

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 June 25, 2020

GLOBAL

Global Coronavirus cases: 9,494,571

USA

Domestic Coronavirus cases (including Hawaii): 2,398,491

Hawaii cases: 835

CHINA

China Coronavirus cases (Domestic): 84,687

JAPAN

Japan Coronavirus cases (Domestic): 18,056

S. KOREA

South Korea Coronavirus cases (Domestic): 12,563

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

- To help restart Hawaii's economy and visitor industry in a safe manner, Hawaii will implement a multilayered testing and screening process for out-of-state arrivals beginning August 1, 2020. ¹
- **Beginning August 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 who do not get a COVID-19 pretest are still subject to 14-day mandatory quarantine. No testing will be provided upon arrival at the airport.²

¹ <https://www.hawaiitourismauthority.org/news/alerts/covid-19-novel-coronavirus/>

² <https://health.hawaii.gov/news/corona-virus/hawaii-covid-19-daily-news-digest-june-24-2020/>

- Every traveler will be required to complete a health information form. Anyone with symptoms, including a fever of 100.4 and over must go through a secondary screening process upon arrival with trained healthcare staff.
- 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.
- Many visitors have been sent home for breaking the 14-day quarantine. Leaving one's room 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:

- More than 200,000 Hawaii residents have filed for unemployment insurance since the first emergency proclamation on March 5. Hawaii went from the lowest unemployment in the nation to 2nd highest in unemployment.
- On June 10 the Governor extended the COVID-19 emergency period through July 31.³ People are encouraged to wear masks and practice social distancing in public.
- Most Oahu beaches are open for small gatherings, sunbathing, and other activities.⁴
 - Groups must be 10 people or less
 - Social distancing is required for people who are not part of the household
- Hawaii State Parks will reopen in phases by July 1.⁵
- The City and County of Honolulu will allow singing and/or playing of wind instruments at indoor and outdoor restaurants/bars, with some restrictions.
- Dine-in services at restaurants began to open starting June 5.⁶
 - Groups must be 10 people or less
 - Restaurants must follow social distancing rules
 - Self-service buffets and self-service drink stations are prohibited
- Oahu theaters, museums, fitness centers, bowling alleys and bars opened on June 19⁷ with new safety measures.
- Outdoor organized sports are reopening. Phase 1 on June 19 with baseball, soccer, outdoor volleyball, and similar sports. Phase 2 will include competitive team play.
- On Maui, bars have reopened and outdoor team sports resumed on June 15.
- Out-of-state productions are allowed to film on Oahu, beginning June 5. Crews are subject to a modified quarantine process until the mandatory quarantine is lifted.

Hotel Performance:

- In May 2020, Hawaii hotels statewide continued to report dramatic declines in revenue per available room (RevPAR), average daily rate (ADR), and occupancy compared to May 2019 due to the COVID-19 pandemic.
- According to the *Hawaii Hotel Performance Report* published by the Hawaii Tourism Authority Tourism Research Division, statewide RevPAR fell to \$18 (-91.1%), ADR fell

³ <https://governor.hawaii.gov/newsroom/latest-news/office-of-the-governor-news-release-governor-ige-extends-covid-19-emergency-period-through-july-lifts-inter-island-quarantine-next-week/>

⁴ <https://www.hawaiinewsnow.com/2020/05/15/oahu-beaches-open-sunbathing-small-family-gatherings/>

⁵ <https://www.hawaiinewsnow.com/2020/06/09/list-hawaii-state-parks-reopen-phases-by-july/>

⁶ <https://www.hawaiinewsnow.com/2020/05/16/city-says-come-june-restaurants-can-open-dine-in-service/>

⁷ <https://www.hawaiinewsnow.com/2020/06/04/bars-movie-theaters-gyms-oahu-given-date-reopening/>

to \$127 (-50.4%), and occupancy declined to 14.2 percent (-64.9%) in May.

AIRLINE INDUSTRY:

All incoming travel is subject to a 14-day quarantine, unless a traveler can show a negative pre-test.⁸

- Hawaii – Japan
 - JAL: All services between Hawaii - Japan are suspended through 7/31
 - ANA: Honolulu – Haneda (HND) & Narita (NRT) flights suspension extended until 7/31
 - Hawaiian Airlines
 - HND – HNL (HA855 & HA856): suspended through 7/27
 - HND – KONA: suspended through 7/27
 - NRT – HNL: suspended through 7/27
 - FUK – HNL: suspended through 7/27
 - CTS (Sapporo) – HNL: suspended through 7/25
 - Delta: suspended until 10/24
 - United: suspended until 9/30⁹
- Hawaii – Korea
 - Hawaiian Airlines (ICN – HNL): Suspended till 7/27
 - Korean Air (ICN – HNL / ICN – NRT – HNL): Suspended until 8/31¹⁰
 - Asiana Airlines (ICN – HNL): Suspended until 7/31

GUAM

- Guam will accept visitors from Japan, South Korea and Taiwan starting 7/1, lifting any self-quarantine rules for visitors from these countries.
 - While this may encourage the Japanese to consider Guam travel, Japan still requires travelers from the U.S. including Guam to self-quarantine for 14 days upon entry, so unless an exception is made for Guam on the Japan side, the number of travelers to visit Guam may be limited.

AUSTRALIA

- Australia might not allow foreign visitors till 2021.¹¹
 - New Zealand could be the exception.
 - Qantas cancelled most of its international flights until October, except for services to New Zealand.

JAPAN

Society/Economy:

- COCOA, a contact tracing app launched on 6/19 to notify users if they have been in contact with someone who tested positive for COVID-19¹²
 - Available via Google Play and App Store
 - At least 60% of the population must use the app for it to be effective

⁸ <https://health.hawaii.gov/news/corona-virus/hawaii-covid-19-daily-news-digest-june-24-2020/>

⁹ <https://www.khon2.com/coronavirus/us-dot-approves-united-american-request-to-temporarily-suspend-neighbor-island-travel/>

¹⁰ https://www.koreanair.com/global/en/about/news/travel_info/2020_01_CN.html

¹¹ <https://www.traveller.com.au/australias-borders-wont-reopen-until-2021-qantas-cancels-international-flights-until-october-h1ottv>

¹² https://www.yamatogokoro.jp/column/corona_world/38887/

- The Government continues to monitor the spread of COVID-19 globally.
- Cluster infections continue to take place at workplaces¹³
- The 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:

- Travel between prefectures is allowed starting 6/19.
 - Some sightseeing spots saw an increase in visitors, while others saw up to 60% decrease compared to the same day in 2019.¹⁴
- Government hopes to roll out the “Go To Campaign” by early August.¹⁵
 - ¥1.7 trillion monetary measure that will cover the cost of traveling, dining, events, and shopping.
 - When a product is purchased, a discount coupon worth 50% (up to 20,000 JPY / night) of the product price will be offered.
 - Major tour agencies and OTAs such as JTB, NTA, ANA Travelers, JALPak, and Rakuten Travel announced that they would participate.
- Foreign business travelers will be allowed in phases.
 - Phase 1 includes Thailand, Vietnam, Australia, and New Zealand
 - Limit to 250 visitors/day due to the shortage in PCR testing kit
- Zip Air, a new low-cost carrier owned by Japan Airlines started cargo-only services on 6/3.¹⁶
 - Tokyo – Bangkok flights
 - Passenger flights start date is uncertain
 - Honolulu would be the first North American destination
- Entry restrictions are extended through June but will gradually ease through 3 phases.
 - 1st phase: business travelers and researchers
 - 2nd phase: exchange students
 - 3rd phase: tourists/leisure visitors - it will take a while from now
 - Currently 111 countries/regions are banned from entering

Society/Lifestyle:

- 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
- Emergence of “Parking Lot Dads”¹⁸.
 - Numbers of working dads have been seen remotely working in their cars as their children and wives occupy the house.

¹³ <https://www.newsweekjapan.jp/stories/world/2020/06/31620.php>

¹⁴ <https://www.tokyo-np.co.jp/article/37055>

¹⁵ <https://www.jtrip.co.jp/sp/goto/#a2>

¹⁶ <https://www.forbes.com/sites/willhorton1/2020/05/22/new-airline-launches-during-aviations-worst-downturn--zip-air-starts-flights-from-japan/#74904ba5685f>

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

¹⁸ <https://news.livedoor.com/article/detail/18375056/>

- Some stay in their own parking spot while others drive to public parks.
- They are turning their cars into their “office” by purchasing necessary items such as car phone chargers and using cardboard boxes as desks.
- Many of their wives do not provide lunch for them, so they rely on convenience store foods and instant cup noodles.

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.
 - Ahead of the opening of the public beach next month, the Busan Metropolitan Government will measure visitor temperatures at the main street of the beach. They are required to disinfect facilities and to maintain a 2-meter social distance between umbrellas in order to disperse people on the beach.
 - Also, cancellation of festivals and events, and shorter opening hours will be implemented. In preparation for the occurrence of suspected symptoms, a separate quarantine space for cases has been set up for each beach.¹⁹
- South Korea's Foreign Ministry extends “Special Travel Advisory” to July 19.
 - Called on citizens to cancel or postpone trips to foreign countries/regions.
 - Residents are allowed to take only domestic trips.
 - Between level 2 – 3 under the country's four-tier advisory system.
 - First stage (blue): travel note
 - Second stage (yellow): travel restraint
 - Third stage (red): recommended withdrawal, fourth stage (black): immediate withdrawal/prohibition of travel
 - Aimed at preventing the inflow of viruses into Korea amid the global pandemic of COVID-19 as well as preventing Koreans from becoming infected and isolated overseas.

Society/Economy:

- Community infection clusters continue to occur, including those traced to nightclubs, a logistics center, sports facilities, and churches.
 - Nightclubs: Total 277 confirmed cases²⁰ (96 visited the clubs, 181 family and friends) as of 6/9/2020.
 - Door-to-door sales companies: Total 254 confirmed cases as of 6/22/2020. In a sealed environment with poor ventilation, many visitors gather to talk for a long time, and some door-to-door sales events are likely to spread infection through activities such as singing and eating food.
- Seoul will provide 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.
- Convenience stores are racing to offer delivery services.²¹
 - Number of consumers using one of the convenience store chain operators, BGF

¹⁹<https://www.yna.co.kr/view/AKR20200623009800051?input=1195m>

²⁰http://ncov.mohw.go.kr/tcmBoardView.do?brdId=&brdGubun=&dataGubun=&ncvContSeq=354934&contSeq=354934&board_id=&gubun=ALL

²¹<http://www.koreaherald.com/view.php?ud=20200609000100>

- Retail Co.'s delivery service more than tenfold in May, compared to previous year
- A survey found that half of the Korean population is experiencing anxiety and depression due to COVID-19.²²

CHINA

Travel/Hospitality:

- Air France resumed Paris – Shanghai flights once a week on 6/18
- China and the U.S. each allowed 4 weekly flights between them²³
 - Delta Air Lines to resume Seattle – Shanghai flights twice a week via Seoul starting 6/25²⁴
 - United Arline to operate San Francisco – Shanghai flights twice a week from 7/6 – 10/24
- Civil Aviation Administration of China (CAAC) issued notice on adjustments to international flights²⁵
 - 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.
- Daxing Airport launched the “Discovery World” tour program for visitors.²⁶
 - The tour includes about 10 scenic spots inside the Daxing Airport terminal
 - Tours are held 5 times a day
 - The reservation is limited to 3,000 people/day to control the spread of COVID-19.

Society/Economy:

- The government encourages street vendor businesses to alleviate the unemployment crisis due to COVID-19.²⁷
 - At least 27 cities have rolled out policies to allow street vendors.
 - Sheraton Hotel in Wuhan extended BBQ services to roadside to help restore the business and keep social distance.
 - Alibaba and 1688.com issued a plan to connect street vendors directly with factories and offer a total of 70 billion CNY of interest-free loans.
 - Concerns about city environment, product quality, food safety, and impediment to traffic. ²⁸
 - It marks a “U-turn”; the government shut down many street vendors as part of their massive beautification campaign in 2017.

²² https://www.pressian.com/pages/articles/2020051911165549861?utm_source=naver&utm_medium=search

²³ <https://www.voanews.com/usa/us-china-each-allow-4-weekly-flights-airlines-delta-fly-next-week>

²⁴ <https://www.shine.cn/news/metro/2006220661/>

²⁵ <https://www.cnbc.com/2020/06/04/china-to-allow-more-foreign-flights-after-us-bans-chinese-carriers.html>

²⁶ <https://www.traveldaily.cn/article/138188>

²⁷ https://www.scmp.com/economy/china-economy/article/3087770/china-turns-street-vendor-economy-help-manage-unemployment?exp_signup=opt-custom-sign-in

²⁸ <http://english.sina.com/buz/f/2020-06-05/detail-iircuyvi6876423.shtml>

- Now vendors are considered as “important jobs and an integral part of people’s normal lives.”
- 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).²⁹
 - \$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.
- Some Chinese residents have negative opinions on the U.S. due to the political tension between the 2 countries.
- However, they still have a favorable view on Hawaii and are willing to visit.
 - Hawaii’s target Chinese audience include high income, well-educated individuals who have expensive tastes. Travelers prefer luxury chain hotels and want to have an indulgent experience.
- Chengdu plans to build the “Panda International Tourism Resort” as part of the Giant Panda Breeding Research Base expansion project by May 2021.³⁰
 - 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.
 - Expected to attract 21.3 million visitors by 2035.

Lifestyle/Fashion:

- Live streaming shopping has become popular.
 - Travel destinations and hotels also sell well on live streaming sessions.
- Tiktok, Kuaishou, and Little Red Book are the most trending social media.
 - [Tiktok](#): video-sharing social networking service.
 - [Kuaishou](#): video-sharing platform, similar to Tiktok but targeted to a younger group.
 - [Little Red Book](#) (Xiaohongshu): similar to Instagram but with its own E-commerce feature within the app.

TAIWAN

- Virus precautions and some restrictions were lifted on 6/7.³¹
 - Passengers on public transportation are allowed to remove masks as long as they maintain the social distance from each other.
 - High-speed rail (HSR) will reintroduce non-reserved tickets.
 - Freeway traffic flow and crowd size restrictions to be lifted.
- Border control was eased on 6/22.³²
 - 14-day quarantine is required of all foreign visitors, but business travelers from low-risk countries are allowed to take the screening at their own cost on the 5th day of the quarantine. Business travelers from mid-low risk countries can go

²⁹ <https://news.cgtn.com/news/2020-06-07/Beijing-issues-1-7-bltn-in-vouchers-to-boost-virus-hit-consumption-R7N2twfEis/index.html>

³⁰ <http://travel.sina.com.cn/domestic/news/2020-06-03/detail-iirczymk5064602.shtml>

³¹ <https://taiwan-scene.com/virus-precautions-taken-on-domestic-travel-to-be-lifted-from-june-7/>

³² https://www.yamatogokoro.jp/column/corona_world/38717/

- through screening on the 7th day.
- Low-risk countries: New Zealand, Australia, Macau, Palau, Fiji, Brunei, Vietnam, Hong Kong, Thailand, Mongol, Bhutan.
 - Mid-low risk countries: Japan, Korea, Malaysia, Singapore.
 - Taiwan’s dining out culture is shifting to food delivery services.
 - 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.³³
 - Vietnam, New Zealand, and Brunei are considered “green” while U.S. and Italy are in the “red” zone.³⁴



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Please note: The information in this memo is for informational purposes about the COVID-19 situation and is not intended for publication or public attribution.

³³ <https://www.taipeitimes.com/News/taiwan/archives/2020/06/09/2003737905>

³⁴ <https://covid-19.nchc.org.tw/?language=en>