the first session in the DOCOMO PACIFIC - Work Better Together Webinar Series, will provide a platform to connect industry leaders and experts to address the current challenges in tourism, and to provide effective approaches to sustain the lifeline of our economy. The series aims to promote collaboration among industry leaders and decision makers to unite our efforts in rebuilding our island.



Give Us A Moment

# An Ocean Moment

*Courtesy of Luke Scott Fernandez*



## Cover Photos by Luke Scott Fernandez

Thank you to Guam photographer Luke Scott Fernandez, who most know as [@lostwithluke](https://www.instagram.com/lostwithluke) on Instagram, for our front and back covers and this week's #GUAM feature, "An Ocean Moment".

As a native of Guåhan and proud Pacific Islander, Luke has strong connections to the ocean and attributes it as his greatest inspiration. He tells his stories of home "through the eyes of the ocean". He invites you to get lost with him through his journeys and his work, which by the way, is also available for purchase. Visit [www.lostwithluke.com](http://www.lostwithluke.com) for details.



# INDUSTRY CALLOUTS

# 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](mailto: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.



# 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

SEND INFORMATION ABOUT YOUR LIVE EVENT TO [Hafaadai@visitguam.org](mailto:Hafaadai@visitguam.org)



**MARK YOUR**

joeguam

**THE WEEKEND LINEUP!**

**JOE GUAM LIVE**

**Weekly Show Schedule**

THURSDAYS	FRIDAYS
<b>california PIZZA KITCHEN</b> 6PM-9PM • GU • Live at CPK in Tumon!	<b>california PIZZA KITCHEN</b> 6PM-9PM • GU • Live at CPK in Tumon!
SATURDAYS	SUNDAYS
<b>TUMON SANDS PIZZA</b> 12PM-1PM • GU • Live at Tumon Sands Plaza! • Livestream: @guamtup Time Zone Conversions: 12PM-1PM • GU 8PM-9PM (1 day) • H 7PM-8PM (1 day) • CA 11AM-12PM • JPN	<b>K'ALOHA</b> 12PM-1PM • GU • Livestream: @koalohakulele • Livestream: @koalohakulele Time Zone Conversions: 12PM-1PM • GU 8PM-9PM (1 day) • H 7PM-8PM (1 day) • CA 11AM-12PM • JPN

(Updated: 7/16)

@cpkguam @visitguamusa @guamtime  
@wheninguam @guambrewery @tumonsandsplaza  
@whatshappeningguam @koalohakulele  
@koalohakulelejp @bluemoonguam

**GUAM VISITORS BUREAU**

A photograph of a sunset over the ocean, with the sun low on the horizon and its reflection on the water.A photograph of a sunset over the ocean, with the sun low on the horizon and its reflection on the water.

**CREATOR Spotlight**

A circular portrait of Victor Consaga, a man with glasses and a beard.

Follow Victor for more great content:  
@consagaphoto  
victorconsaga.com

# WE ARE GUAM - WE ARE SAFE!

Share your business protocols and safety measures with us!



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

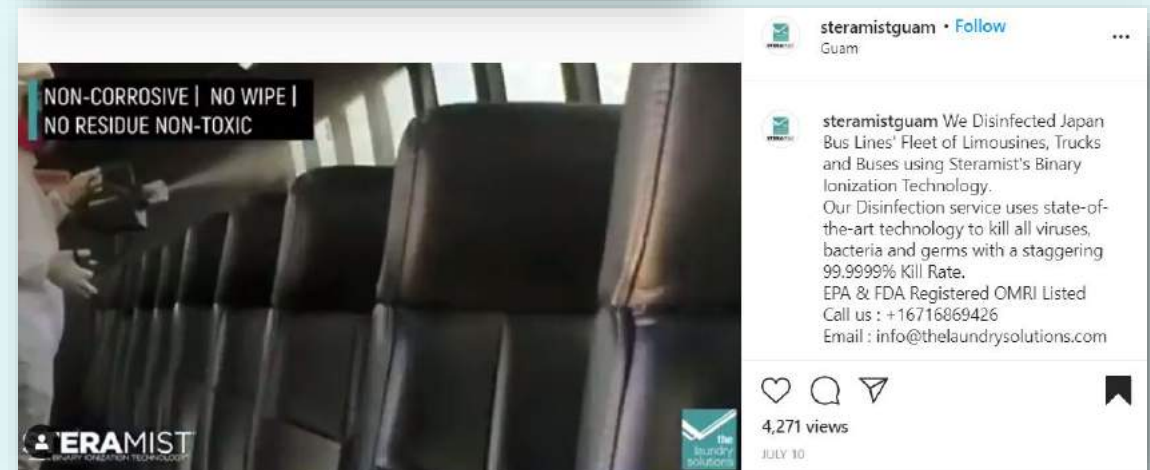
- Showcase what Guam is doing to prepare for visitors to arrive
- Provide reassurance to those concerned about traveling to Guam
- Highlight Guam communities already implementing proper processes and protocols

## 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!



**SI YU'OS MA'ASE  
JAPAN BUS LINES FOR  
SHARING YOUR  
SAFETY GUIDELINES!**



TO PARTICIPATE, SEND YOUR SAFETY GUIDELINES TO [HAFADAI@VISITGUAM.ORG](mailto: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  
[HAFADAI@VISITGUAM.ORG](mailto:HAFADAI@VISITGUAM.ORG)



# MARKET INTELLIGENCE REPORT

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





# MARKETS AT-A-GLANCE

# MARKETS AT-A-GLANCE

## JAPAN

- 1 COVID-19 News**
  - Travel ban to be relaxed
  - Government establishing more PCR testing centers
  - 80 medical facilities to issue PCR test and result certificate
- 2 Travel Trade**
  - Insurance companies expanding travel coverage for Covid-19
  - Most package tours are cancelled until mid to late August
- 3 Airline News**

Total air seat capacity forecast for July to December 2020 is 227,964 (1,224 flights)
- 4 Social Media**

Postponement of reopening reached 92 million viewers on Yahoo Japan

*Details are found in the appendix.*

## SOUTH KOREA

- 1 COVID-19 News**
    - South Jeolla province raised its alert level to "social distancing 2"
    - Number of imported cases hit double digits for 18 consecutive days
    - Mayor of Seoul found dead
    - Covid-19 Hope Job project to add 310,000 jobs
  - 2 Airline News**
    - Jeju Air, Korean Air, Jin Air, T'Way, Asiana Airlines updates are featured in the appendix
    - Total outbound air seat capacity for July reduced to 130 seats (Jin Air)
  - 3 Social Media**
    - July post highlights shown in appendix
- ## TAIWAN
- 1 News**
    - Taipei Economic & Cultural Office to open at ITC; MoFA rep still undecided
    - Taiwan to allow foreign travelers
    - Triple Stimulus voucher phase 1 ends 8/7; Lion Travel offering add-on coupon for booking hotel via their site
    - Domestic travel on the rise
    - China Airlines begins July schedule to shown countries in appendix
  - 2 Social Media**

Give Us A Moment video reaches 9,031 viewers



# MARKET INTELLIGENCE REPORT APPENDIX

As of July 17, 2020 and may be subject to change

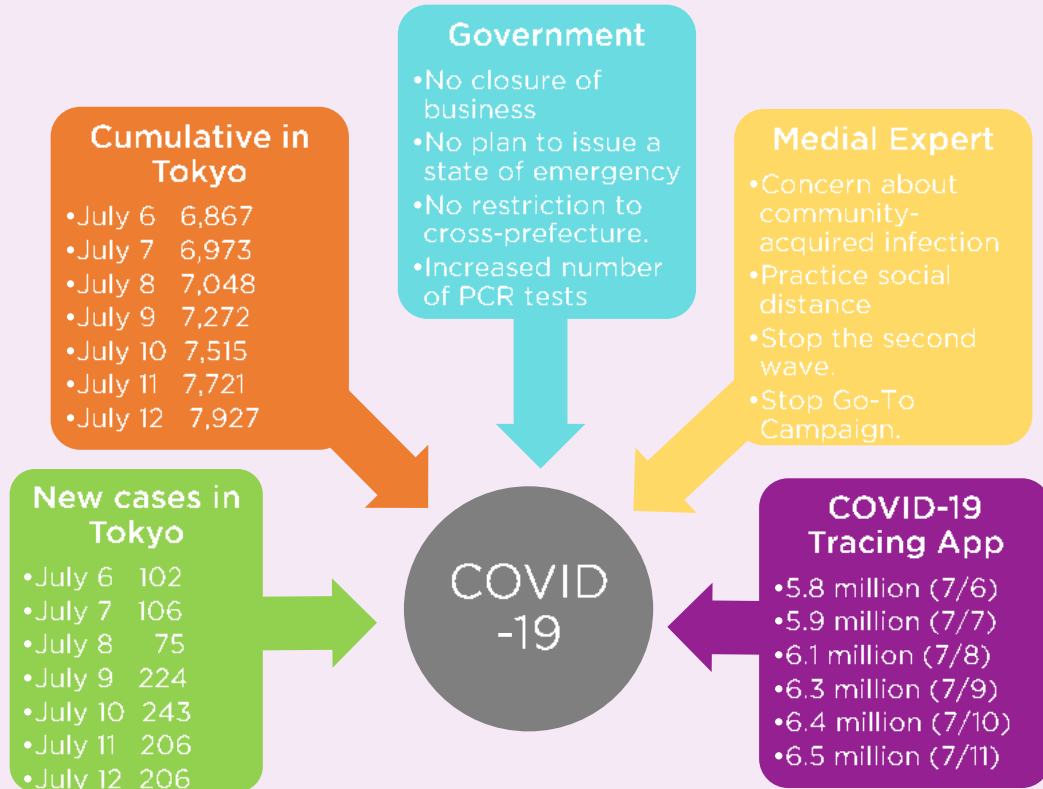


# JAPAN



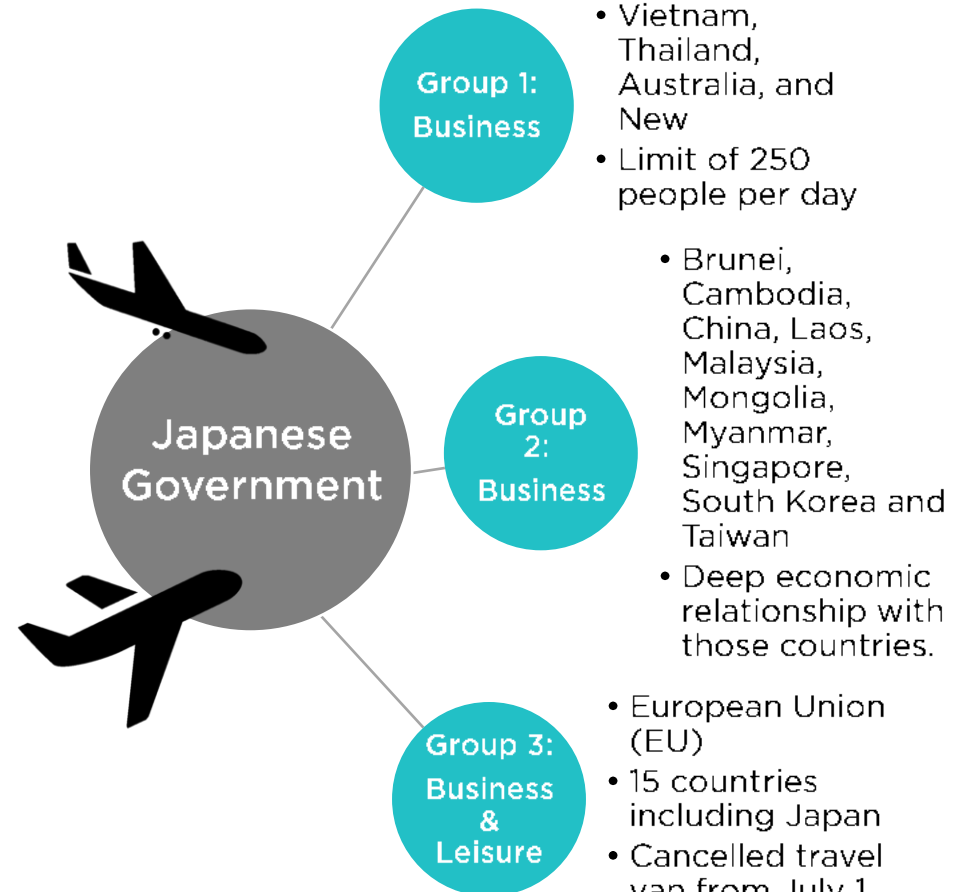
# JAPAN COVID-19 NEWS

- The number of COVID-19 cases has surged in Tokyo since July 2.
- 243 new cases were reported on July 9.



## TRAVEL BUBBLE: RELAXING TRAVEL BAN

Negotiation with 10 countries will begin easing border controls.



**Confirmed  
COVID-19**

**CASES:  
23,473**

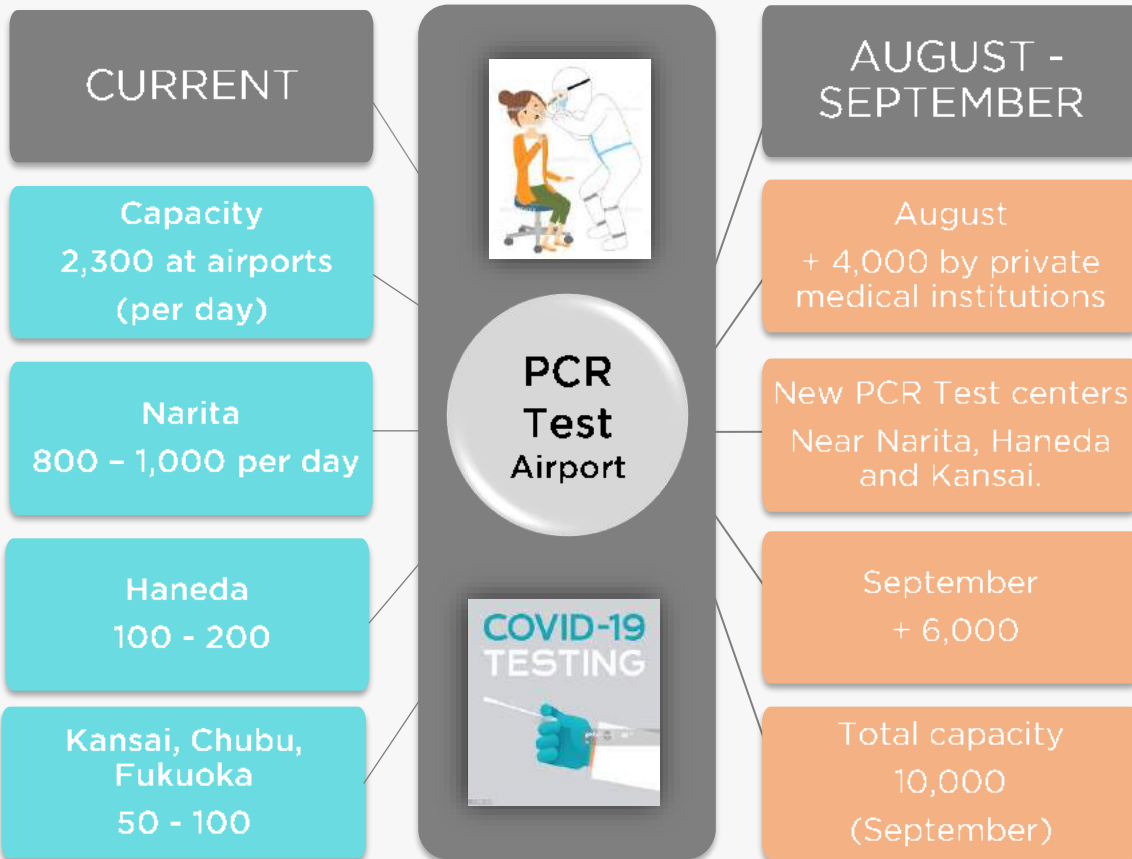
**DEATHS:  
985**

AS OF JULY 18, 2020

# JAPAN MARKET INTELLIGENCE

## PCR TEST AT AIRPORTS

PCR Testing capacity is limited at airport and the Japanese government plans to establish PCR test centers.



## PCR TEST MEDICAL FACILITY (DOWNTOWN)

80 medical facilities to provide PCR test and issue a test result certificate.





# 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 2:

In case of isolation at a hotel after returning to Japan, the period of insurance coverage will be automatically extended and then insurance is applied when the treatment is started within 30 days after the travel is completed.

### Basic Policy

### 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.

**Insurance Cost (example)**  
 ¥ 6,970 (3 days)  
 ¥ 7,970 (4 days)  
 ¥ 9,150 (5 days)  
 ¥ 10,320 (6 days)  
 ¥ 11,390 (7 days)

ジェイアイ傷害火災保険株式会社

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

## PACKAGE TOURS CANCELLATIONS

### TOUR OPERATION



	JTB Package Tour	Canceled until August 31	September 1-
	HIS Package Tour	Canceled until August 15	August 16~
	KNT Package Tour	Canceled until August 31	September 1-
	NTA Package Tour	Canceled until August 15	August 16-
	JALPAK Package Tour	Canceled until September 30	October 1-
	TOBU Top Package Tour	Canceled until August 31	September 1-
	RAKUTEN Travel Package Tour	Canceled until August 15	August 16~

# JAPAN AIRLINE UPDATE

## JAPAN TO GUAM FLIGHT RESUMPTION (PLAN)



**United:**  
Aug 4 to  
Sept 7  
(UA197/198: Daily)  
(UA827/828: 3  
times a week)  
(differ by flight & route)  
**150,008**  
(820 flights)



**Japan  
Airlines:**  
October 1  
  
**31,840**  
(160 flights)

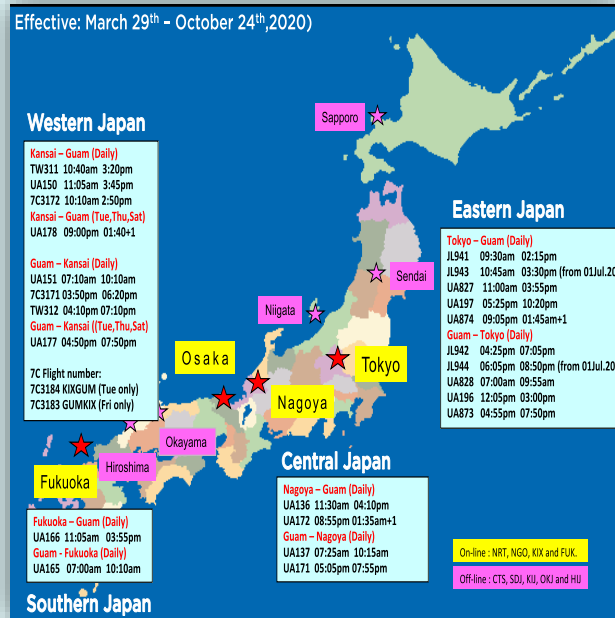


**Tway:**  
September 1  
  
**23,058**  
(122 flights)



**JEJU Air:**  
September 1  
  
**23,058**  
(122 flights)

**CAPACITY  
FORECAST**  
**227,964**  
(1,224 flights)



## SOCIAL MEDIA MONITORING WEEKLY GUAM BLOG

### WEEKLY GUAM CONTENT JULY 8, 2020

- The long-awaited opening of a new hotel in Tumon -- The Tsubaki Tower
- Chamorro dance on the world stage -- Folklore Virtual Event Held
- Tropical fruit season from spring to summer -- A lot of fresh fruits are collected in our garden



### JULY 2, 2020

- Guam Opening Postponed
- About infection prevention in restaurants. California Pizza Kitchen!
- Hotel NIKKO - Infection prevention measures are perfect!



# JAPAN NEWS

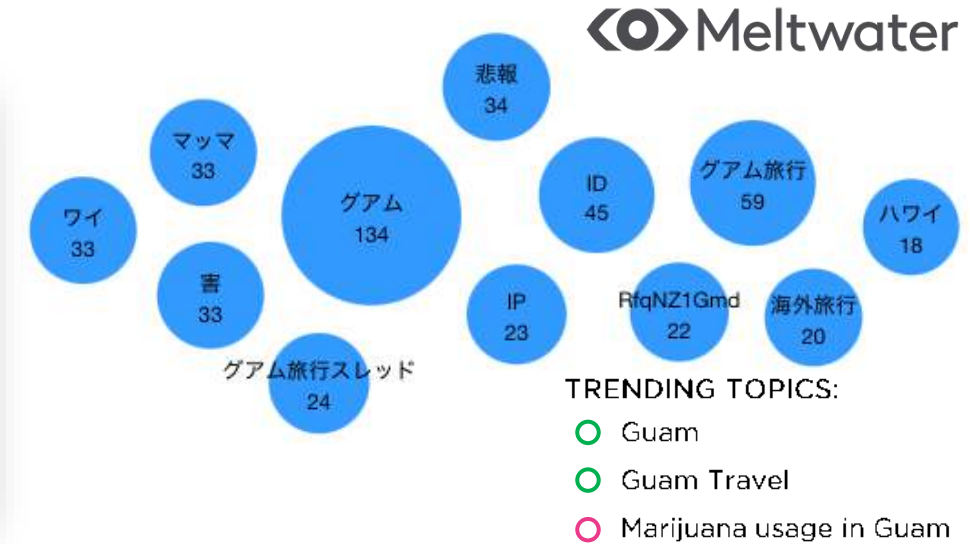
## PUBLIC SENTIMENT ASSESMENT: JUNE 29 – JULY 8

21 NEWS mentions of "Guam" (-66% previous 2 weeks)

Top NEWS posts topic: ● Positive ● Neutral ● Negative

**Yahoo! Japan** 6.30.20  
Postponement of the resumption of tourism, which was scheduled on July 1. Further distribution on various blog platforms (high reach; distribution).  
● Reach: 92M

**Top BLOG posts topic:**  
Two Lovers Point Lovers Point is a place I would like to visit during my trip to Guam! The image of this man and woman hugging each other is really famous!  
● Reach: 45k



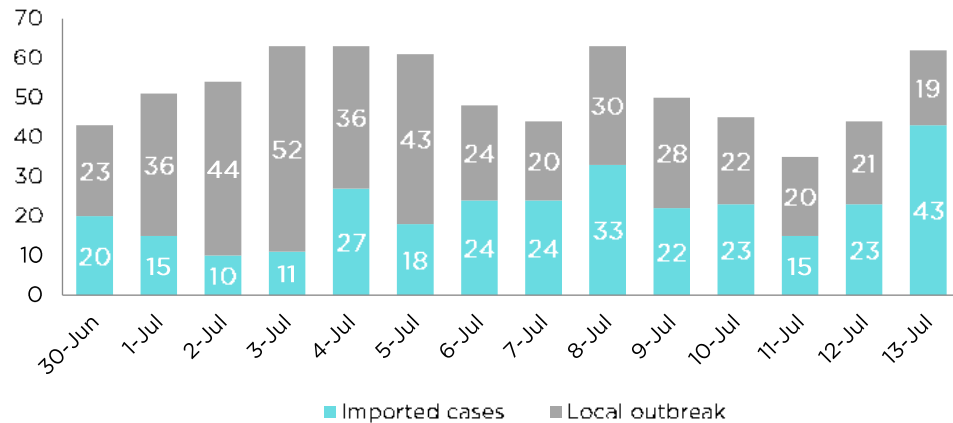
Content	Upload	Detail	Reference
Beautiful Sights Tsubaki Tower Weekly Guam	June 29 to July 8	#GUAM #GiveUsAMoment	     
SkyDive Guam Video	June 30		    



# SOUTH KOREA

# S. KOREA COVID-19 NEWS

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



- **Recovery Rate: 90.7%**
- South Korea lifted a nationwide social distancing scheme on May 6, but **enhanced measures in Seoul and the surrounding regions last month**, as a number of infection clusters sprang up.
- The government of South Jeolla Province, which surrounds Gwangju, also raised the region's anti-virus alert level to "social distancing level 2" from the current "distancing in daily life" last week.
- South Korea has posted a **double-digit number of imported cases for 18 consecutive days**.

Source: Central Disaster and Safety Countermeasures Headquarters; as of July 12



### SOCIAL

#### Park Won-soon, Mayor of Seoul found dead after going missing

The mayor of Seoul – considered the second-most powerful official in South Korea – has been found dead on a mountainside within the capital city.

#### The government spends 193.6 billion won on developing COVID-19 treatments and vaccines

The government will focus on developing quarantine technologies and strengthening the competitiveness of medical devices.



### SOCIAL



### ECONOMIC

#### "COVID-19 Hope Job Project"

The government will spend 1.4 trillion won to provide 310,000 jobs to overcome the COVID-19 crisis.

Confirmed  
COVID-19

CASES:  
13,711

DEATHS:  
294

AS OF JULY 18, 2020

worldometer

# KOREA AIRLINES UPDATES

## TRAVEL INDUSTRY NEWS



- Jeju Air launched the 'Jeju Air Free-pass' ticket which allows customers freely boarded a certain number of times within the validity period.
- The International Free-pass ticket can be used from October 1, 2020 to June 30, 2021 (boarding date). The International Free-pass ticket which can take two round-trips on all international flights, sells for around \$500.



- Korean Air will sell its in-flight catering and duty-free business to a private equity fund amid the growing impact of the coronavirus on the airline industry.
- Looking ahead, Korean Air expects the business environment to worsen in the second quarter if the COVID-19 pandemic prolongs.



- Jin Air operated a charter flight between ICN-Guam on July 9.
- The charter flight was operated to transport Korean people to Korea.



- 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.



- Asiana Airlines will resume flights to Nanjing, China, starting July 12. This marks the first resumption of a flight route between Korea and China.
- South Korea's Transport Ministry and its Chinese counterpart have recently agreed to increase the number of flights between the two countries.



- 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 2<sup>nd</sup> half of the year,
- With a sharp decline in travel demand amid the spread of the coronavirus, 389 travel agencies shut down this year.



# 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%)
Korean Air	KE113	Daily (9/1~)	9:45	15:15	0	0
	KE111	Daily (9/1~)	19:35	01:00+1	0	0
Jeju Air	7C3100	Daily (9/1~)	6:25	12:00	0	0
	7C3102	Daily (9/1~)	10:40	16:05	0	0
	7C3106	Daily (9/1~)	20:20	02:00+1	0	0
Jin Air	LJ641	Daily (7/9, 8/1~)	9:40	15:05	186	130
T'way	TW301	Daily (10/25~)	18:00	23:40	0	0
Air Seoul	RS103	Daily (9/1~)	20:45	02:15+1	0	0
TOTAL					186	130

### 2. Busan - Guam

\*LJ641 - A charter flight scheduled on July 9

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

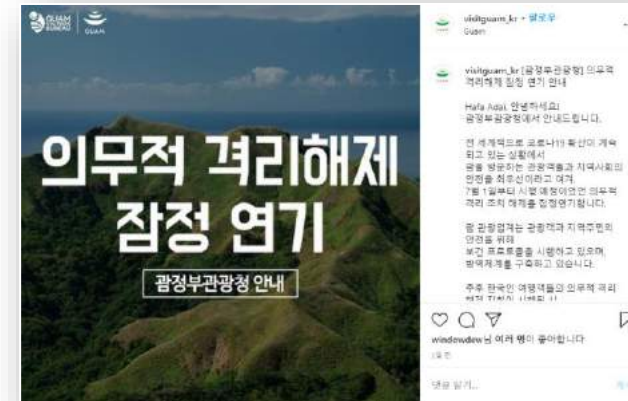
**Total Outbound Seat Capacity (July): 130 seats**

70% of seat capacity with social distancing measures

\*Schedules and seat capacity are subject to change (as of July 13)

## SNS UPDATE - JUNE

- SNS Post - User Reactions on the postponement of Guam's reopening  
Posted June 26, 2020 (Instagram/Facebook/Naver Blog/Kakao Friends)



INSTAGRAM

"I understand the new announcement if it's for safety. Someday Guam will completely re-open. Cheer up, Guam."

"I really miss last August on Guam. I want to visit Guam again."

"Do you mean visitors should still be quarantined after enter Guam, right?"



"Safety and secure are the top priority. Guam made a good decision."

"I really miss you, Guam~."

# KOREA SNS ACTIVITY



## GET UP AND MOVE CAMPAIGN – JULY

### Social Media Calendar (July)

\*As of July 9, 2020

	July 12, 2020	July 13, 2020	July 14, 2020	July 15, 2020	July 16, 2020	July 17, 2020	July 18, 2020
	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Week 3	Instagram Feed Daily Uploads (Scenery/Food/Culture, etc.)						
					Must Have Guam Festival	Instagram Story Quiz – Guam's Festival	

### Weekly Details: July Week 3

CONTENT	UPLOAD DATE	DETAIL	REFERENCE
Instagram Feed Daily Uploads	July 13 – July 17	The daily Instagram feed contains Beautiful Scenery/Tour Spots/Shopping Information of Guam. GVB Korea Upload those contents on a daily basis.	
Must Have Guam Festival	July 16	Introducing Guam's Festival which are held annually. It encourages potential Korean travelers to want to visit Guam to enjoy the festival.	
Instagram Story Quiz – Guam's Festival	June 17	Putting up a Quiz on Festivals of Guam using Instagram Story Quiz with hyperlink to IG users landing GVB Korea's blog page.	



27,381 Followers



Weekly best contents:  
Family trip to Guam



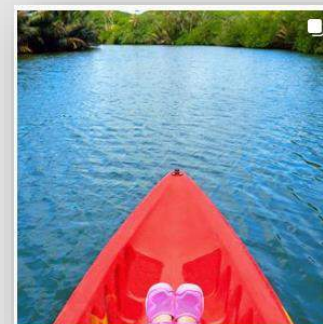
8,004 Followers



Weekly best contents:  
Family trip to Guam



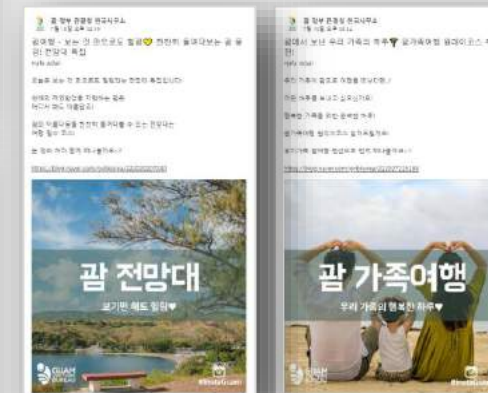
14,706 Followers



Weekly best contents:  
Guam Scenery



36,650 Followers



# TAIWAN



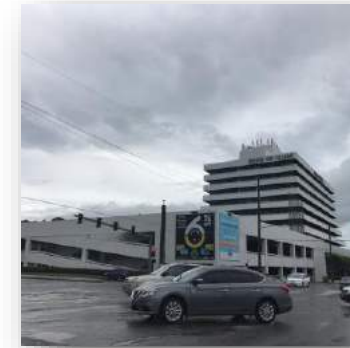


# TAIWAN COVID-19 NEWS

PR DATE	TAIWAN GOVERNMENT NEWS
2020-07-12	Taiwan-based EVA Air named world's 4th best international airline: magazine
2020-07-10	Taiwan airlines mobilize larger aircraft amid domestic travel surge
2020-07-09	Scotland ends quarantine requirement for visitors from Taiwan
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, 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

## Taiwan to Reopen Consulate on Strategically-Located US Island of Guam

The Taipei Economic and Cultural Office in Guam will be located at the ITC Building 6th Floor and MoFA representative to be assigned is still under discussion.



## Taiwan to Allow Foreign Travelers

As MoFA announced through an article on its [website](https://www.mofa.gov.tw/en/News_Content.aspx?n=1EADDCFD4C6EC567&sms=5B9044CF1188EE23&s=CD55A0D12EA00EA7):

“Upon entering Taiwan, all foreign nationals must present an English-language certificate of a negative COVID-19 test taken within three days of boarding the flight to Taiwan and undergo a 14-day home quarantine period. Visitors of the following categories can be exempted from negative COVID-19 test : personnel on diplomatic or official business, migrant workers, and students (whose entry is managed by the Ministry of Foreign Affairs, Ministry of Labor, and Ministry of Education and who represent manageable risk levels), as well as people coming to Taiwan for emergency situations and crewmembers on vessels arriving in Taiwan (for whom it may be difficult to obtain a certificate of a negative COVID-19 test).

[https://www.mofa.gov.tw/en/News\\_Content.aspx?n=1EADDCFD4C6EC567&sms=5B9044CF1188EE23&s=CD55A0D12EA00EA7](https://www.mofa.gov.tw/en/News_Content.aspx?n=1EADDCFD4C6EC567&sms=5B9044CF1188EE23&s=CD55A0D12EA00EA7)

<https://taiwantoday.tw/news.php?unit=2&post=180243&unitname=Politics-Top-News&postname=Taiwan-eases-entry-regulations-for-foreign-nationals>

Confirmed  
COVID-19

CASES:  
454

DEATHS:  
7

AS OF JULY 18, 2020

worldometer

## TRIPLE STIMULUS VOUCHER

- The Triple Voucher pre-order begins with two phases, the first is 7/1 - 8/7, and the second will be 8/1 - 8/7, and can be ordered both at convenience stores and online.
- Out of 11.5 million people who pre-ordered, 9.9 million people chose to ordered a hard copy. 1.05 million people chose to link with credit cards, and the rest chose mobile wallet.



### Add-on Discounts to Promote Domestic Travel

Lion Travel is releasing coupons for consumers to use along with the “Triple Stimulus Vouchers”, which consumers can get 6000NTD (200USD) discount at most if they book their hotel through Lion Travel’s website. EZFLY is offering an additional 1000NTD off if consumers purchase group tour schedule to Taitung, Penghu, Mazu, and Kinmen of 4000NTD with Triple Stimulus Voucher.

## Taiwan Domestic Travel on the Rise

- As plans to travel abroad were interrupted due to COVID-19, and major regulations in Taiwan has been lifted, consumers are pursuing “revenge tourism”, which cause a significant amount of tourists at domestic travel destinations
- Three of the most popular destinations during summer:
  - Fulong International Sand Sculpture Festival
  - Penghu Fireworks Festival
  - Taiwan International Balloon Festival
- Other area such as Kenting, Hualien and Taitung, and off-shores spots such as Kinmen and Matsu islands.



# TAIWAN INDUSTRY UPDATE

- Taiwan considers a travel bubble with South Korea
  - CDC commander Chen claims that commercial travel bubble will be prioritized before tourism travel bubbles
  - Taiwan to allow foreign entry with application for travel purposes other than tourism
  - Low risk areas announced by CECC : New Zealand, Australis, Macau, Palau, Fiji, Vietnam, Hongkong, Thailand, Mongolia, Cambodia, Brunei, Laos, Bhutan
  - TECO (Taiwan Economic & Cultural Office to reopen in Guam in July 2020
  - Ban on all overseas tours extended until end of July
  - Travel agencies focusing on domestic travel
- 
- Taiwan's China Airlines to end wage cuts early
  - Starlux, EVA Air and China Airlines in talks for around Taiwan flights
  - China Airlines is serving 'one tray hot meals' on some flights

## AIRLINE NEWS

### CA July Operation Schedule: CHINA AIRLINES

LOCATIONS						
NORTH AMERICA	SOUTHEAST ASIA		EUROPE	OCEANIA	NORTHEAST ASIA	CHINA
Los Angeles	Bangkok	Ho Chi Minh City	Amsterdam	Sydney	Tokyo	Beijing
San Francisco	Singapore	Hanoi	Frankfurt	Melbourne	Hong Kong	Shanghai
New York	Penang	Manila	London (Heathrow)	Brisbane		Xiamen
Vancouver	Kuala Lumpur	Phnom Penh				Chengdu
	Jakarta	Yangon				



# TAIWAN SOCIAL MEDIA

## Social Media Statistics July 05-11, 2020

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

### Social Media Weekly Stats July 5-11, 2020

	Likes	Comments	Share
Facebook	419	76	80
Instagram	136	3	4

## #GiveUsAMoment Video Performance

Visit Guam 關島觀光局 (TW)  
由 Ellie Hsiao 發佈 · 6月22日下午1:00 ·

微風徐徐吹著，樹葉隨風搖曳  
浪花迭起，海灘一樣美麗  
關島再次活了過來

關島人民團結齊心  
也受到來自世界各地的大力協助  
包含來自台灣的口罩援助 #Taiwancanhelp

再給我一點時間  
讓我們再次相見  
Give Us A Moment Together

#giveusamoment #關島等我 #關島 #關島guam #關島 #關島旅遊 #關島美食 #關島自由行 #guam #guamlife #guamanian #island #Giveusamomenttogether

9,031 觸及人數 520 互動次數 21次分享

### Statistics

Likes	Comments	Share	Reach
91	0	21	9,031

## FLASHBACK POST

Visitors commenting on their New Year's experience.



## Traveler Sentiment Survey 2020

Hafa Adai!  
GVB would like to ask  
you to full this survey  
for us to better know  
your travel needs!

《台灣旅客關懷心 傳聞來調查》  
Hafa Adai! 各位親朋好友，關島觀光局想請大家幫我們做一份關於旅遊的調查，讓我們更了解您的旅遊需求，以利服務早日開辦！  
請在此填寫: <https://www.surveymonkey.com/r/3W8HFS5H2ang-zh>

2,993 觸及人數 130 互動次數 21次分享

Hafa Adai!  
請您提供旅遊相關建議，  
以便更瞭解您的需求。



*Si Yn'os Ma'āse'!*

@lostwithluke