



COVID-19 WEEKLY UPDATES

March 2nd, 2020

EAST WEST MARKETING

1 WEEKLY FOCUS

2 TIMELINE

3 NUMBERS

4 THE IMPACT OF COVID-19 ON GLOBAL COUNTRIES

5 VOICES FROM CHINESE AUTHORITIES & LOCAL MUNICIPALS

6 THE IMPACT OF COVID-19 ON CHINA TOURISM INDUSTRY

7 INDUSTRY FEEDBACK FROM CHINESE TRAVEL TRADE & VAC STATUS

8 CHINA SOCIAL MEDIA CONTENT SNAPSHOT (2/17 - 3/1)

- **WHO has raised global COVID-19 outbreak risk to 'Very High'.**
- **Except the Hubei area, new confirmed cases of the COVID-19 in other provinces in China have declined below 10 from 24th Feb, 2020 to 29th Feb, 2020.**
- **ITB Berlin 2020 will not take place.**
- **Italy reports a 50% increase in confirmed COVID-19 cases on March 1st , 2020.**
- **South Korea has announced 476 new confirmed cases, taking the total to 4,212 with 22 deaths, including four announced on March 2nd , 2020.**
- **Global COVID-19 death toll tops 3,000.**
- **Second U.S. COVID-19 death confirmed in Washington state.**

Feb. 26, 2020

Norway, Romania, Greece, Georgia, Pakistan, North Macedonia and Brazil all detected their first cases of the COVID-19.

Feb. 27, 2020

Estonia, Denmark, Northern Ireland and the Netherlands reported their first COVID-19 cases.

Feb. 28, 2020

WHO has raised global COVID-19 outbreak risk to 'Very High'.

Feb. 29, 2020

New confirmed cases of the COVID-19 in 28 provinces in China was 0. The U.S. reported its first death;

Mar. 1, 2020

The total number of cases increased to more than 86,500, with more 79,824 cases confirmed in Mainland China. The recoveries have also increased to more than 42,000 globally.

Coronavirus

What's in a name? A lot apparently:

'COVID-19'

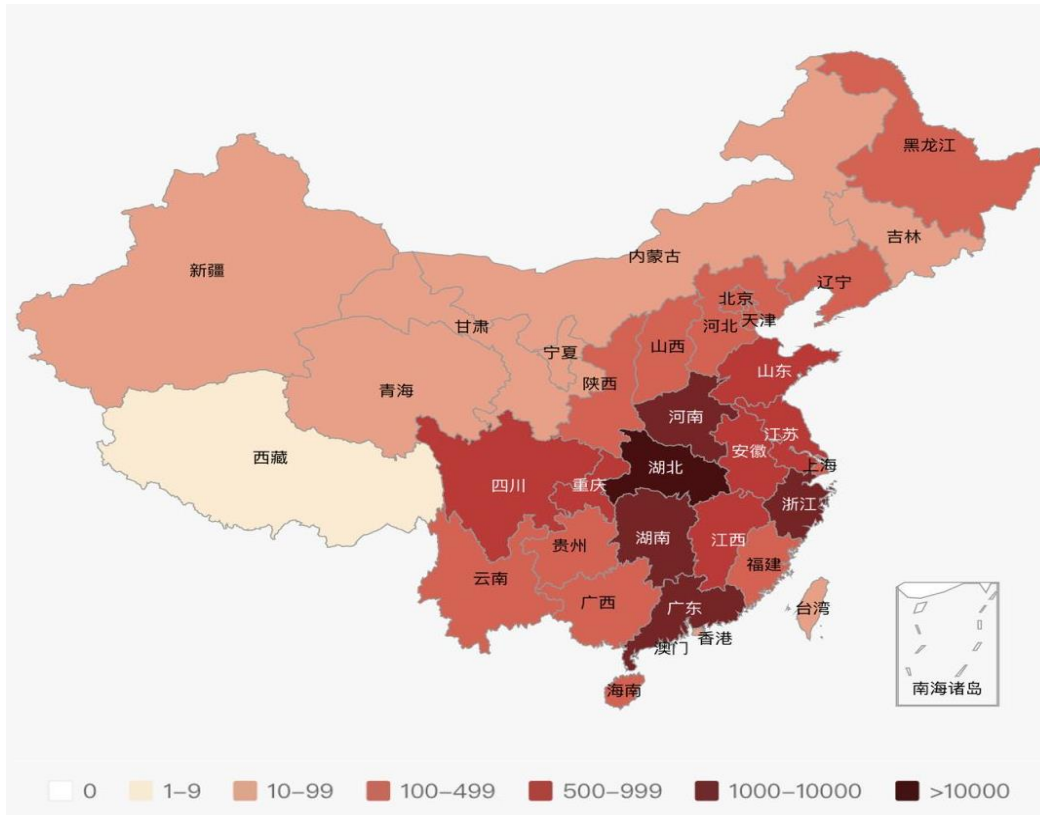
- 'CO' stands for corona
- 'VI' for virus
- 'D' for disease
- '19' for 2019 - the year it was first identified

Source: World Health Organization



ALJAZEERA

Spread of the COVID-19 in China



Confirmed cases

80,174 in China

Suspicious list

715

Recovered

44,519

Deaths

2,915

By the March 2nd, 2020

4 THE IMPACT OF COVID-19 ON GLOBAL COUNTRIES

JAPAN

- Japanese Ministry of Health, Labor and Welfare has announced the fourth death in the country due to Covid-19 on Feb 29th , 2020. The patient was a Japanese man in his 80s who tested positive on 22nd February, 2020.
- Tokyo Disneyland will be closed starting from Feb 29th ,2020 through to March 15th ,2020 due to concerns about coronavirus infections spreading in Japan, its operator said on Friday, leaving all of Walt Disney's theme parks in Asia temporarily shut.

ITALY

- The number of people infected in Italy with the new coronavirus rose 40% to 1,576 in just 24 hours, Italian authorities announced on March 1st ,2020 , adding that five more infected people had died.
- The news came as a new U.S. government advisory urged Americans not to travel to the two Italian regions hardest hit by the virus.

SOUTH KOREA

- South Korea reported 476 new coronavirus cases Monday (Mar 2nd , 2020), sending the largest national total in the world outside China to 4,212.
- Vietnam suspended visa for South Koreans amid concerns over Covid-19 outbreak.
- In wake of the rising number of coronavirus cases in Japan and South Korea, the government of India has announced temporary suspension of visa on arrival for the two countries.

- Except the Hubei area, new confirmed cases of the COVID-19 in other provinces in China has declined below 10 from 24th Feb, 2020 to 29th Feb, 2020.
- China rolled out a raft of measures to provisionally defer loan payments for small businesses to tide them over the difficulties amid the epidemic, according to the country's top banking and insurance regulator.
- China has issued a circular to encourage online vocational skills training to improve workers' professional skills from 2020 to 2021.
- China has taken scientific and active measures to curb cases of novel coronavirus pneumonia being imported from overseas as the epidemic continues to worsen internationally.

Airline

- With the resumption of work in many cities in China, domestic air tickets and train tickets bookings are now starting to rebound. According to statistics from Alibaba's online travel platform Fliggy, the booking data of flight tickets, trains and other travel products gradually raised from last week after hitting bottom in mid-February, with a weekly booking increase of 70%.
- Chinese airlines are offering basement-bargain flights for as cheap as a cup of coffee, as millions of people face travel restrictions due to the COVID-19.

Visitor

- Some Chinese cities have begun to restrict arrivals from overseas, as growing outbreaks elsewhere prompt the country to enact curbs similar to those facing its own travelers. The moves signal that the epidemic's momentum has shifted outside of China.

Retail

- China's largest online travel agency Ctrip.com facilitated cloud tourism of over 3,000 tourist attractions in 832 cities of 48 countries in the world. Baidu.com launched around 300 online museums while Travelgo.com carried out free online promotion of travel destinations using virtual reality technology.
- Mount Huangshan has started receiving visitors from Friday from 8 a.m. to 4 p.m., with the daily visitor number limited to 10,000.

Hotel

- Marriot's RevPAR in Greater China drops 90% in February.
- Luxury hotels in China embark on take-out business amid epidemic.
- Intercontinental Hotels Group (IHG), Hilton and Marriott International are all offering membership tier and points status extensions for their members from mainland China, Hong Kong, Macau and Taiwan whose travel plans have been affected by the COVID-19 outbreak in the region.

Company	City	Business type	Business section	Updates-2 Mar
Utour	Beijing	Groups	North America	They have cancelled May groups because the groups won't get enough time to apply for visa. In their company, the earliest time for applying for the US visa is set on May 22. They believed this is a good sign for summer groups but still depends on the virus control updates. They are organizing some internal online training courses for the staff. They remain to work from home in March.
Emax Travel	Beijing	Groups	North America	Although the company can not reveal the total number of the cancellation in this period, the cancellation keeps continuing until April, and no group departs in May. They are concerned about the official document from China's Ministry of Culture and Tourism that ask travelers to keep safe when travelling to the US due to the excessive measure in the customs. They will plan to conduct online training for their staff during this period.
Ctour Holiday	Beijing	Groups	North America	Ctour is still working on checking group cancellation and all the customers will get an unconditional full refund. There aren't any product development plans. Ctour didn't organize the destination training program but many staff voluntarily joined the online training program such as Brand USA. So far, the company business are all suspended and there is no further announcement for the date of reopening. All the staff members will be working from home and learning some destination knowledge.
Globridge Group Inc	Beijing	Groups	North America	All business are suspended and all the staff members will be working from home. There are some internal share of destination training program but only for volunteer joining. The product and promotion plans are all suspended. More details will be announced when returning to work. They are still waiting for further announcement when to return to work.

Company	City	Business type	Business section	Updates-2 Mar
Great Wall Travel Inc	Beijing	Groups	North America	<p>After counting, there are about 80 group cancellation and the customers will all get a full refund. It is expected that the company will plan to develop new products after the epidemic period, before the summer vacation around June. However, it will also depend on the company actual situation, travel trade trends and customer demand.</p> <p>During the epidemic period, company required all the related employees to join in the training program and strengthen the destination knowledge.</p> <p>After May, Great Wall Travel will pay attention to relevant large, medium and small-scale tourism exhibition in the market, and promote the company's brand through participation in those exhibitions.</p> <p>During the working from home, employees are not only carrying out daily work, but also conceiving the company's future development and the direction of new products development, such as characteristic themed-tour products and study tour etc.</p> <p>There is no accurate time for returning back to office and it all depends on how the epidemic gets controlled.</p>
Beijing Best Tour Co.,Ltd.	Beijing	Groups	North America	<p>By the end of March, there are 13 groups have been cancelled; Some of the customers chose to postpone the date of departure, and about half of the guests chose to get a refund;</p> <p>Best Tour now is working on new product conception and old product optimization;</p> <p>Company organized to join in the destination training and learning the materials from tourism board and CVB.</p> <p>After May, Best Tour will launch new product seminar and restart the sales visit in the market.</p> <p>During the working from home, the main jobs are to self-learn and maintain client relationship.</p> <p>The original plan to return to office is on March 2, which may be postponed to March 16.</p>
Zhejiang China Youth International Travel Service	Hangzhou	Groups	North America	<p>They are still dealing with customers' complaints of group cancelling around Jan 26th, on which date that Ministry of Culture and Tourism announced to stop all group tours officially.</p> <p>Groups depart by end of April have all been cancelled.</p> <p>They estimated that tourists may start travelling from September, since according to some local government, 2-month summer vacation might be shortened for students and at the same time adults have used all their annual leave.</p> <p>They have started to work in the office since 24 Feb, but from next week (2 Mar) they will be on duty in turns. The rest will work from home.</p>
Tuniu.com	Nanjing	Groups/FIT	North America	<p>Some hotels and local attraction suppliers refused to refund, and they will deal with the refund issues. After that they will work on developing new products.</p> <p>Their operators department already start to join in many destination training programs.</p> <p>They are planning to send some destination videos to the royal member via WeChat Moments, preparing for the further sales.</p>

Company	City	Business type	Business section	Updates-2 Mar
Lulutrip.com	Shanghai	Groups/FIT	North America	They had cancelled all groups before May. Due to some of their customers are Chinese who live in U.S., these people choose products from lulu trip for short vocation, therefore this part of business has not been influenced much by COVID-19. They are planning to conduct online seminars for customers since March, combining with their current products and sharing travel experience, unique local attractions, expecting for attract more sales after COVID-19.
Zhejiang China Travel Service Group	Hangzhou	Groups/Tailor-made	North America	April group have been cancelled. Some of groups depart in May also start to cancel, due to there won't be enough time for applying visa and airlines postponed the flight resume time till the end of April, the earliest visa apply date is 12 May.
Shanghai Ever Bright International Travel Service	Shanghai	Groups	North America	They are doing the internal training programs of the company, law and management system first, after that there will be destination knowledge. They think the situation is better than beginning, and US visa has resumed the applying process since May. But due to the relationship between China and U.S., the U.S. products will not recover to sales soonest, at least before June, will not start to sale.
Dista	Guangzhou	Groups	North America	All staff members work at home but are required to participate in online training every Tuesday and Thursday. All groups in March and April were cancelled because of visa restrictions and the revised airline schedule. Although they had several leisure products in June, they were worried to reschedule due to the air tickets or visa application. They planned to go back to office on 2 nd Mar. They have postponed new product developments. The new groups are expected at the beginning of June.
Nanhu International Travel Service	Guangzhou	Groups	North America	They have cancelled all leisure groups until the end of April. No further plans for the new products in the American market due to the visa restriction and the new travel warning. They also expected that new groups of the United States would be at the end of May. The staffs participated in online training by different destinations.
Success Way	Guangzhou	Groups	North America	They organized several thematic online trainings to customers as the marketing activities. The themes listed as wine, religion, art, and renaissance. They have contacted with airline companies and negotiated tickets issue for the summer and National Day. Success Way will go back to office after 30 th Mar.

Company	City	Business type	Business section	Updates-2 Mar
Chengdu Everbright International Travel Service	Chengdu	Groups	North America	There are 10 groups have been cancelled till May. So far they are working on the products after May. Their staff members are working from home and waiting for further official announcement.
Chengdu More Trip International Travel	Chengdu	Groups	North America	15 groups have been cancelled till May. They are working on the products after May. Their staff members are working from home and waiting for further official announcement.
Yakego	Chengdu	Groups	North America	Cancelled 15 groups in Q1. Staff members are all working from home and participating online training courses.
Chongqing CTS	Chongqing	Groups	North America	All staffs are participating online training courses launched by CVBs. Data of cancelled groups in Q1 will be shared when back to office.
Beijing Global Tour International Travel Service	Beijing	Groups	Europe	Their series groups were cancelled until end of April. May groups have been cancelled this week. Currently, they remains their original products for summer vacation. They haven't decided whether to adjust those itineraries or not. It'll depend on the further official announcement by Ministry of Education. Staff members will be back to office on 16 March.
Shanghai Youpai International Travel Service	Shanghai	Groups	Europe	Product managers are organising internal trainings to their sales department, such as destination knowledge of their existing products. We have sent them training PPT and materials of most destinations and partners. Their product plan has been scheduled for the groups depart by October. Since June Yao has decided to call off launching the flight from Helsinki to 3 destinations due to the current situation, the agency has to readjust their airline seats and products as well. They are now still working from home at this moment. Some of the staff will start to go to the office every other day from March 2nd.

Company	City	Business type	Business section	Updates-2 Mar
Beijing Global Tour International Travel Service Guangzhou branch	Guangzhou	Groups	Europe	Some airlines are notifying agents the cancellation of flights between March 30th and April 28th. Operation center is dealing with group cancellation. The management requires staff to learn from home, to get certificate of destination specialist.
Ctrip Guangzhou	Guangzhou	Groups	Europe	Staff are now back to office. The current job is to do product improvement and quality analysis. Besides receiving internal training of management and laws, as well as destinations. The product center is also preparing materials to distribute to Ctrip retail stores to train sales.
China Youth Travel Service Guangdong-Honor Holidays	Guangzhou	Groups	Europe	The operation was shut down, staff are now working from home, dealing with cancelation of groups. Groups are expected to resume after May.
Westminster Travel Ltd /Mia Travel	Guangzhou	Groups	Europe	Staff are learning online training program and attend live destination presentations. There is no confirm date for back to work.
Shanghai Jinjiang Travel Group	Shanghai	Groups	Global	Some departments are still dealing with insurance claims of cancelled or affected groups. Some departments have started internal trainings of destinations. It started from product managers, they may plan to give trainings to their sales department and offline store sales. We will discuss with them for opportunities of giving trainings of our destinations. They have started to work in the office since Feb 17th.
Tianjin Peace	Tianjin	Groups	Global	All departure dates till the end of April had been closed and now reopened from the beginning of May. Total Pax number of cancellation is around 90. And Tianjin Peace covered about 50% of the loss. Tianjin Peace planned to restart their routine work in March, the exactly date would accommodate with the condition of the epidemic.
eTour	Beijing	MICE & Tailor-made	Global	About 10 employees were informed to move their personal belongs out of their office because of the office rental due last week. So far, no further notice has been given after that. No one knows when they could go back to work.

Company	City	Business type	Business section	Updates-2 Mar
Starocean	Beijing	Tailor-made	Global	All kinds of business are suspended until the end of March, and it is hard to say if they can reopen after April. The total number of cancellation during this epidemic is over 200 Pax. Starocean is a tailor-made company so they don't need training from outside for now, but they have their own online training conducted by the company's leader.
Colorful Holiday	Beijing	Tailor-made	Global	For now, all business before May is cancelled, and the total number of cancellation during Chinese New Year is 90. They now only deal with business after May, and the business they mean hotels and car rental only. Because they are not quite sure when this epidemic will come to an end.
Beijing Baicheng International Travel	Beijing	Tailor-made	Europe	This department cancelled Chinese New Year groups. As they mainly do bespoke business, there is few booking now. They are still dealing with cancellation and refund. They offered partly refund based on the actual costs. There is no further plans for products development and training. They originally planned to go back to office next week but it was postponed.
Shijiebang.com	Beijing	Tailor-made	Europe	Shijiebang.com mainly do bespoke tours. Currently, March April trips have been cancelled. There are also some consumers extend their travelling dates. They are planning products for August through October. They have suspend all the promotional activities, and promotions might be recovered in 1-2 months. They are planning to organize internal trainings. They are working from home now and haven't announced the exact date going back to office.

Company	City	Business type	Business section	Updates-2 Mar
GZL/Magnifree	Guangzhou	Tailor-made	North America	Although some customers requested tailor-made tours recently, most schedules arranged after Labour Day or National Day. Now, all staffs participated online destination training or internal product training. They work from home until 9 Mar.
Ding Long International	Chengdu	Tailor-made	North America	Groups have been cancelled till May. Due to they do customized groups they don't have any plan till June. They are working from home and waiting for further official announcement.
LARTRAVEL	Chengdu	Tailor-made	North America	Groups have been cancelled till April. Due to they are customized groups operator, they don't have any plan till May. They are working from home and waiting for further official announcement.
Sichuan New Oriental	Chengdu	Tailor-made	North America	Groups have been cancelled till March. Due to they are customized group operators, they don't have any plan after March. They are working from home and waiting for further official announcement.
Chengdu Galaxy Tour	Chengdu	Tailor-made	North America	Around 10 groups to USA are cancelled in Q1. Preliminarily predicts the travel market will be recovered in the second half year of 2020. Working from home until further notice.

Company	City	Business type	Business section	Updates-2 Mar
Chongqing CITS	Chongqing	Tailor-made	North America	Working from home and participating online training courses. No groups to U.S. in Feb and Mar.
Chongqing Intercontinental Travel	Chongqing	Tailor-made	North America	Cancelled 2 groups in Q1. All staff members are working from home to attend internal trainings and deal with refund to clients.
Newayer Travel	Beijing	Luxury	Global	Their groups have been cancelled until early May. There are about 50 Pax worldwide cancellation from the end of Jan. Most of their customers are seniors who can travel more freely. Summer is not a peak for Newayer. They are keeping June booking open now. We have shared destination videos and scheduled an online training to their staff members. They are back to office on 2 March.
HH Travel	Shanghai	Luxury	North America	HH Travel will be incorporated into Ctrip as their High-end Department. They are busy dealing with insurance claims, joining internal trainings and scheduling product plan. They are working on product plan of Q3. Same as Ctrip, they have to finish training courses on 'Ctrip College' everyday and will be given tests. They also have been back to office since Feb 17th, same as Ctrip.
Shanghai Ctrip International Travel Service Co., Ltd	Shanghai	FIT	North America	The accommodation department is assisting other departments to deal with group refund. They have begun to work for sort current hotel list and start to deal with new overseas hotel, prepare for further sales.

Company	City	Business type	Business section	Updates-2 Mar
Zuzuche	Guangzhou	FIT	Global	Although they had planned a new marketing plan for the Labour Day, they would confirm the plan until the end of March based on the current visa restriction and the cases of the COVID-19. They have worked from home from early February and would organize all staff back to the office on 2 March.
Shenzhen Hongwan International Travel Service Co., Ltd	Shenzhen	FIT	Europe	The company focuses on purchasing outbound products. During this period, the company organises staff to learn online training programme of destinations, especially products information of polar travel.
Tripadvisor China	Beijing	FIT/UGC	North America	Since they were acquired by Ctrip, they are currently in the internal personnel adjustment rotation process. The office has yet to work, only a few engineering staff the staff work from home to monitor the App and website operation. The company's cooperation with the destinations are postponed to late May or June. All the tickets which booked from their App/Web can get a full refund. They are planning some internal education training for their new staff as well as collecting some cheer up videos or posters for Chinese.
Panda	Beijing	Receptive	Global	Panda has no business until April, and they are not quite sure whether the reservation after April will cancel or not. Now everyone of the company is working at home and they don't have any training planned.

The Status of Visa Application Center in China

Country	Re-opening Date	Source of Information	Remarks
U.S.	<ul style="list-style-type: none"> Shanghai May 12 Beijing May 20 Guangzhou April 16 Chengdu May 4 Shenyang March 12 	<ul style="list-style-type: none"> U.S. Department of State - Bureau of Consular Affairs official website U.S. Consulate General Shanghai staff (Stellar) 	<ul style="list-style-type: none"> B1 Visa and B2 Visa can be booked online now and the earliest time to book depends on the different cities: Shanghai May 12, Beijing May 20, Guangzhou April 16, Chengdu May 4, Shenyang March 12. While some limited emergency appointments may be available, intending applicants should note that on Sunday, February 2, a Presidential Proclamation was issued that suspended entry for individuals who have been in China less than 14 days prior to their arrival in the U.S.
UK/Ireland	March 9	<ul style="list-style-type: none"> UK Visa and Immigration official website Official UK Embassy Weibo 	<ul style="list-style-type: none"> In light of the current Coronavirus alert, all UK Visa Application Centers in China are closed to March 9. If there are any changes for the re-opening, it will be subject to notifications from central, provincial and city authorities.
Italy	March 9	<ul style="list-style-type: none"> Embassy of Italy official website Official Italy Embassy Weibo 	<ul style="list-style-type: none"> In light of the current Coronavirus alert, please note that the Italy Visa Application Centers in Xi'an/ Shenyang/Jinan under Beijing jurisdiction will remain closed and reopen on 9 March 2020. Beijing Italy Visa Application Centre will only provide passports pass back service from 09:00 hrs. to 12:00 hrs. from 24 February 2020 to 28 February 2020.
Malta	February 24	<ul style="list-style-type: none"> Malta Visa Application Center Official Website 	<ul style="list-style-type: none"> In light of the current Coronavirus alert, please note that the Visa Application Centers in Beijing, Jinan, Shenyang, Chengdu, Kunming, Shanghai, Guangzhou, Shenzhen, Fuzhou and Changsha will be open on limited hours from 24 February 2020. The open hours for the 10 Visa Application Centers are from 09:00 Hrs. to 12:00 Hrs., Monday to Friday.

8 CHINA SOCIAL MEDIA CONTENT SNAPSHOT (2/17 - 3/1)

The U.S. Destinations

WeChat Section

WeChat	Week 5							Week 6						
U.S. Destinations	2020/2/17	2020/2/18	2020/2/19	2020/2/20	2020/2/21	2020/2/22	2020/2/23	2020/2/24	2020/2/25	2020/2/26	2020/2/27	2020/2/28	2020/2/29	2020/3/1
1. Brand USA														
2. Brand USA_Travel Trade														
3. Visit California						Tourism Info. (Film)				Encourage Video				
4.1 Los Angeles TCB	Encourage Video (Angel Love)							Encourage Video (Angel Love)	Memory of Kobe Bryant					
4.2 Los Angeles TCB_Travel Trade	Encourage Video (Angel Love)													
5. San Francisco Travel						Regular Tourism Info.								Regular Tourism Info.
6. New York City CVB												Regular Tourism Info.		
7. Visit Washington DC							Tourism Info. (Brand Video)						Tourism Info. (History)	
8. Hawaii Tourism		Tourism Info. (Homemade Food Recipe)												
9. Visit Florida														
10. Visit Las Vegas														

The U.S. Destinations

Weibo Section

Weibo	Week 5							Week 6						
U.S. Destinations	2020/2/17	2020/2/18	2020/2/19	2020/2/20	2020/2/21	2020/2/22	2020/2/23	2020/2/24	2020/2/25	2020/2/26	2020/2/27	2020/2/28	2020/2/29	2020/3/1
1. Brand USA														
2. Visit California	Regular Tourism Info.	Regular Tourism Info.	Regular Tourism Info.	Regular Tourism Info.	Regular Tourism Info.	Regular Tourism Info.		Regular Tourism Info.	Regular Tourism Info.	Encourage Video	Regular Tourism Info.	Regular Tourism Info.	Regular Tourism Info.	Regular Tourism Info.
3. Los Angeles TCB	Encourage Video (Angel Love)		Encourage Message	Encourage Video (Angel Love)	Encourage Video (Angel Love)			Encourage Video (Angel Love)	Memory of Kobe Bryant	Regular Tourism Info.			Encourage Video (Angel Love)	
4. San Francisco Travel	Regular Tourism Info.	Regular Tourism Info.	Encourage Video (Tourism Board CEO)	Regular Tourism Info.		Regular Tourism Info.		Regular Tourism Info.	Regular Tourism Info.	Regular Tourism Info.	Encourage Video	Emergency Coronavirus Info.		Regular Tourism Info.
5. New York City CVB	Regular Tourism Info.	Regular Tourism Info.	Regular Tourism Info.	Regular Tourism Info.	Regular Tourism Info.	Regular Tourism Info.	Regular Tourism Info.	Regular Tourism Info.	Regular Tourism Info.	Regular Tourism Info.	Regular Tourism Info.	Regular Tourism Info.	Regular Tourism Info.	Regular Tourism Info.
6. Visit Washington DC	Tourism Info. (Brand Video)				Regular Tourism Info.									
7. Hawaii Tourism	Tourism Info. (Music)			Tourism Info. (Art)					Tourism Info. (Eco-Friendly)		Tourism Info. (Eco-Friendly)			
8. Visit Florida														
9. Visit Las Vegas														

The National Tourism Destinations

WeChat Section

WeChat	Week 5							Week 6						
Countries	2020/2/17	2020/2/18	2020/2/19	2020/2/20	2020/2/21	2020/2/22	2020/2/23	2020/2/24	2020/2/25	2020/2/26	2020/2/27	2020/2/28	2020/2/29	2020/3/1
1. Visit Britain												Tourism Info. (Film) and Coronavirus Info.		
2. Atout France												Encourage Info.		
3. Visit Italy		Tourism Info. (Art)							Emergency Coronavirus Info.					
4. Germany Travel									Coronavirus Info. (Letter to Tourism Industry)					
5. Canada Travel			Encourage Message (Polar light)							Encourage Message (Spring)				
6. Japan JNTO	Regular Tourism Info.	Regular Tourism Info.	Regular Tourism Info.	Regular Tourism Info.	Regular Tourism Info.	Regular Tourism Info.	Regular Tourism Info.	Regular Tourism Info.	Regular Tourism Info.	Regular Tourism Info.	Regular Tourism Info.	Regular Tourism Info.	Regular Tourism Info.	Regular Tourism Info.
7. Tourism Australia				Tourism Info. (Homemade Food Recipe)		Tourism Info. (Homemade Food Recipe)					Tourism Info. (Drink Australia Wine at Home)		Encourage Message (Rainbow)	
8. Tailand TAT Beijing					Emergency Coronavirus Info.							Tourism Info. (Welcome Message)		
9. Tourism Ireland					Tourism Info. (Homemade Food Recipe)								Tourism Info. (Leap Year)	
10. Visit Sweden				Tourism Info. (Story of Local KOL)						Tourism Info. (Food Festivals)				

The National Tourism Destinations

Weibo Section

Weibo	Week 5							Week 6						
Countries	2020/2/17	2020/2/18	2020/2/19	2020/2/20	2020/2/21	2020/2/22	2020/2/23	2020/2/24	2020/2/25	2020/2/26	2020/2/27	2020/2/28	2020/2/29	2020/3/1
1. Visit Britain	Encourage Message					Tourism Info. (Visa Policy)						Recruitment	Emergency Coronavirus Info.	
2. Atout France	Regular Tourism Info.	Encourage Message						Coronavirus Info.				Encourage Video		
3. Visit Italy	Encourage Video (Embassy)			Tourism Info. (Art)				Emergency Coronavirus Info.	Emergency Coronavirus Info.		Encourage Message			
4. Germany Travel	Encourage Message													
5. Canada Travel			Encourage Message (Polar light)							Encourage Message (Spring)				
6. Japan JNTO	Regular Tourism Info.	Regular Tourism Info.	Regular Tourism Info.	Regular Tourism Info.	Regular Tourism Info.			Regular Tourism Info.	Regular Tourism Info.	Regular Tourism Info.	Regular Tourism Info.	Regular Tourism Info.		
7. Tourism Australia				Tourism Info. (Homemade Food Recipe)		Tourism Info. (Homemade Food Recipe)		Regular Tourism Info.		Regular Tourism Info.	Regular Tourism Info.		Encourage Message (Rainbow)	
8. Tailand TAT		Emergency Coronavirus Info.	Regular Tourism Info.	Regular Tourism Info.	Regular Tourism Info.			Regular Tourism Info.	Regular Tourism Info.	Regular Tourism Info.	Regular Tourism Info.	Regular Tourism Info.	Regular Tourism Info.	Regular Tourism Info.
9. Tourism Ireland	Regular Tourism Info.		Regular Tourism Info.		Regular Tourism Info.			Regular Tourism Info.		Regular Tourism Info.	Regular Tourism Info.	Regular Tourism Info.	Regular Tourism Info.	
10. Visit Sweden	Regular Tourism Info.	Regular Tourism Info.	Regular Tourism Info.	Regular Tourism Info.	Regular Tourism Info.	Regular Tourism Info.	Encourage Message (Local KOL)	Regular Tourism Info.	Regular Tourism Info.	Regular Tourism Info.	Regular Tourism Info.	Regular Tourism Info.		

Note

Part of destinations resumed regular social media updates. Nearly no negative comment from followers.

Most of the content is still customized for the special circumstance including encourage messages, things to do at home and where to go when the virus ends.

China social users also care about the virus spread worldwide. Destination like Italy reported local situation through social media and received blessings from followers.

STAY STRONG!

**We love the journey, and we are with you
each step of the way.**

