

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 November 30, 2020

GLOBAL

Global Coronavirus cases: 63,139,635

USA

Domestic Coronavirus cases (including Hawaii): 13,522,247

Hawaii cases: 18,223

CHINA

China Coronavirus cases (Domestic): 92,890

JAPAN

Japan Coronavirus cases (Domestic): 148,945

S. KOREA

South Korea Coronavirus cases (Domestic): 34,201

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

On November 23 Governor David Ige signed the state's 16th supplementary emergency proclamation, which authorizes and clarifies a set of guidelines and restrictions to address the COVID-19 crisis.¹

- Hawaii's alert level remains at yellow, "Act with Care," which enables more businesses to reopen.
- A statewide mask order is in effect, as outlined in the governor's Emergency Rules. All individuals shall wear face coverings over their noses and mouths when in public settings.
- The State of Hawaii portal for COVID-19 information is <https://hawaiiicovid19.com>. It includes information on the "SafeTravels" program.
- Hawaii's Safe Travels program (<https://hawaiiicovid19.com/travel/>) is designed to mitigate the spread of COVID-19 from trans-Pacific visitors and resident passengers

¹ https://governor.hawaii.gov/wp-content/uploads/2020/11/2011098-ATG_Sixteenth-Proclamation-Related-to-the-COVID-19-Emergency-distribution-signed.pdf

arriving at airports/ports across the islands.²

- Hawaii's pre-travel testing program launched on Oct. 15 for US travelers and Nov. 6 for travelers from Japan. A program for Canada is scheduled to begin in mid-December.
- The screening process includes a mandatory travel declaration and 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.³
- The pre-test program provides travelers with an alternative to the 14-day mandatory quarantine. With a negative COVID-19 pre-test prior to boarding the Hawaii-bound flight, and taken within 72 hours of departure for Hawaii, travelers entering the state can avoid the quarantine.
- All trans-Pacific travelers age 5 and older who board a plane on the final leg of their trip to the Hawaiian Islands without first securing a negative NAAT test will be subject to the mandatory 14-day quarantine. Tests must be uploaded to Safe Travels prior to departure or printed out prior to departure and hard copy in hand when arriving in Hawai'i.
 - Kauai has opted out of the pre-test program. This means all incoming trans-Pacific and inter-county travelers to Kauai will face a mandatory 14-day quarantine, effective Wednesday, Dec. 2.
 - The negative Nucleic Acid Amplification Test (NAAT) test must be from a certified Clinical Laboratory Improvement Amendment (CLIA) lab in order to bypass the 14-day mandatory quarantine.
 - The State of Hawai'i will accept test results ONLY from trusted testing and travel partners.⁴
- The quarantine was extended through Dec. 31, 2020.⁵
- Travelers will not be able to obtain a Nucleic Acid Amplification Test (NAAT) upon arrival at any Hawaii airport. Without a negative test result prior to departure, the 14-day quarantine is mandatory.
- Breaking the 14-day quarantine by anyone – a resident or a visitor— 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.

County News/Neighbor Island Travel:

Hawaii's four counties have different and varying guidelines.⁶ They are subject to change and available at the HTA site: <https://www.hawaiiourismauthority.org/covid-19-updates/state-and-county-orders/>

- On Oct. 22 Oahu moved to Tier 2 of [Mayor Kirk Caldwell's](#) four-tier economic recovery plan, and will remain there indefinitely. To move to Tier 3, Oahu must maintain a seven-day average case count of 49 or fewer cases, and a seven-day average positivity rate of 2.49% or lower for 14 consecutive days.⁷
- Honolulu County's seven-day average case count on Nov. 25 was 85 and the positivity rate was 2.5% for Oahu.⁸
- There is no inter-county quarantine in place for travelers to Oahu.

² <https://hawaiicovid19.com/travel/travel-overview/>

³ <https://www.hawaiiourismauthority.org/news/alerts/covid-19-novel-coronavirus/>

⁴ <https://hawaiicovid19.com/travel-partners/>

⁵ <https://www.gohawaii.com/special-alerts-information>

⁶ <https://www.gohawaii.com/special-alerts-information>

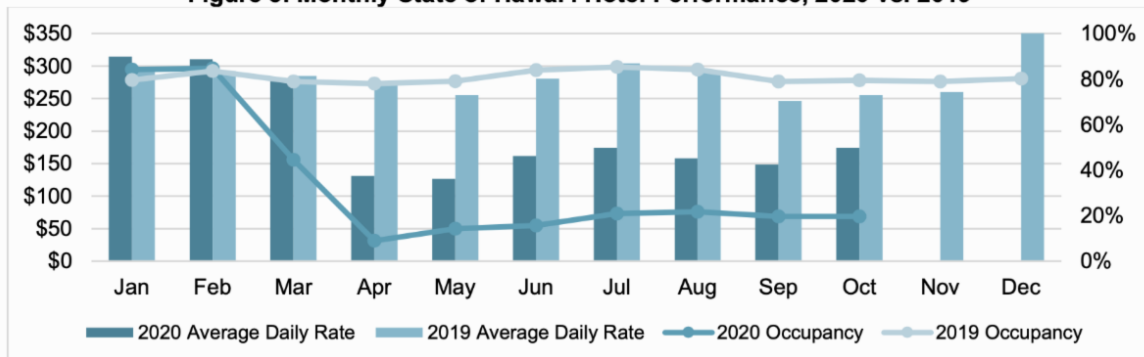
⁷ <https://www.oneoahu.org/reopening-tier2>

⁸ <https://www.oneoahu.org/reopening-strategy>

Visitor Industry Arrivals & Hotel Performance

- During October 2020, a total of 76,613 visitors traveled to Hawaii by air service, compared to 796,191 visitors who came by air service and cruise ships in October 2019.
- Most of the visitors were from U.S. West (53,396, -84.9%) and U.S. East (19,582, -86.8%). Only 183 visitors came from Japan(-99.9%) and 389 came from Canada (-98.8%) in October 2020.
- There were 3,064 visitors from all other international markets (-97.1%). Many of these visitors were from Guam and a small number of visitors were from the Philippines.
- U.S. hotel occupancy was at 48% in the week ending Oct. 24, according to STR, a company that tracks hotel-industry data. Airline occupancy was 48% in the third quarter, as well.
- U.S. hotel occupancy hit its lowest point in April (22%) and inched up in May and June before stalling at a level that has been consistent since July.
- Markets with the highest hotel occupancy included Norfolk/Virginia Beach, Va., at 54%, Tampa/St. Petersburg, Fla., at 53.8%, Phoenix at 53.6% and Atlanta at 50.2%.
- The market with the lowest occupancy rate was Oahu at 23.4%. In April 2020, Oahu was down to 7%. The latest week (Oct 24) was the first full week under Hawaii's [COVID-19 testing procedures](#) that allow travelers to avoid the two-week quarantine if they provide a negative pre-test.
- In October 2020, Hawaii hotels statewide continued to report substantially lower revenue per available room (RevPAR), average daily rate (ADR), and occupancy compared to the previous October due to the COVID-19 pandemic.
- According to the *Hawaii Hotel Performance Report* published by the Hawaii Tourism Authority's Tourism Research Division, statewide RevPAR decreased to \$34 (-83.1%), ADR fell to \$174 (-31.8%), and occupancy declined to 19.7 percent (-59.8 percentage points) (Figure 1) in October.⁹

Figure 5: Monthly State of Hawai'i Hotel Performance, 2020 vs. 2019



Source: STR, Inc. © Copyright 2020 Hawai'i Tourism Authority.

AIRLINE INDUSTRY:

- All incoming travel is subject to a 14-day quarantine¹⁰.
- Hawaii – Japan air capacity is increasing.
- ZIPAir, the low-cost carrier and subsidiary of Japan Airlines, has announced flight operations from Tokyo beginning in December. This is its first service to the USA.
- ZIPAir will fly its Boeing 787-8 Dreamliner, departing from Tokyo Narita at 20:15 and arriving in Hawaii at 07:55. The aircraft is configured in two classes with a total of 290

⁹ <https://www.hawaiiauthority.org/research/infrastructure-research/>

¹⁰ <https://hawaii19.com/travel/travel-overview/>

seats. Business class is called ZIP Full-Flat, which features a lie-flat seat in a 1-2-1 configuration.

- This increases the number of Hawaii incoming Japan flights from 10 in the month of November to 51 flights in December.
- November capacity saw 2,532 inbound seats from Tokyo to Hawaii. Estimated December inbound seats are 12,623.
- January's schedule includes 32 flights from Japan with a total of 7,855 seats.
- Taiwan's start-up airline, StarLux Airlines, has applied with the Civil Aeronautics Administration (CAA) for the rights to fly to 15 American hubs including LA, SF, NY, D.C., Houston, Chicago, Dallas, Miami, Boston, and Honolulu. Operations are expected to begin by 2022 to major gateways in the USA.¹¹

Air Seats / Flights to Hawaii

- ANA: Haneda (HND-HNL) two flights in November; 8 flights in December; 9 flights in January 2021
- Hawaiian Airlines: Six flights in November; 22 flights in December; 7 flights in January
 - December HAL flights:
 - HND – HNL (Haneda): 4 flights
 - NRT – HNL (Narita): 13 flights
 - KIX (Kansai/Osaka) – HNL – 5 flights
 - FUK – HNL (Fukuoka): suspended
 - CTS (Sapporo) – HNL: suspended
 - HND – KONA: suspended
- Japan Airlines: 2 flights in November (Haneda); 14 flights in December (7 HND, 7 NRT); 7 flights (HND) in January 2021
- ZIPAIR: 7 flights in December (Narita); 7 flights in January (NRT)
- Delta to/from Asia: suspended
- United to/from Asia: suspended
- **Hawaii – Korea**
 - Hawaiian Airlines (ICN – HNL): Suspended
 - Korean Air (ICN – HNL / ICN – NRT – HNL): Suspended
 - Asiana Airlines (ICN – HNL): Suspended until further notice

JAPAN

Travel from Japan:

- In October, 183 visitors arrived from Japan compared to 134,557 visitors in October 2019. Of the 183 visitors, 128 arrived on international flights from Japan and 55 came on domestic flights.
- Year-to-date through October, arrivals declined 77.5 percent to 294,830 visitors.
- Beginning November 6, travelers from Japan may bypass the State of Hawaii's mandatory 14-day quarantine by securing a pre-travel test from one of 54 approved testing and travel partners 72 hours prior to departure on the final leg of their journey to Hawai'i.¹²
- Travelers from Japan who do not secure a negative COVID-19 test BEFORE departure will be subject to the same mandatory 14-day quarantine regulation as other trans-Pacific travelers.¹³
- Japanese nationals traveling abroad are still subject to a 14-day self quarantine upon

¹¹ <https://www.taiwannews.com.tw/en/news/4048578>

¹² <https://www.allhawaii.jp/covid19/>

¹³ <https://hawaiiicovid19.com/travel/travel-overview/>

their return to the country and are requested to refrain from using public transportation from the airport.

- Travel restrictions on U.S. travel into Japan remain in place.

Japan News

- Japan's death toll from the pandemic passed 2,000 last weekend.
 - Occupancy rate for hospital beds for seriously ill patients is rising in 17 out of Japan's 47 prefectures.
- The minister in charge of Japan's coronavirus response (Yasutoshi Nishimura) warned that state of emergency may have to be imposed if further spread of the virus is not contained.¹⁴
 - They are recommending to curb travel to and from Stage 3 areas (Sapporo, Osaka, Nagoya and Tokyo's 23 wards).
- Tokyo governor, Yuriko Koike, announced on Wednesday (November 25) that restaurants and bars offering alcohol and karaoke parlors will be urged to close by 10 p.m. for three weeks beginning Saturday (Nov. 28).¹⁵
 - Aichi Governor, Hideaki Omura, also requested that bars and restaurants serving alcohol in Nagoya's main nightlife entertainment districts shorten their business hours for three weeks from Sunday (Nov. 29)¹⁶
- Japan's Prime Minister Yoshihide Suga pledged on Friday (Nov. 27) to compile a stimulus package focused on pulling the economy out of a pandemic-induced slump through green investment and digital innovation. Members of the private-sector participating called for spending big enough to prevent Japan's economic conditions from worsening further.¹⁷
- The Japanese government continues to prepare for a 2021 Olympic Games. They plan to set up a system to exempt athletes competing at next year's Tokyo Olympic and Paralympic Games from entry restrictions currently placed on 159 countries and regions due to coronavirus.¹⁸
 - Athletes will be expected to monitor their own health and test negative for the coronavirus within 72 hours of leaving their own country and will be tested again upon entering Japan.
- Organizers also plan to host the postponed Tokyo 2020 Olympic and Paralympic Games next summer with spectators. While fears remain that COVID-19 won't be under control by July 2021 — and that hosting the global sporting event during an ongoing pandemic would only exacerbate the situation — organizers are presenting an optimistic veneer, insisting the games will be the “light at the end of the tunnel” and symbolize the resilience of humankind.¹⁹

Travel/Hospitality:

- PM Suga made an abrupt decision to partially pause the Go To Travel campaign — the government's domestic travel promotion program — after insisting it would go ahead.
 - This might lead to approval ratings to go down for Suga as the decision is seen as “too little, too late”²⁰

¹⁴ <https://www.japantimes.co.jp/news/2020/11/26/national/japan-virus-emergency-possible/>

¹⁵ <https://www.japantimes.co.jp/news/2020/11/25/national/tokyo-shorter-store-hours-coronavirus/>

¹⁶ <https://www.japantimes.co.jp/news/2020/11/26/national/aichi-restaurants-close-early-corona/>

¹⁷ <https://www.reuters.com/article/us-japan-economy-govt-council/japans-suga-vows-stimulus-package-focusing-on-green-digital-innovation-idUSKBN2870YV>

¹⁸ <http://www.newsonjapan.com/html/newsdesk/article/128478.php>

¹⁹ <https://www.japantimes.co.jp/news/2020/11/16/national/ioc-tokyo-olympics-thomas-bach/>

²⁰ <https://www.japantimes.co.jp/news/2020/11/25/national/go-to-travel-suga/>

- Sapporo and Osaka were temporarily removed as destinations from the campaign amid a nationwide surge in COVID-19 infections. Effective Nov. 24 and lasting three weeks, new reservations using the discount program in the two cities will not be accepted.
- When the Go To Travel program was launched in July it excluded Tokyo, due to a spike in coronavirus cases in the capital. Tokyo was added on October 1.
- Japan continues to restrict international arrivals. To date, Japan has resumed business travel with Thailand and Vietnam and resumed short-term business travel with Singapore.
- Tokyo is offering virtual travel experiences as a new way of visiting the capital amid the pandemic. Each of the 19 tours using Zoom will feature a different tourist spot, including islands under Tokyo's administration such as Miyake. The tour is free but "tourists" will be charged about ¥1,000 for local specialties that will be sent to their homes to help them get a feel for their destinations.
- Japan plans to lift its entry ban on foreign travelers from China, South Korea, Taiwan and six other countries for non-tourist arrivals. Government officials said Australia, Brunei, New Zealand, Singapore, Thailand and Vietnam will also be taken off the entry ban list as all of them have largely brought their Covid-19 outbreaks under control.²¹

Lifestyle/Entertainment:

- Camping in Japan has gained newfound appeal recently as an outdoor activity that easily allows for social distancing. With more campsites than any other prefecture in Japan, Ibaraki is now looking to promote camping to boost its economy. Ibaraki's campsites are easily reachable from Tokyo by car, and the prefecture boasts sea, mountains, rivers and lakes. In addition, sales of related camping goods have risen in recent months as people looking to gather with friends and family members amid the pandemic turn to outdoor recreation.²²
- The atmosphere of the Japan Series (Nippon Professional Baseball) adapted to restrictions caused by the pandemic.
 - Players adjusted to PCR testing.
 - Fans found new ways to cheer (e.g. by refraining from singing and shouting, they have found ways such as clapping to the rhythm of drums being played in the cheering sections instead).
- Hawaii has been in the spotlight in Japan. In addition to the US election news, Hawaii is getting a lot of attention. There have been recent TV news programs on Asahi TV and NHK as well as countless digital features and webcasts. News has focused on the new testing program and included interviews with people in Hawaii desiring Japanese to return. The programs highlight what Hawaii looks like now and portray Hawaii as a safe, accessible destination for Japanese travelers. Some of the programs focus on the relationship and long history between Hawaii and Japan.

Business:

- Banking in Japan is changing due to the pandemic and internet banking.²³
 - Withdrawing or transferring cash through a teller may completely disappear in Japan within a few years as banks revamp their branches to adapt to the digital age.
 - Sumitomo Mitsui Banking Corp unveiled a new branch on Tuesday (Nov. 24) that has eliminated cash transaction services by tellers.
 - Staff members hand QR codes to customers who scan the code at an ATM to

²¹ <https://www.nst.com.my/world/region/2020/11/637024/japan-lift-entry-ban-some-countries>

²² <https://www.japantimes.co.jp/news/2020/09/20/national/japan-campsites-coronavirus/>

²³ <https://www.japantimes.co.jp/news/2020/11/26/business/corporate-business/internet-banking-coronavirus/>

withdraw or deposit the cash.

- To reduce infection risks and prevent the branch from getting crowded, customers receive e-mail notifications that tell the customers when it's their turn.
- Honda will become the world's first automaker to sell a vehicle with level 3 autonomous driving technology, meaning it can take over in such conditions as congested traffic, the firm and transport ministry announced earlier this month. [Honda plans to launch its Legend sedan with level 3 tech fitted](#) in Japan by March.
- [An unprecedented road test of a self-driving taxi](#) using a 5G ultrahigh-speed wireless network took place in Tokyo earlier this month. Sampo Japan Insurance, KDDI, Tier IV and other firms tested the taxi on public roads around the metro government office building in Shinjuku Ward. After test-riding the taxi, Tokyo Vice Gov. Manabu Miyasaka said, "I felt safer than when I was in my friend's car."
- Even those who still prefer to take the wheel themselves may soon be taking driving tests under the unforgiving eye of AI. A driving school in Fukuoka Prefecture has [started using an AI-based system to check students' driving skills](#), a first in Japan. The technology analyzes a variety of data, including the route the vehicle traveled and its speed, as well as the movements of the driver's eyes.

KOREA

- South Korea has recorded more than 500 new coronavirus cases in 24 hours for the first time in about eight months.²⁴
 - A spike in cases has occurred due to a relaxation of stringent social distancing rules last month.
 - The daily number of cases in South Korea exceeded 500 for the second straight day on Friday (Nov. 27). This marks the first time since the first wave of infections in late February.²⁵
- Korea faces a shortage of hospital beds amid third wave of coronavirus infections²⁶

Government/Trade:

- South Korea's President Moon Jae-in said on Nov. 26 that he will continue to work with China to end war and build lasting peace on the Korean peninsula. Moon made the remarks at a meeting with visiting Chinese foreign minister Wang Yi, who told him that bilateral ties will overcome the coronavirus pandemic to forge an advanced partnership.²⁷
- Korean International Trade Association announced an online exhibition of outstanding Made-In-Korea products on [tradekorea.com](#).²⁸
 - The platform is reaching out to Korean sellers to vitalize the economy that has declined due to COVID-19.
 - Products are divided into six categories—Electronics & IoT, Health & Medical, Industrial Materials, Beauty and Fashion, Food and Beverages, and Home and Living.
- Manufacturing job losses trouble Korea, as 65,000 jobs were lost in the second quarter due to coronavirus.²⁹
- The National Human Rights Commission of Korea reported on foreign residents' human

²⁴ <https://apnews.com/article/coronavirus-pandemic-russia-d4a3fd891a92463e9de8219db007bf10>

²⁵ https://www.koreatimes.co.kr/www/nation/2020/11/119_300005.html

²⁶ https://www.koreatimes.co.kr/www/nation/2020/11/119_300028.html

²⁷ <https://www.reuters.com/article/us-southkorea-china-moon/south-koreas-moon-vows-to-work-with-china-to-end-war-build-peace-on-korean-peninsula-blue-house-idUSKBN2860PH>

²⁸ <https://apnews.com/press-release/newswire/business-corporate-news-drinking-water-quality-environment-and-nature-products-and-services-5e0409f527b7c3994d1805c503c34d81>

²⁹ https://www.koreatimes.co.kr/www/biz/2020/11/488_299979.html

rights amid the COVID-19 pandemic, which included a survey conducted between July and August of 307 expatriates living in Seoul and Gyeonggi Provinces.³⁰

- 73% of respondents felt left out from state policies (30% pointed to their exclusion from the state relief fund plan, 29% mentioned text message alerts were only provided in Korean, 16% replied they were unable to purchase face masks through the rotation system earlier in March).

Lifestyle

- K-pop band BTS has earned its first Grammy nomination, a long-awaited feat for the South Korean act that has been reshaping the global pop landscape with record-breaking songs and well-mobilized fans. The boy band's nomination Tuesday demonstrates its growing presence and impact in the mainstream U.S. pop industry. BTS is competing for best pop duo/group performance with their all-English song "Dynamite," which topped the Billboard Hot 100 chart this year.
- Film events and TV productions are also being halted in Korea due to the coronavirus resurgence³¹
 - The number of weekday moviegoers dropped under the heightened antiviral curbs during the third wave of the new coronavirus pandemic.³²

GREATER CHINA (China, Hong Kong, Taiwan)

- China's hotel revenue growth returns with occupancy up nearly 3% while daily rates and revenue per room rose 10% and 13% respectively. Because of the double Mid-Autumn and National Day Golden Week holidays, the country is on track to be the first to return to pre-pandemic levels.
- A recent survey by global hospitality leader Hilton showed high enthusiasm for travel across Millennials and Gen Z in China despite the current COVID-19 pandemic. 91% of respondents plan to travel again once travel restrictions are eased, and 46% stated that they will travel even more post-pandemic.³³
- China Airlines and Taiwanese manufacturing company BenQ joined forces to invent the COVID-19-safe protective air travel gear. The raincoat-like suits are made from special bio-tech fabric to provide comfort and peace of mind for flight travel. It is available for purchase now on China Airlines' eMall.³⁴
- Taiwan holds the world's best record in fighting against COVID-19 by reaching the landmark of no locally transmitted cases in over 200 days on Oct. 29. Closing borders early, tightly regulating travel, rigorous contact tracing, technology-enforced quarantine and widespread mask-wearing are key.³⁵
- Hong Kong and Singapore have agreed "in principle" on the world's first two-way COVID-19 travel bubble.³⁶
 - The bubble between Hong Kong and Singapore, initially set to launch on Nov. 29, will be postponed for two weeks with the former facing more than 90 confirmed and preliminary COVID-19 cases, continuing an alarming trend of a fresh surge in infections. A new launch date for the scheme, which will allow up to 200 passengers to travel in each direction daily without quarantine, will be

³⁰ https://www.koreatimes.co.kr/www/nation/2020/11/177_300037.html

³¹ https://www.koreatimes.co.kr/www/art/2020/11/398_299888.html

³² https://www.koreatimes.co.kr/www/art/2020/11/689_300032.html

³³ <https://global.chinadaily.com.cn/a/202011/17/WS5fb37c09a31024ad0ba94af1.html>

³⁴ <https://www.reuters.com/article/healthcoronavirus-taiwan/taiwan-firm-eyes-wider-market-for-its-protective-air-travel-gear-idUKL4N2I51NM>

³⁵ <https://www.bloomberg.com/news/articles/2020-10-29/this-place-hasn-t-had-a-local-coronavirus-case-in-200-days>

³⁶ <https://www.scmp.com/news/hong-kong/hong-kong-economy/article/3105607/coronavirus-hong-kong-singapore-set-reveal>

announced in December.³⁷

- The travel arrangement eliminates quarantine requirements for residents of both cities, requires travellers to prove they have tested negative for coronavirus.
- Hong Kong's political atmosphere has changed under the new national security law. As the city marks a full year since the violent stand-offs at university campuses in 2019, the mass protests have disappeared, even though many remain resentful about unresolved grievances that drove them into the streets at this time 12 months ago.
- Hong Kong's new multi-platform anonymous tip line for suspected violations of the Beijing-imposed national security law received more than 10,000 messages in its first week in existence.
- Hong Kong is no longer among the world's best places for expats to live, according to the networking site InterNations, which ranked Hong Kong 57th out of 66 cities around the world, with the findings based on a survey of 15,000 expats. It fell into the bottom 10 overall due to its political instability and cost of living. Globally, Valencia Spain was ranked the top destination for expats. Singapore placed fifth. Seoul was also in the bottom 10.³⁸

On A Lighter Note, here are 10 Photos from Across China, Nov. 20-26:

https://global.chinadaily.com.cn/a/202011/27/WS5fc02ec8a31024ad0ba96baf_1.html



Are you prepared for inbound travel?

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You can access prior versions of the PRMG Travel Insights report at:

<https://pacrimmarketing.com/Special-Pages/COVID-19-Updates.htm>

³⁷ <https://www.scmp.com/news/hong-kong/health-environment/article/3110799/coronavirus-hong-kong-party-rooms-close-live>

³⁸ <https://www.scmp.com/news/hong-kong/society/article/3111462/hong-kong-second-worst-city-asia-expats-live-due-soaring>