



COVID-19 INDUSTRY UPDATE

APRIL 17, 2020



GVB UPDATES

FISCAL YEAR 2020 PROJECTIONS (ADJUSTED TO COVID-19)

GVB's Research Team has recently release projected arrivals for Fiscal Year 2020.

TOTAL PROJECTED ARRIVALS FOR FY20:
901,312 (-44.7% vs. FY19)

Months	FY 2019 Actuals	FY 2020 Projections	% to LY
October 2019	121,656	134,830	10.8%
November 2019	132,849	143,987	8.4%
December 2019	146,104	157,408	7.7%
January 2020	147,507	157,479	6.8%
February 2020	137,244	116,630	-15.0%
March 2020	146,332	29,823	-79.6%
April 2020	121,004	2,000	-98.3%
May 2020	120,411	12,404	-89.7%
June 2020	123,528	19,644	-84.1%
July 2020	136,878	28,193	-79.4%
August 2020	159,856	47,337	-70.4%
September 2020	137,680	51,577	-62.5%
TOTAL	1,631,049	901,312	-44.7%

*Disclaimer: Due to the dynamic of COVID-19, these figures are as of April 6, 2020 and are subject to change
Source: Guam Customs Declaration Forms. Processed by the Guam Visitors Bureau.*

WHAT GVB IS DOING DURING THE COVID-19 CRISIS

Crisis Communications

Industry Outreach

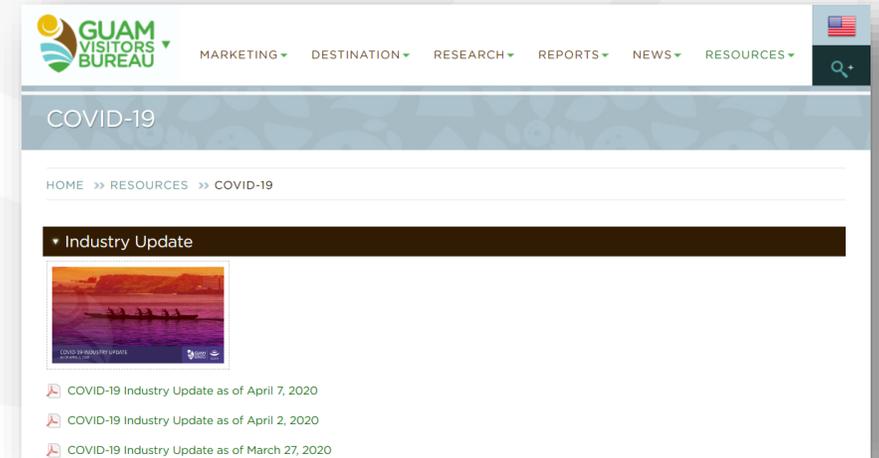
- Weekly Industry Reports are sent to GVB & GHRA members and industry stakeholders to keep them well informed.
- Unified Outreach Efforts with GHRA and Guam Chamber of Commerce
 - Called the Membership Outreach Movement (MOM), hybrid teams from GVB, GHRA and GCOC are assisting Guam Department of Labor by contacting businesses impacted by COVID-19.
- Plans are in progress for a Digital COVID-19 Industry Forum; details are forthcoming.

JIC Releases and Information

- Releases are immediately shared with GVB & GHRA members and industry stakeholders; all information is uploaded to GVB's website repository.

Website repository

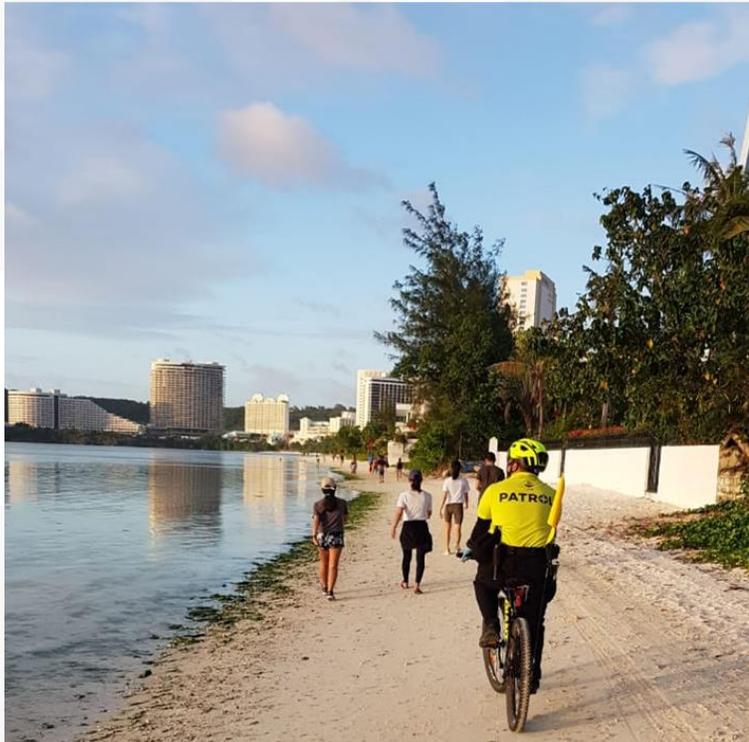
- GVB's website repository has been updated with resources on its corporate site (guamvisitorsbureau.com).
- The visitguam.com website has been updated to provide travelers with up-to-date travel notices and quarantine requirements.
- GVB and GHRA revised their joint "frequently asked questions" sheet to reflect updates on the mandatory quarantine protocols.



WHAT GVB IS DOING DURING THE COVID-19 CRISIS

Outreach and Public Safety Support

Visitor Safety Officers have supported Guam Police Department & Department of Parks and Recreation to enforce social isolation and distancing mandates.



WHAT GVB IS DOING DURING THE COVID-19 CRISIS

Outreach and Public Safety Support

The Culture and Heritage Committee is working with cultural artists led by Joey Certeza, to assist in making cloth face masks that will be donated to frontline healthcare workers and stakeholders. The cloth is donated from GVB and is leftover fabric from FestPac 2016 and GVB's uniform designs.



LOCAL UPDATES & NEW DEVELOPMENTS



MEMBERSHIP OUTREACH MOVEMENT (MOM) PROGRAM

Working closely with the Guam Department of Labor (GDOL), the Guam Visitors Bureau (GVB), the Guam Hotel & Restaurant Association (GHRA) and the Guam Chamber of Commerce (GCOC) are reaching out to their collective membership to assist businesses impacted by COVID-19.

Under their Membership Outreach Movement (MOM) program, GHRA, the Chamber and GVB are helping employers with two key phases implemented by GDOL. The first step for employers is to register on hireguam.com and submit their business or contractor's license to become verified. The second step is for employers and business owners to enter important information on employee layoffs, furloughs, and hour reductions on the new HireGuam module that will become active in the next two weeks. This module will also tie into Pandemic Unemployment Assistance (PUA) software for applicants, as well as re-employment training and assistance.

Businesses should continue to anticipate direct communication from representatives from the three membership-based organizations for the MOM program.

Additionally, a future business webinar with GDOL is being planned and in collaboration with the Chamber, GVB & GHRA. Details will be announced soon.

LOCAL UPDATES – NEWS RELEASES (GUAM DEPT. OF LABOR)



DEPARTMENT OF LABOR

DIPATTAMENTON HOMOTNAT • David M. Dell'Isola, Director • Gerard A. Toves, Deputy Director

Lourdes A. Leon Guerrero
Governor
Joshua F. Tenorio
Lieutenant Governor

For Immediate Release
April 14, 2020

Employers and Businesses must register on HireGuam

Hagåtña, Guam – The Guam Department of Labor is requiring all employers and business owners who have displaced workers to register on the department's virtual one-stop system, hireguam.com. Employers and business owners must register their organization if they are experiencing business shutdowns, layoffs, furloughs, and reduced hours caused by COVID-19. This requirement is authorized by Executive Order No. 2020-07 in which businesses must comply with "Required Reporting Regarding Reduction in Workforce or Employee Hours". The registration requirement is set in place for the department to have a dual verification process for when employees apply for Pandemic Unemployment Assistance (PUA) along with Federal Pandemic Unemployment Compensation (FPUC). The department urges employers, business owners, including those who are self-employed to follow the steps to register indicated below:

1. Go to hireguam.com
2. Click on "Not Registered" on the homepage
3. Scroll down to Option 3 and click on "Employers and Agents"
4. Specify what type of user that you are
5. Enter in your company identification information
6. Setup username and password and enter in company information
7. Click on "Save"
8. When successfully registered, you will receive a Welcome message in your inbox
9. Businesses will also receive an email requesting for a valid business license

"I recognize that this is an extremely challenging time for all Guamanians," Guam Department of Labor Director David Dell'Isola said. *"I understand the urgency and we want the public to be aware of the steps that we are taking to assist the people of Guam, as fast as we can. We know that workers are struggling which is why we need employers and business owners to comply with registration so that their displaced employees can receive their benefits."*

The department would also like to remind employers and business owners to issue out a certification letter to their displaced workers indicating if they were furloughed, laid off, or have reduced hours due to COVID-19. GDOL will need the certification letter to cross-verify the employment status of displaced workers within the HireGuam system.

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Mailing Address: P.O. Box 9970 • Tamuning, Guam 96931
Physical Address: 414 West Soledad Avenue • Suite 400, GCIC Building • Hagåtña, Guam 96910
Telephone: (671) 475-7044/7036 • Facsimile: (671) 475-6811
American Job Center: (671) 475-7000/1
Website: dol.guam.gov • hireguam.com



DEPARTMENT OF LABOR

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For Immediate Release
April 15, 2020

HireGuam Phase II Businesses Only: Mandatory to Input Displaced Workers' Information

Hagåtña, Guam – As Phase I of the reporting process, the Guam Department of Labor issued out a press release on Tuesday, April 14, 2020 requiring all employers and business owners who have displaced workers due to COVID-19 to register and email their business or contractor's license to vosemploder@dol.guam.gov for verification purposes on the department's virtual one-stop system, hireguam.com.

The department is now announcing its plans for Phase II. GDOL is actively working on a brand new module that is currently being installed. In approximately two weeks, employers and business owners can start to report employee information who have been furloughed, laid-off, or have reduced hours caused by COVID-19. Phase II is mandatory so that those displaced workers can avail of the Pandemic Unemployment Assistance program (PUA) – along with the Federal Pandemic Unemployment Compensation (FPUC). GDOL will announce when Phase II is enacted once the module is fully installed.

GDOL has the ability to investigate employers to ensure that no fraudulent activity occurs. GDOL will also work with the Department of Revenue and Taxation to cross-verify those employers and businesses that register. Part of the registration process is providing GDOL proof of business whether it's a business license or a contractor's license – therefore businesses should have their documents ready and start to prepare employee statuses and information.

"I am urging businesses to comply with Executive Order No. 2020-07 and register on HireGuam, Guam Department of Labor Director David Dell'Isola said. *When Phase II is enabled, the process will be simple and easy for employers to input their employee information so that those displaced individuals can receive their benefits."*

GDOL is reminding the public that Executive Order No. 2020-07 is for employers and businesses only – not employees. The department has been getting an influx of employees registering as employers – if you are an employee and do not own a business, please do not register as an employer.

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NEW EXECUTIVE ORDERS IN PLACE

[Executive Order 2020-10](#)

Governor Lou Leon Guerrero signed Executive Order No. 2020-10 on April 10, 2020, relative to the reservation of road access for essential business and activities in a public health emergency. Pursuant to Section 19502, Article 5, Chapter 19, Title 10 of the Guam Code Annotated, DPHSS has executed a Road Closure Traffic Flow plan to ensure that certain designated public roadways are reserved for access only by those individuals who are participating in the essential functions and activities authorized since Executive Order No. 2020-04.

Road closures went into effect Saturday, April 11, 2020 and will occur from 10 a.m. to 10 p.m. daily. The Guam National Guard has been mobilized to support this effort. Motorists may be stopped and asked the purpose of their travel. Travel should be limited to going to and from work, a medical facility, grocery store, or other essential activity. Motorists traveling for essential reasons will not be required to display decals or placards on their vehicles at any time.

SHARE YOUR #COVIDHEROESGU

GVB encourages its members to nominate its heroes during this pandemic and post up content on their social media with the hashtag, #COVIDHeroesGU and to tag GVB too so the Bureau can re-post it on its social media platforms. Here are few examples of some of the amazing generosity and hospitality from some of GVB's members.

- GVB member, DFS T-Galleria, recently donated over 2,000 N-95 medical-grade masks to the Governor's Medical Team. The donation was presented by Mr. Charles Bell, DFS T-Galleria's Vice President of Operations and warmly received by our Maga'håga and her team.
- GVB & Håfa Adai Pledge Member, The Westin Resort Guam, donated 100 boxes of pizza and bottled water to the team at Guam Regional Medical City on April 14th.
- Hilton Guam's Blue Energy Team recently donated nearly \$2,000 worth of supplies to Guam Memorial Hospital.
- Former GVB Board Member Young Suk Hong from Momo Corporation & 7 Day Supermarket donated snacks, water and 10,000 masks for healthcare workers.



MARKET INTELLIGENCE REPORT

Please note that the information provided in this update is as of April 15 and is subject to change.

JAPAN



JAPAN – THE COVID-19 SITUATION



Japan remains in a month-long state of emergency (Tokyo, Osaka and five other prefectures) through May 6 to prevent the spread of infections.



The government is calling on residents to continue to stay home, work from home and avoid non-essential outings.



Residents have been requested to avoid travel to other regions or rural areas.

**Confirmed
COVID-19**

**CASES:
8,100**

**DEATHS:
119**

JAPAN – OUTBOUND TOURISM

March 31, the Ministry of Foreign Affairs has raised travel alert to Level 3 (Avoid all travel) for traveling to 49 countries and territories, including the United States.

Central Japan International Airport Centrair announced that there will be zero international flights from April 1 for the time being. This is the first time all international flights have been suspended.

Flight operations updates:

- **JAL** Narita regular *schedule*: Extended suspension up to May 31.
- **T'way** KIX regular schedule: Extended suspension up to May 31.
- **JEJU** KIX regular schedule: Extended suspension up to May 31.
- **United Airlines**:
 - Narita: UA196/197 continues to operate, with flights scheduled for the remainder of the month on April 19, 23, 25, and 29.
 - Osaka: Extended suspension up to May 20. (AM & PM)
 - Nagoya: Extended suspension up to May 20. (AM & PM)
 - Fukuoka: Extended suspension up to May 20.



JAPAN – PACKAGE TOURS / MAJOR WHOLESALERS



H.I.S. has decided to close its offices from April 1-30 and stopped operations. 51 out of 346 stores nationwide will remain open with shortened hours. Cancelled tours through May 31.



Perfect moments, always

JTB closed its offices nationwide and will continue to work from home through May 6. Some major retail shops remain open. Cancelled tours through May 31.



JALPAK Cancelled tours through May 15.



KNT: Cancelled tours through May 31.



NTA: Cancelled tours through May 15.



Rakuten: Cancelled tours through May 15.

JAPAN – GVB’S ACTIVITIES IN THE MARKET

The GVB Japan Team continues to conduct crisis management and communications in the market to include the following:

- Monitor the market and provide updates for the Guam head office.
- Maintain communications with the Japan Government, the Japanese Ministry Of Foreign Affairs (MOFA), the Japan National Tourism Organization (JNTO), and the Japan Association of Travel Agents (JATA).
- Maintain communications with travel agencies, such as JTB, HIS, KNT, NTA, JALPAK, & OTA’s, to prepare to implement the island plans for recovery.
- Monitor and provide airline updates on capacity, schedule changes, flight status and projections.
- Liaise with the U.S. Embassy in Tokyo.
- Support local efforts by providing translations for JIC Press Releases.



The Japan team also provides daily market intelligence as it relates to the travel trade, market analysis, forecasts, and social media trends.

The team also maintains Guam’s digital and social media presence and maintain awareness in the Japan market.

In conjunction with the Guam head office, the team is actively preparing for Guam’s recovery efforts.

KOREA



KOREA – THE COVID-19 SITUATION

- Korea's daily number of new virus cases has been below 50 in the last week.
- From April 1, Korea has enforced a mandatory 14-day self-quarantine for all overseas travelers to better contain the numbers of imported cases.
- From April 13, all arrivals from the United States must be tested for COVID-19 within three days of self-isolation. Previously, only those with symptoms were tested.
- South Korea has vowed to show no leniency toward those who breach quarantine rules. Violators could face up to one year in jail or a fine of up to 10 million won (\$10,000). Foreigners could be deported if they break quarantine rules.



**Confirmed
COVID-19**

**CASES:
10,591**

**DEATHS:
225**

AS OF APRIL 15, 2020
FROM [WHO](#)

KOREA - TRAVEL & TRADE STATUS

KOREA'S OUTBOUND DEPARTURE STATUS - APRIL

- More than 80 of 108 of Korean Air's international routes have been suspended in April.
- Eastar Jet shut down all of its domestic and international flights for a month beginning on March 24. The company will enter a more drastic restructuring to survive the current crisis. The decision to shutdown was an inevitable option that the company took to minimize the fallout from the outbreak.
- Compared to the number of Korea outbound flights in April 2019, the total flights plunged 96.3% in the same period in 2020.
- 87% of Korea airlines' planes are not operating.
- Almost all LCCs suspended international routes in April.
- Korean LCCs which are struggling to operate international flights due to the COVID-19 pandemic, are reopening and expanding their routes to Jeju. With most overseas routes blocked, demand for overseas travel, including honeymoon trips, is returning to Jeju.

Carrier	2020 April		2019 April	20 vs 19(%)
	Operating Destination	Outbound Flight	Outbound Flight	
Korean Air	Bangkok (x3), Taipei(x3), Chicago, Denpasar, Paris, London, Tokyo, Amsterdam, Detroit, Yangon, Manila, Seattle, Cebu, Singapore, Brisbane, Dalian, New York, Atlanta, etc.	684	7,906	-91.3%
Asiana Air	Taipei(x2), Doha, Changchun, Hong Kong, New York, LA, Manila, Ho Chi Minh, Bangkok, etc.	279	5,250	-94.7%
Jeju Air	Tokyo, Weihai, Osaka	40	4,237	-99.0%
Jin Air	Taipei, Kota Kinabalu, Hanoi, Johor Bahru	9	2,405	-99.6%
Air Busan	n/a	0	1,957	-100%
Eastar Jet	n/a	0	1,682	-100%
T'way	n/a	0	2,781	-100%
Air Seoul	n/a	0	902	-100%
TOTAL		1,012	27,120	-96.3%

*Updated as of April 2020 | **All codeshare flights are included in the stat
 Source: Ministry of Land, Infrastructure, and Transport /Incheon International Airport Corporation

KOREA – GVB’S ACTIVITIES IN THE MARKET

The GVB Korea Team continues to conduct crisis management and communications in the market to include the following:

During this crisis, the GVB Korea office has been monitoring the situation and promoting positive images of the island in the market.

~Jan (Before COVID-19)

- COVID-19
- China alerts WHO to several pneumonia cases (Dec 31)
- GVB Korea promoted Paradise Guam
- Guam's environment
- Shop Guam e-Festival
- InstaGuam spot

Jan 20-Feb17

- COVID-19
- First confirmed case in S. Korea (Jan 20)
- WHO declares outbreak global health emergency (Jan 30)
- GVB Korea promoted
- Safe and Clean destination Guam
- Guam's environment
- Guam has no COVID-19 confirmed case yet

Feb18-Mar 10

- COVID-19
- Mass infections at religious sect. in S.Korea (Feb 18)
- Guam prohibit foreign nationals who have traveled to China in the previous 14 days from entering the U.S. (Feb 2)
- US raised Travel Advisory Level to 3 on S.Korea (Feb 24)
- Daily infections peaked at 909 in S.Korea (Feb 29)
- GVB Korea promoted
- Safe and Clean destination Guam
- Detailed information on travel restrictions and COVID-19 Safety information

Mar 10-14

- COVID-19
- S.Korea confirmed cases top 7,300 amid signs of infection slowdown
- GVB Korea promoted
- Paradise Guam
- Guam's environment
- Clean and safe Guam

Mar 15~

- COVID-19
- Guam Confirmed first case (Mar 15)
- EO 04: Restricting entry into Guam (Mar16)
- Entry Restriction effective (Mar 19)
- Due to COVID-19, all airlines from Korea suspended flight services to Guam
- GVB Korea informed
- Quarantine Protocol and FAQs for consumers
- Official Information source links
- Posted Protocol FAQs and Mandatory Quarantine on Official website
- Posted FAQs for Governor's Executive Order 2020-04 and 2020-05 on official website

Mar 31~

- COVID-19
- Guam Confirmed 69 cases, 7 recovered patients, 2 passed case (Mar 31)
- GVB Korea promoted
- GVB Korea exposed Guam's beach travel course to the Korean public who have the desire to travel, could experience Guam indirectly from their homes through the beautiful photos.
- Introduce Guam to potential travelers so they could visit Guam after COVID-19 end.
- Posted Revised FAQs for Executive Order 2020-04 and 2020-05 on Website and SNS account



TAIWAN



TAIWAN – COVID-19 SITUATION

 Until April 30, only Taiwanese passport holders or ARC will be allowed entry to Taiwan.

 All passengers entering Taiwan must undergo self-quarantine for two weeks and report to authorities if they develop respiratory symptoms. Violators can lead to a sentence to up to 2 years in prison or a fine of NT\$2 million (US\$65,950).

 The government has initiated an electronic security monitoring system that will allow easier tracking of all quarantined individuals.

 All inbound travelers who have a fever or respiratory symptoms must be screened for COVID-19.

 Major travel agencies including Lion Travel, Best Tour, Cola Tour, etc. have cancelled all overseas tours to level three warning destinations until the end of April.

 Taiwan government has prohibited all inbound and outbound tour groups processed by travel agencies until the end of May.

CHINA
Confirmed COVID-19
CASES:
83,745

DEATHS:
3,352

*(Taiwan is included in
China's case count)*

Confirmed
CASES:
395

DEATHS:
6

RECOVERED:
137

TAIWAN – GVB’S ACTIVITY IN THE MARKET

- GVB Taiwan Team arranged travel agent gatherings in March to provide updates on the current situation and related travel information for Guam. Recovery plan ideas for the near future were discussed to help revitalize Guam tourism when the time is right.
- Shared updates on the postponed UGM event and the Adventure Challenger Program with travel agents.
- Met with the American Institute in Taiwan, the Ministry of Foreign Affairs, and Civil Aeronautics Administration in response to China Airlines’ summer flight schedule adjustments.
- The GVB Taiwan team has been responding to consumers’ and key agents’ inquiries via Guam’s social media platforms, phone calls, and emails.
- GVB maintains a positive presence in social media and provides updates on the latest COVID-19 news on Guam while sharing healing images and words of encouragement.



TAIWAN – GVB’S ACTIVITY IN THE MARKET



The GVB Taiwan team Made presentations at five Taipei Association of Travel Agents (TATA) on-the-job training seminars between April. 6-21. This event was sponsored by Sponsored by the Taipei City Government due in response to the temporary shut down of the tourism industry. The vent welcomed 240 agents.



GVB also hosted a media gathering on March 20, hosting 14 media representatives to provide current information about Guam, COVID-19 updates and future recovery plan ideas, and the Adventure Challenger Program. The team was able to sit with media for in-depth discussions about Guam.



GVB hosted a Travel Agency Gathering on March 23 with seven key travel agents in attendance. The team sat with agents to discuss plans for after the COVID-19 situation subsides and how they discuss ideas for recovery.

REGIONAL UPDATES & AIR SERVICE UPDATES



REGIONAL UPDATES

Destination	Updates
Hawaii	United operates a daily flight to Honolulu. From April 15 to May 3, the Honolulu flight (UA 200) will depart at 9:00 a.m. Arrival into Guam (UA 201) will be at 9:15 p.m.
The Philippines	<p>Luzon Enhanced Community Quarantine extended; PAL will not operate any domestic and international flights prior to April 30 to be in compliance.</p> <ul style="list-style-type: none">• PAL intends to resume operations on May 1 if warranted by Philippine and international authorities, global public health conditions and travel environment.• PAL is setting plans to operate a reduced number of domestic weekly flights and international routes to Japan, USA, Canada, Guam, Australia, UK, Singapore, Thailand, Cambodia, Vietnam, Malaysia, Indonesia, mainland China, Hong Kong, Taipei, Macau and Saudi Arabia.• Check philippineairlines.com/en for the next scheduled flight. <p>United Airlines has suspended flight service between Guam and Manila until May 2, 2020. Check United.com for upcoming flights.</p>

All flight schedules are subject to change. Please check the airlines' websites for the most updated information.

REGIONAL UPDATES

Destination	Updates
Palau	Check United.com for the most up-to-date schedule.
Yap	Check United.com for the most up-to-date schedule.
Micronesia	Check United.com for the next scheduled Island Hopper flights from Guam to Honolulu (Guam-Chuuk-Pohnpei-Kosrae-Kwajalein-Majuro-Honolulu).
Saipan	All air service has been suspended from April 6 - 30 at the request of the CNMI Government. The CNMI government has since extended the emergency period. Check United.com for the next available flight.

All flight schedules are subject to change. Please check the airlines' websites for the most updated information.

AIR SERVICE UPDATES

UNITED AIRLINES

- Continues to operate repatriation and lifeline flights.
- United is the only airlines currently offering service for Guam, including daily Guam-Honolulu flights (UA200/201) and up to three-times weekly Narita, Tokyo, Japan flights.

JAPAN AIRLINES

- JAL has extended the suspension of its flights to Guam through May 31.

KOREAN AIR

- There are currently no flight service between Guam and Korea.
- Suspended: Incheon – Guam - KE111/112 from May 1 – May 31; Incheon – Guam - KE112 on June 1; Incheon – Guam - KE113/114 5/1~5/31 Suspended.

CHINA AIRLINES

- China Airlines has canceled all flights through April 29.
- To comply with the epidemic prevention policy of the Taiwan government, China Airlines has suspended passenger transits via Taiwan from Mar 24 to Apr 30.

GLOBAL SOCIAL MEDIA LISTENING

SOCIAL MEDIA LISTENING FROM THE PAST WEEK

Market	Key Summary
Korea	<p>Total mentions: 22</p> <p>In week 11, Reef Hotel Guam was one of top mentions on social media. Their initiative touched Koreans giving them hope to visit Guam in the near future. Most people want to visit Guam during Summer and Fall.</p>
Japan	<p>Total mentions: 4</p> <p>This week most Japanese people expressing their feelings to travel to Guam. Most of them mentioned that they missed Guam and want to travel as soon as possible.</p>
Greater China	<p>Total mentions: 7</p> <p>This week, the mentions about Guam on Chinese social media platforms decreased. As many people were concerned about the recovery, we saw people sharing empty streets and beaches of Guam during the lockdown period.</p>

There's a total of 33 mentions in social media this past week. South Korea's NAVER platforms still gathered the most mentions about Guam. We continued to see Korean travelers expressing how much they want to visit Guam.

As for Japan and Greater China, only a few posts were found from people who were planning to visit Guam.

Overall, people miss traveling and they're sharing beautiful content from their past trips to Guam, hoping the pandemic would end soon. As well as some discussions about the possibility of traveling in the summer.

SOCIAL MEDIA UPDATES – LOCAL & INTL.

- A Global Marketing Digital & Social Media Communication Strategy is in place.
- GVB is actively developing interactive social media campaigns to maintain awareness in the markets and to continue to share Guam's Håfa Adai spirit during this pandemic period.
- The GVB team continues to repost and share content from GVB members.
- We continue to support the #FoodToGoGuam Facebook group and share industry partners' to-go offerings and services.



JAPAN:

Many Japanese people want to travel to Guam after the outbreak. Some people were discussing the possibility of traveling in the Summer.



CHINA:

Most mentions about Guam were related to the Guam's current situation. A lot of people shared empty streets of Guam during the lockdown.

NAVER

KOREA:

Koreans were really touched by the photo of Guam's Reef Hotel showing the word "HOPE" with the light in their hotel rooms. Since a lot of Koreans want to visit Guam there were many questions about Summer trips asking if it's going to be expensive to travel to Guam during Summer.

SOCIAL MEDIA – KOREA MARKET INTELLIGENCE

RECENT TRENDS IN THE KOREA MARKET

- Online Trip: The increase in time for self-isolation has led to an increasing demand for virtual online tours by watching travel destination photos.
- Users using #throwbackmemories #repost #stayinghome to share their past travel experience on SNS channels are also trending. There are over 297,838 posts on Instagram using the #throwbackmemories hashtag.
- Korea's residents are looking for travel-related content on TV. According to the LG U+, the usage rate of travel content increased 1.6 times in February compared to previous month. Increased travel content includes travel documentaries and entertainment travel programs.



RESOURCES & HELPFUL INFORMATION



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 for live press conferences](#)
- [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](#)

HELPFUL CONTACT INFORMATION



MEDIA INQUIRIES SHOULD BE DIRECTED TO:

Joint Information Center

(671) 478-0208/09/10

Monday through Friday, 8 a.m. to 5 p.m.

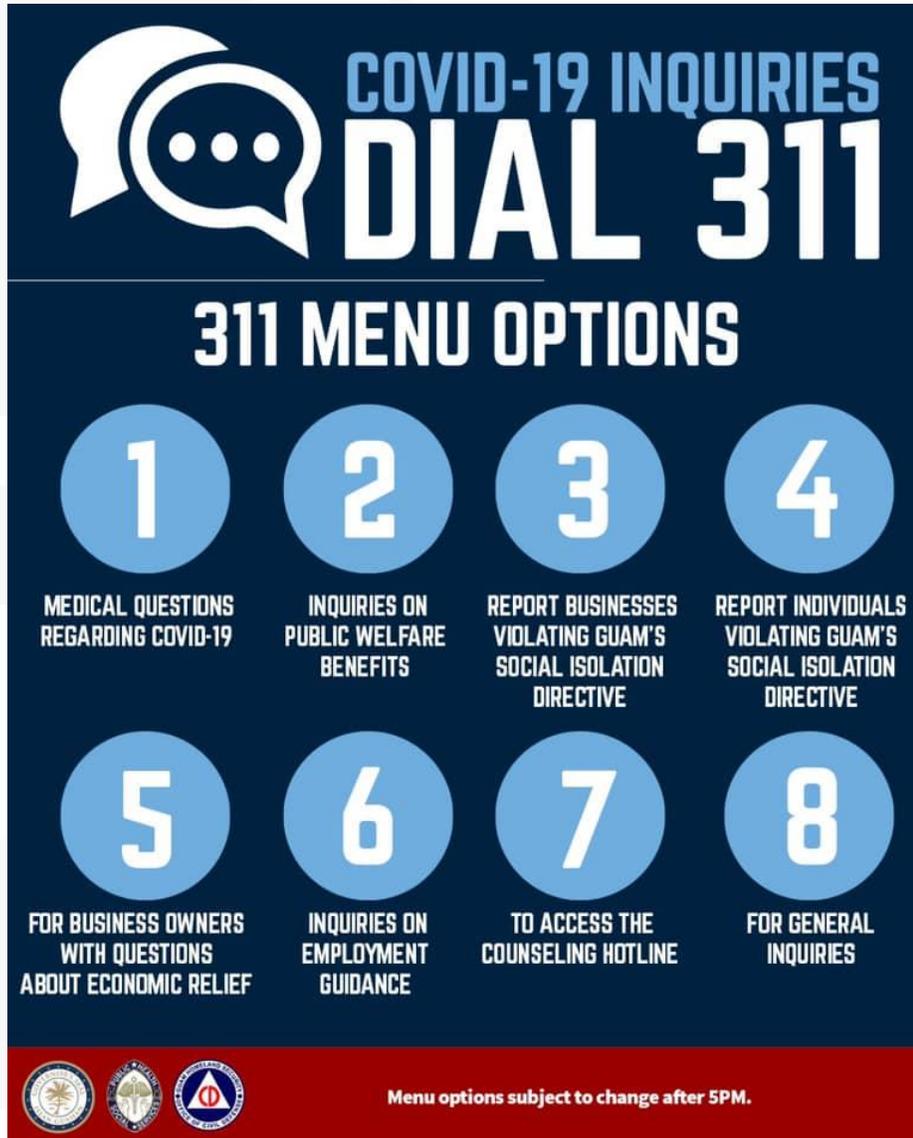
GVB'S [TOURISM VOICE BOX](#) FOR COMMENTS AND QUESTIONS:

Express your concerns, ask questions, request assistance, and send feedback on how you, your team and your business are navigating COVID-19. Your insight can help us to have a more unified and industry-focused voice with our island's leaders. ([Click here.](#))

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

communityrelations@visitguam.org

HELPFUL CONTACT INFORMATION



COVID-19 INQUIRIES
DIAL 311

311 MENU OPTIONS

1 MEDICAL QUESTIONS REGARDING COVID-19	2 INQUIRIES ON PUBLIC WELFARE BENEFITS	3 REPORT BUSINESSES VIOLATING GUAM'S SOCIAL ISOLATION DIRECTIVE	4 REPORT INDIVIDUALS VIOLATING GUAM'S SOCIAL ISOLATION DIRECTIVE
5 FOR BUSINESS OWNERS WITH QUESTIONS ABOUT ECONOMIC RELIEF	6 INQUIRIES ON EMPLOYMENT GUIDANCE	7 TO ACCESS THE COUNSELING HOTLINE	8 FOR GENERAL INQUIRIES

Menu options subject to change after 5PM.

COVID-19 HOTLINE - CALL 311

Last week, the Joint Information Center (JIC) announced the central COVID-19 communications hotline. The hotline has since been updated to provide the following menu options:

1. **Medical questions regarding COVID-19 (DPHSS Nurse Triage)** -- Operational daily, from 6 a.m. - 10 p.m. ADA Dedicated Number is (671) 687-6170.
2. **DPHSS Division of Public Welfare (SNAP, Medicaid, MIP, Cash Assistance, Child Care Development Fund)** -- Operational Monday through Friday, from 8 a.m. - 5 p.m.
3. **Report a business in violation of the Social Isolation Directive (Department of Revenue and Taxation)** -- Operational Monday through Friday, from 8 a.m. - 5 p.m.
4. **Report an individual in violation of the Social Isolation Directive (Guam Police Department)** -- Operational 24/7.
5. **Business owner with questions on economic relief (Guam Economic Development Authority)** -- Operational Monday through Friday, from 8 a.m. - 5 p.m.
6. **Employment and unemployment guidance (Department of Labor)** -- Operational Monday through Friday, 8 a.m. - 5 p.m.
7. **Counseling Crisis Hotline (Guam Behavioral Health and Wellness Center)** -- Operational 24/7
8. **General Inquiries (Joint Information Center)** -- Operational Monday through Friday, from 8 a.m. - 5 p.m.

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