

For Guam

18 Oct 22



1. Covid Status of Korea

Restriction lift of Korean government (Overseas travel related)

21Mar : 7 days quarantine lifted after entrance to Korea

23May : RAT was allowed for entrance to Korea (Before PCR only)

PCR after

03Sep : No test result for entrance to Korea

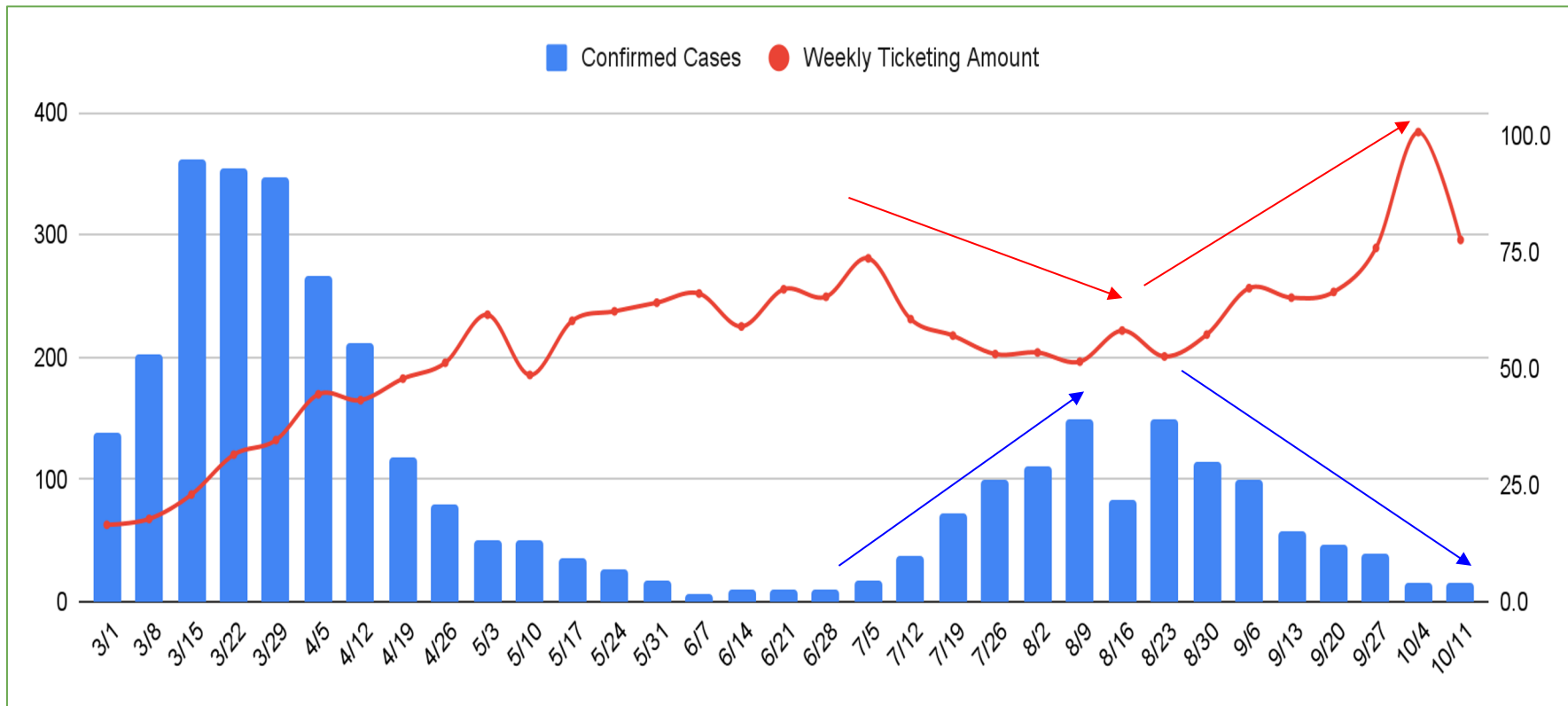
PCR after

01Oct : No PCR test after entrance to Korea (Zero restriction)

Average confirmed case around 15,000 recently, expects below 2,000 confirmed cases in 2 weeks.

1. Covid Status of Korea

Correlation between the number of confirmed cases of Covid19 and demand for travel

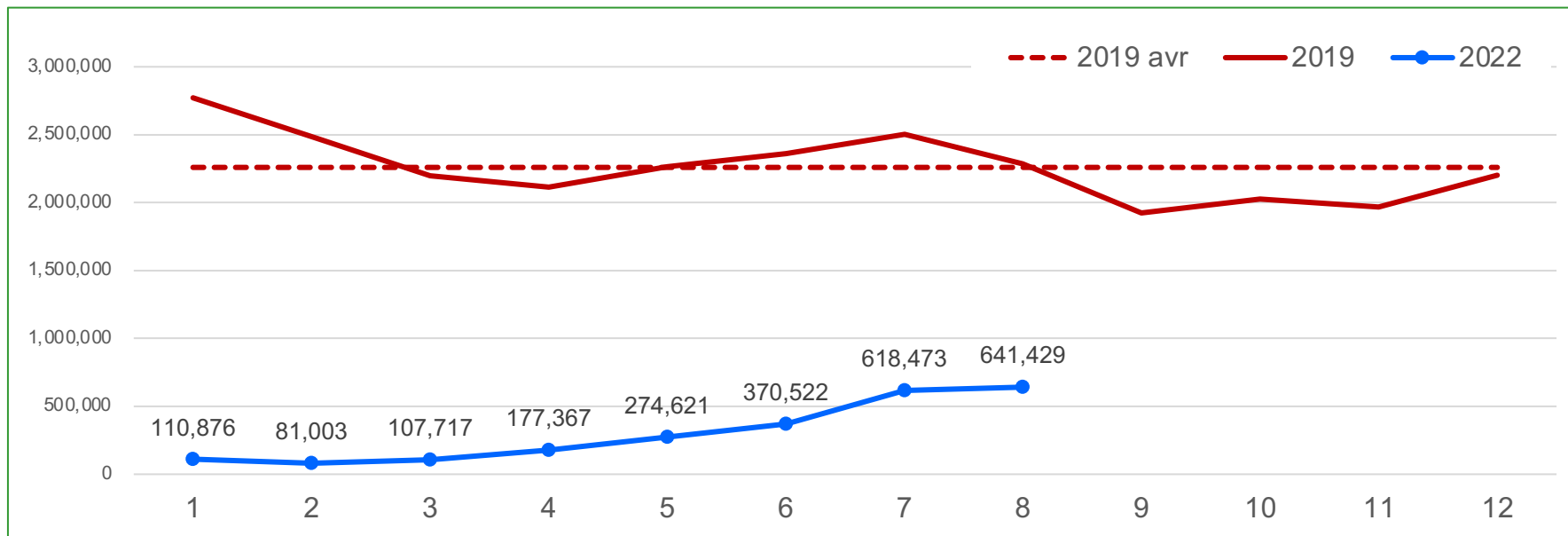


1. Covid Status of Korea

Number of Korean people going abroad

Average in 2019: 2,259,328

In August 2022: 641,429 (28% compared to average 2019)



2. Status of Guam

Seat Capacity Recovery from Korea to Abroad / Guam

All destination

Route	Carrier	Capacity (1,000 Seats)			Pax (1,000 Paxs)		
		Aug22	Aug19	Yo3Y	Aug22	Aug19	Yo3Y
South east Asia	KE	135	257	53%	95	210	45%
	OAL	614	1,215	51%	398	986	40%
	S-TTL	749	1,471	51%	492	1,196	41%
US (no Guam)	KE	117	154	76%	107	143	75%
	OAL	117	171	68%	111	161	69%
	S-TTL	234	325	72%	218	303	72%
Europe	KE	34	99	34%	27	83	33%
	OAL	91	155	59%	76	137	55%
	S-TTL	125	254	49%	103	219	47%
Japan	KE	28	213	13%	14	141	10%
	OAL	124	897	14%	65	579	11%
	S-TTL	152	1,110	14%	79	720	11%
Greater China	KE	29	303	10%	15	243	6%
	OAL	84	1,253	7%	44	1,073	4%
	S-TTL	113	1,556	7%	58	1,316	4%
All route	KE	351	1,082	32%	265	864	31%
	OAL	1,100	3,871	28%	751	3,090	24%
	G-TTL	1,452	4,953	29%	1,016	3,954	26%

Guam

Origin	Carrier	Capacity			Pax		
		22-Aug	19-Aug	Yo3Y	22-Aug	19-Aug	Yo3Y
ICN	KE	8,440	17,531	48%	5,380	14,534	37%
	7C	8,694	17,577	49%	6,165	16,227	38%
	LJ	7,287	12,183	60%	4,426	10,234	43%
	TW	5,859	5,859	100%	3,904	5,107	76%
	RS	7,605	6,045	126%	5,942	5,544	107%
	S-TTL	37,885	59,195	64%	25,817	51,646	50%
PUS	7C		5,859	0%		5,347	0%
	LJ	4,536	5,859	77%	2,416	5,155	47%
	BX	1,940	3,622	54%	1,225	3,124	39%
	S-TTL	6,476	15,340	42%	3,641	13,626	27%
TAE	TW		1,235	0%		716	0%
G-TTL		44,361	75,770	59%	29,458	65,988	45%

2. Status of Guam

Performance 2022

Carrier		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Jan~Aug
KE	CFG	7,616	4,304	4,854	4,334	10,414	16,320	16,764	16,880	81,486
	OBD	1,703	1,043	1,292	3,051	6,902	10,976	12,223	11,205	48,395
	L/F	22%	24%	27%	70%	66%	67%	73%	66%	59%
LJ	CFG	2,268	1,512	1,890	4,914	6,804	10,584	15,798	14,574	58,344
	OBD	573	468	680	3,211	4,907	9,387	12,737	9,995	41,958
	L/F	25%	31%	36%	65%	72%	89%	81%	69%	72%
7C	CFG	756				6,426	6,804	12,474	17,388	43,848
	OBD	60				5,017	6,045	9,974	12,631	33,727
	L/F	8%				78%	89%	80%	73%	77%
RS	CFG					1,950	6,630	17,550	15,210	41,340
	OBD					1,568	5,834	14,056	12,143	33,601
	L/F					80%	88%	80%	80%	81%
TW	CFG				945	3,213	3,969	8,505	11,718	28,350
	OBD				331	1,097	2,597	6,169	8,328	18,522
	L/F				35%	34%	65%	73%	71%	65%
TTL	CFG	10,640	5,816	6,744	9,248	23,644	33,708	45,036	48,842	183,678
	OBD	2,336	1,511	1,972	6,262	16,826	26,408	34,934	33,831	124,080
	L/F	22%	26%	29%	68%	71%	78%	78%	69%	68%

KE
 Sep22: 57%
 Oct22: 60%
 Nov22: 48%
 Dec22: 45%



2. Status of Guam

Passenger occupation rate by age group

Age Group	2019	Jul 22	Aug 22	Sep 22	Jul-Sep 22	Differ
CHD	19%	15%	15%	12%	14%	-5%p
10S	7%	8%	8%	4%	7%	0%p
20S	8%	9%	11%	11%	10%	2%p
30S	31%	30%	31%	38%	33%	2%p
40S	19%	22%	21%	18%	20%	1%p
50S	8%	9%	8%	8%	9%	1%p
60S	6%	5%	5%	7%	6%	0%p
70S	2%	1%	2%	2%	2%	0%p
OLD	0%	0%	0%	0%	0%	0%p

2. Status of Guam

KE will maintain daily flights to Guam with more flights during high season.

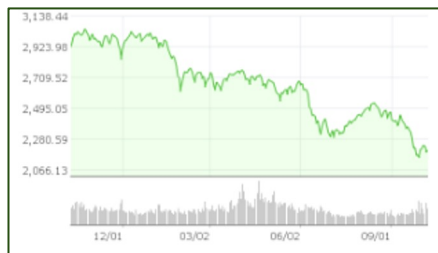
FLT NBR	Frequency	Aircraft	Seats	Schedule	Operation Dates
KE421	1234567	A333	272 (24/248)	 0915 1435	
KE422	1234567			1650 2040	
KE423	3467	B789	269 (24/245)	 1935 0050+1	12/21 ~ 1/26
KE424	1457			0230 0620	

3. Issues in Korea

Currency rates (1,173 → 1,424, ↑21%)



Stock Price (KOSPI 2,900 → 2,202, ↓24%)



Actual stock prices has dropped down 40% more

Fuel Surcharge (RT)

KRW 61,400 (Jan22)

↓ 330%

KRW 205,600 (Oct22)

Interest rate (1.25 → 3.0%, ↑1.75%)



Actual interest rates for bank loan is above 5%

3. Issues in Korea

Booking increase before/after 1Oct (Zero restriction)

All destination

Capture Date	Oct		Nov-Dec	
	TTL Booking	Booking Added	TTL Booking	Booking Added
11-Sep	115,264	13,491	233,270	21,842
18-Sep	133,202	17,938	260,114	26,844
25-Sep	155,066	21,864	293,932	33,818
2-Oct	183,809	28,743	339,857	45,925

Gum

Capture Date	Oct		Nov-Dec	
	TTL Booking	Booking Added	TTL Booking	Booking Added
11-Sep	1,877	155	4,836	219
18-Sep	2,112	235	5,315	479
25-Sep	2,333	221	5,953	638
2-Oct	2,560	227	6,477	524

Top Booking Increase Destinations (25 Sep - 2 Oct)

Oct	TYO	OSA	BKK	SIN	MNL	NYC	SGN	ATL	HAN	LAX
Nov-Dec	TYO	BKK	NYC	LAX	HKG	SIN	OSA	MNL	ATL	SGN

4. Market view

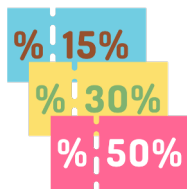
- Airlines continue to recover their flights to destinations that are lifting restrictions.
However due to the current economic situation, leisure travellers will choose cheaper, closer destinations such as Japan, Taiwan and other southeast asia countries.
(Some carriers are already pulling their flights to fly Japan routes.)
- Guam, even with its advantages (Close, Safe, easy to communicate) and having many loyalty customers may lose some customers due to high currency rate issue and relatively high price compared to other southeast asia countries and Japan.
- Needs to bring more repeaters with variety of attractions and activities,
Recover family demand with child
Needs to bring more new travellers to Guam by strengthening exposures to more people.

5. Guam to do

To compensate currency rate

Free & frequent public transportation (shuttle bus)

Guam money voucher (usable in hotels, T-galleria, restaurants, GPO)



Free \$50 coupon

Promote Guam money

ex) \$30 → \$50 (Discounted price)

Develop possible repeater

5. Guam to do

Theme park (ex. Dinosaur park)



Pororo park in Saipan



Child, family friendly airport

Incheon airport priority service for vulnerable passengers

Category (Evidence)	Details
Elderly (Passport)	Over 70 years of age
Minors (Passport)	Under 7 years of age
Passengers with disabilities (Disability welfare card)	Passengers with mobility disability
Pregnant passengers (Pregnancy journal)	Pregnant women
Infirm passengers (Accompanied by Airline Staff)	Medical service by airline

5. Guam to do

More activities



Yoga class in Bali

Explore dive guides: Asia

The epicentre of the Coral Triangle, Asia boasts incredible marine biodiversity and some of the world's most recognised dive sites. Enjoy wrecks and reefs in the endless blue.



ASIA
Myanmar (Burma)



ASIA
Laos



ASIA
Singapore



ASIA
Vietnam



ASIA
East Timor

Scuba diving - PADI (Professional Association of Diving Instructors)

More things to shop

POLO
RALPH LAUREN
SINCE 1967




J.CREW

GAP

5. Guam to do

Celebrity marketing



Celebrity Ambassador - Han, Jimin



Doggaebi - Quebec, Canada



SBS - If you want to travel just once
Australia (Will be on air from 20Oct)



OTT - New Zealand (Will be on air 2023)

Thank you