

Travel Insights Report



At PacRim Marketing Group and PR Tech the wellness of our customers, associates and the community is important to us and we are closely monitoring the COVID-19 landscape.

UPDATES re COVID-19, Novel Coronavirus

As of July 17, 2020

GLOBAL

Global Coronavirus cases: 13,895,303

USA

Domestic Coronavirus cases (including Hawaii): 3,606,927

Hawaii cases: 1,311

CHINA

China Coronavirus cases (Domestic): 85,314

JAPAN

Japan Coronavirus cases (Domestic): 24,095

S. KOREA

South Korea Coronavirus cases (Domestic): 13,672

For updated figures on the disease toll in individual states, countries and worldwide, please visit:

<https://gisanddata.maps.arcgis.com/apps/opsdashboard/index.html#/bda7594740fd40299423467b48e9ecf6>

HAWAII

- Hawaii remains under a strict 14-day quarantine for all incoming travelers. The quarantine was extended through August 31, 2020.¹
- Every traveler is now required to complete a travel declaration order and a revised 14-day self quarantine form upon arrival.
- Hawaii's multilayered screening process includes temperature checks upon arrival. Anyone with symptoms, including a fever of 100.4 and over must go through a secondary screening process upon arrival with trained healthcare staff.²
- To help restart Hawaii's economy and visitor industry in a safe manner, **Hawaii will implement a new prearrival testing and screening option for incoming travelers launching tentatively on September 1, 2020.**³

¹ <https://www.gohawaii.com/special-alerts-information>

² <https://www.hawaiitourismauthority.org/news/alerts/covid-19-novel-coronavirus/>

³ <https://www.gohawaii.com/special-alerts-information>

- Beginning September 1, travelers who have a valid negative COVID-19 test prior to arriving will **not** be subject to the mandatory 14-day quarantine.
- All inbound travelers without a COVID-19 pretest will still be subject to the 14-day mandatory quarantine. No testing will be provided upon arrival at the airport.
- State and county officials believe that the pre-travel testing program will help Hawaii stay safe.
- The 14-day mandatory self-quarantine for inter-island travelers was lifted on June 16 with new safety procedures in place:
 - Inter-island travelers are required to undergo health screenings and temperature scans at the airports.
 - Travelers may be prohibited from boarding an interisland flight if they refuse to complete the mandatory form or are on the 14-day quarantine list.
- Breaking the 14-day quarantine is a criminal offense punishable by a \$5,000 fine and up to a year in prison.
- Persons who are subject to the 14-day quarantine order may not rent vehicles.

Society/Lifestyle:

- Governor Ige has lowered Hawaii's alert level to yellow - "Act with Care" - which enables more businesses to reopen. Everyone must continue to wear facial masks when entering places of business and as outlined in the governor's Emergency Rules. Four counties have different and varying guidelines.⁴

AIRLINE INDUSTRY:

All incoming travel is subject to a 14-day quarantine.

- Hawaii – Japan
 - JAL: All services between Hawaii - Japan are suspended through 8/31⁵
 - Japan Airlines will operate four emergency charter flights (HND-HNL and HNL-HND) in August for residents who need to return home, students who will be studying abroad, people who are transferring for business purposes, and freight and postal transportation.
 - ANA: Honolulu – Haneda (HND) & Narita (NRT) flights suspension extended until 8/31⁶
 - Hawaiian Airlines
 - HND – HNL: suspended through 8/31
 - HND – KONA: suspended through 8/31
 - NRT – HNL: suspended through 8/31
 - FUK – HNL: suspended through 8/31
 - KIT – HNL: suspended through 8/31
 - CTS (Sapporo) – HNL: suspended through 8/31
 - Delta: suspended until 10/24
 - United: suspended until 9/30⁷
 - ZIPAIR: The low-cost carrier and subsidiary of JAL is in the progress of launching Japan – Honolulu flights fall/winter 2020
- Hawaii – Korea
 - Hawaiian Airlines (ICN – HNL): Suspended till 8/31

⁴ <https://www.gohawaii.com/special-alerts-information>

⁵ https://www.jal.co.jp/jp/ja/info/2020/inter/200801_07/

⁶ <https://www.anahd.co.jp/group/pr/202007/20200714.html>

⁷ <https://www.khon2.com/coronavirus/us-dot-approves-united-american-request-to-temporarily-suspend-neighbor-island-travel/>

- Korean Air (ICN – HNL / ICN – NRT – HNL): Suspended until 8/31⁸
- Asiana Airlines (ICN – HNL): Suspended until 8/31

JAPAN

Society/Economy:

- Torrential rain hit the Kyushu and Chugoku regions, bringing the death toll to 62 as of 7/10.⁹
- Tokyo continues to mark more than 100 cases daily after the state of emergency was lifted. It recorded more than 200 cases 4 days in a row in early July.
- Cluster infections are taking place at hospitals, parties, restaurants, and theaters.
- COCOA is a contact tracing app launched on 6/19 to notify users if they have been in contact with someone who tested positive for COVID-19¹⁰
 - Available via Google Play and App Store
 - At least 60% of the population must use the app for it to be effective
- Cluster infections continue to take place at workplaces.¹¹
- Government is encouraging the use of cashless payment methods to help prevent the spread of COVID-19.
 - Japan to introduce the universal barcode system (JPQR) for smartphone payments, which can be used for 18 payment services starting in late July.

Travel/Hospitality:

- 11 countries now accept travelers from Japan without any restrictions¹²
 - Includes EU countries such as France and Spain; some countries that are part of the Schengen Treaty
- Foreign business travelers will be allowed in phases.
 - Phase 1 includes Thailand, Vietnam, Australia, and New Zealand
 - Phase 2 will include 10 Asian countries that are economically important to Japan and have a relatively low number of new cases, such as Taiwan, China, Korea, Singapore, etc.¹³
 - Currently 147 countries/regions ban entries from Japan
- JTB, one of the largest travel agencies, suspended all overseas tours through 8/31.
- Another major travel agency, H.I.S Co. announced its plans to close 80 – 90 outlets in Japan, which is about 1/3 of its locations.
- Tokyo Disney Resort reopened on 7/1 after a four-month suspension
 - Reservations only, limited to 15,000 visitors per day (the facilities attracted nearly 100,000 people on a busy day before COVID-19).
 - Implemented safety measures to avoid the “three C’s” – closed spaces, crowded places, and close-contact settings.
- Japan’s proposed “Go To Campaign” was postponed.¹⁴
 - The government campaign to promote domestic travel was set to begin on 7/22. However, the opposition parties requested that the campaign be postponed due to an increase in the number of new cases.
 - Party leaders would like to see a better COVID-19 tracking system and allocate more funding to medical institutes.

⁸ https://www.koreanair.com/global/en/about/news/travel_info/2020_01_CN.html

⁹ <http://www.asahi.com/ajw/articles/13532619>

¹⁰ https://www.yamatogokoro.jp/column/corona_world/38887/

¹¹ <https://www.newsweekjapan.jp/stories/world/2020/06/31620.php>

¹² <https://www.asahi.com/articles/ASN7F5FQ5N78UHBI03B.html>

¹³ https://www.yamatogokoro.jp/column/corona_world/39065/

¹⁴ <https://www3.nhk.or.jp/news/html/20200715/k10012516481000.html>

- Under the proposed plan, 50% of the domestic travel costs will be covered. Up to 200,000 JPY/night or 100,000 JPY/night for a day trip (USD = \$1,835/\$933).
- 70% of the amount is to cover the travel cost and 30% as a coupon to purchase items at the destination.¹⁵
- Some mayors outside of Tokyo expressed concern that travelers from Tokyo will spread COVID-19 to other prefectures. Numerous posts protesting the campaign were made on Twitter.¹⁶

Lifestyle:

- Sumo and baseball games reopened to fans
 - Sumo Association started allowing a limited number of spectators to attend its July tournament
 - Baseball fans returned to the stadiums on 7/10
- High fashion and “hype” streetwear brands are producing reusable cloth masks
 - Off White, Yoshio Kubo, Anrealage, etc.
 - Price points vary between 1,500 – 12,000 JPY (\$14 - \$112 USD).
- Food shoppers began shifting to online grocery stores, despite their preference for fresh and ability to pick the perfectly presented produce.
- Competition between streaming services heats up in Japan.
 - Netflix has been the most popular service, while Amazon and Walt Disney are steadily growing.
 - U-Next Co. and Hulu are acquired by Nippon Television Holdings.
 - TV shows and movies are now less dominant in the video entertainment sector.
- Although not required, almost everyone continues to wear masks when going to shops or using public transportation.
- Retailers in Hawaii started shipping Hawaii-themed masks to Japan¹⁷.
 - [Akira collection](#): women’s swimwear brand
 - [A Line Hawaii](#): Maui-based women’s fashion brand
 - [Kahala](#): long-established Aloha shirt brand

KOREA

Travel/Hospitality:

- The Busan Metropolitan Government will try to prevent the spread of COVID-19 at beaches, which are popular summer destinations in Korea.
 - The Busan Metropolitan Government is measuring visitor temperatures at the main street of the beach. They are required to disinfect facilities and maintain a 2-meter social distance between umbrellas.
 - In preparation for the occurrence of suspected symptoms, a separate quarantine space for cases has been set up for each beach.¹⁸

Society/Economy:

- Seoul began providing free COVID-19 tests to its residents starting 6/8, even if they do not have symptoms.
- Demand for cool and easy-to-breath masks surges as the temperature rises.
- Students returned to school beginning 6/8, 99 days after the original planned start date of the spring semester.

¹⁵ <https://www.mlit.go.jp/kankocho/content/001351403.pdf>

¹⁶ <https://www.asahi.com/articles/ASN7G6WK8N7GUTIL050.html>

¹⁷ https://news.nicovideo.jp/watch/nw7394930?news_ref=top_30

¹⁸ <https://www.yna.co.kr/view/AKR20200623009800051?input=1195m>

CHINA

Travel/Hospitality:

- Civil Aviation Administration of China (CAAC) issued notice on adjustments to international flights¹⁹
 - Foreign airlines currently operating 1 flight/week will be allowed 2 flights if all passengers test negative for 3 consecutive weeks.
 - If 5 or more arriving passengers test positive, the airline will be banned from the country for 1 week. If 10 or more test positive, the airline will be banned for 4 weeks.
 - 37 cities are accepting international flights.
- Travelers prefer underpopulated destinations due to COVID-19.
 - Unique/luxury hotels in the countryside are gaining popularity
 - Camping, picnic, and other outdoor activities are trending after the pandemic.

Society/Economy:

- The Beijing municipal government and the state-run China Media Group (CMG) launched a shopping event that lasts until the National Day holiday (10/1).²⁰
 - \$1.72 billion worth of vouchers are expected to be issued to boost consumption.
 - The first \$3 million was distributed on 6/6 through e-commerce giant, JD.com to be used in sectors such as catering, travel, and digital products.
 - The coupons can be used both online and offline and are valid for 14 days after the issuance.
- Chengdu plans to build the “Panda International Tourism Resort” as part of the Giant Panda Breeding Research Base expansion project by May 2021.²¹
 - Designed to showcase the giant panda’s cultural and economic value and establish a cultural tourism industry, the resort will include the giant panda base with more than 200 pandas, cultural art exhibition, hotels, park, and farms.

TAIWAN

- The Ministry of Science and Technology launched a digital tool that allows users to see which countries are safe to visit based on the number of COVID-19 cases.²²
 - The tool, called “World Social Distancing Pedometer,” shows the number of “steps” by which Taiwan should keep away from each nation.
 - Vietnam, New Zealand, and Fiji are considered “green,” Japan is “orange,” U.S. and Brazil are in the “red” zone.²³



Are you prepared for inbound travel?

PacRim Marketing Group has the talent and experience to assist with digital solutions, traffic builders, web development, copywriting, video, design, and more. Let us help you build business in Japanese, Korean, Chinese and English.

¹⁹ <https://www.cnbc.com/2020/06/04/china-to-allow-more-foreign-flights-after-us-bans-chinese-carriers.html>

²⁰ <https://news.cgtn.com/news/2020-06-07/Beijing-issues-1-7-bl-in-vouchers-to-boost-virus-hit-consumption-R7N2twfEis/index.html>

²¹ <http://travel.sina.com.cn/domestic/news/2020-06-03/detail-iirczymk5064602.shtml>

²² <https://www.taipeitimes.com/News/taiwan/archives/2020/06/09/2003737905>

²³ <https://covid-19.nchc.org.tw/?language=en>