

Typhoon Mawar Tourism Impact and Recovery Forecast

Guam Visitors Bureau

July 7, 2023



Three Issues Confronted

1. Advanced warning and sheltering
2. What to do with estimated 5,000 stranded visitors
3. Post typhoon recovery of public infrastructure, private facilities, operational restoration of destination value chain, and consumer confidence in source markets
 - Silver lining: Familiarity with Typhoons experienced In Japan, Korea, Taiwan and the Philippines

ADVANCED WARNING AND SHELTERING



- No issues, excellent communications and sheltering in places or designated areas by Gov. Lou Leon Guerrero, Lt. Gov. Josh Tenorio, National Weather Service (Landon Aydlett)
- Hotels, Air B&B, other private accommodations
- Tour agents, FIT's, and public announcements
- Hotels did an excellent job during the storm, feeding and looking after the safety and welfare of guests.
- Big Destination Deliverable: **No fatalities or serious injuries** directly related to Typhoon Mawar

EMERGENCY BUSINESS



- Stranded tourists
- Immediate Recovery Strategy
- Status of Destination Cleanup and Rehabilitation



GVB VISITORS SUPPORT PROGRAM



Stranded Tourist

- Estimated 5,000 hotel in house guests and other pax
- Tourists: Some financially not able to pay for hotel, 2- 3 days longer stay than budgeted; some moved to larger hotels to access larger lobby or ballroom space, emergency power and water, and other amenities; some wandering about aimlessly and helplessly.
- Paramount importance to provide aid and comfort to stranded tourists. President & CEO Carl Gutierrez Approved Repurposing of up to \$1 million (**worst case assumption**) from the GVB operating fund to fund a crisis support program.
- GVB Marketing and Destination teams the day after visited all properties to understand the situation, assess the degree of assistance needed and shape a GVB crisis support program.

GVB CRISIS SUPPORT PROGRAM



- Hotel accommodation for distressed tourists, 2 nights max, fixed rate \$150, tax and 2 meals included. **Some hotels have distress support.** GVB spent only \$20K.
- Meal vouchers \$25 per pax room less pax awaiting flights to avoid long queues at outside food establishments.
- Free transportation to airport, scheduled bus routes and shuttle service May 30 - June 3.
- Free transportation to GMA listed clinics for pax requiring medical attention.
- GVB compensating clinics for outstanding balance of urgent care not otherwise covered by pax travel or medical insurance.
- Cultural entertainment at airport lounge for tourists queuing to board departure flights.

STRATEGIC GOALS



- Capture peak season business
 - July – August – September
- Restore pre-COVID trajectory on arrivals
 - 40% FY23
 - 70% FY24
- Jump start destination experience value chain
 - Be in business on or before July 15
 - TAP \$2M
 - Grants up to \$25,000
- Tourism related business needs assistance now to survive and not weeks or or months later from FEMA, SBA, Govt Services

TOURISM ASSISTANCE PROGRAM (TAP)



GOAL: Expedite the opening of tourism related businesses (July 15 target) and not lose peak season opportunities

- GVB Launched the Tourism Assistance Program (TAP) on June 14, 2023 to provide financial assistance to small businesses impacted by Typhoon Mawar.
- Qualified small businesses can receive grants up to \$25,000 subject to the availability of funds.
- Of the \$2 million allocated for GVB's TAP budget, \$1.9 million is already committed toward grant recipients.



537 Applications Received



299 Checks Processed



\$1,973,000 Committed

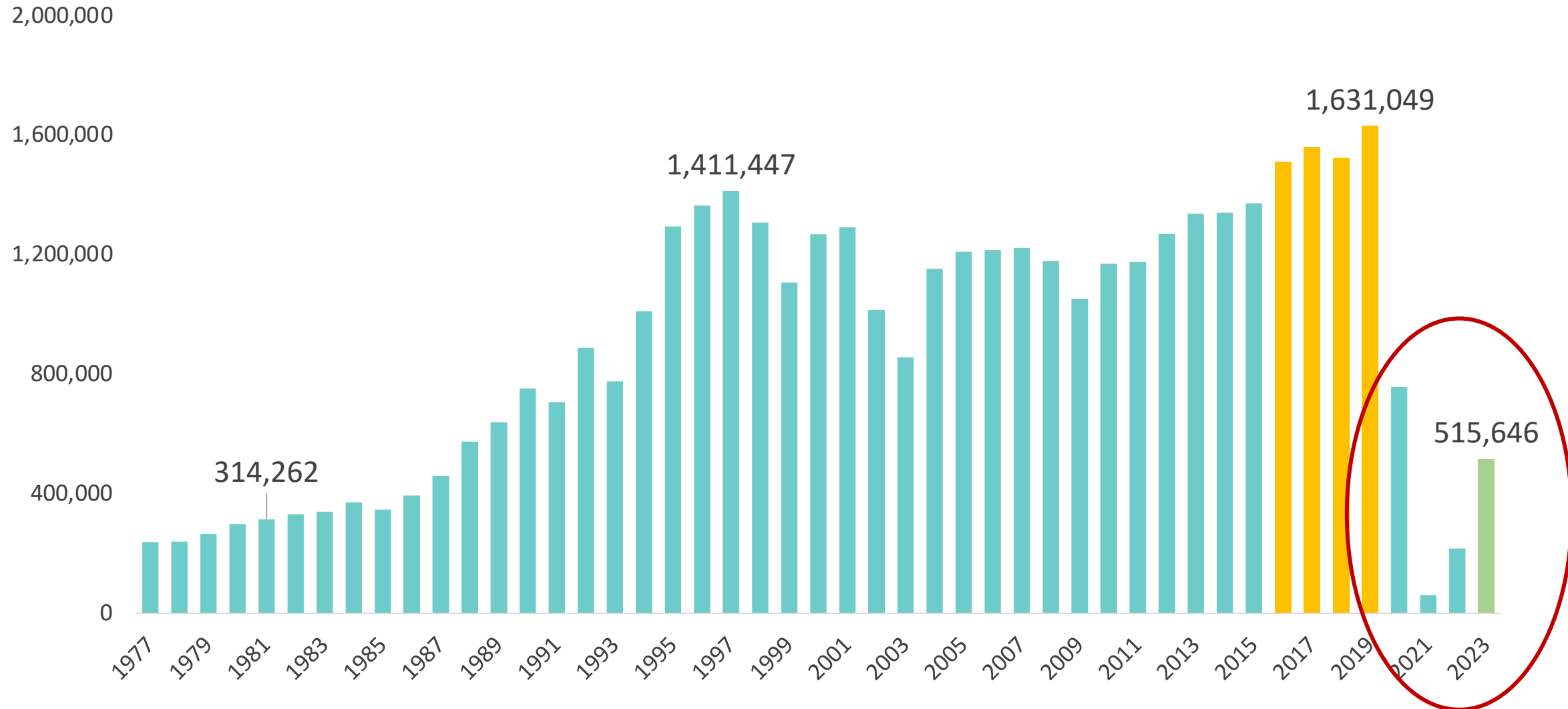
VISITOR SUPPORT PROGRAM - FUNDING



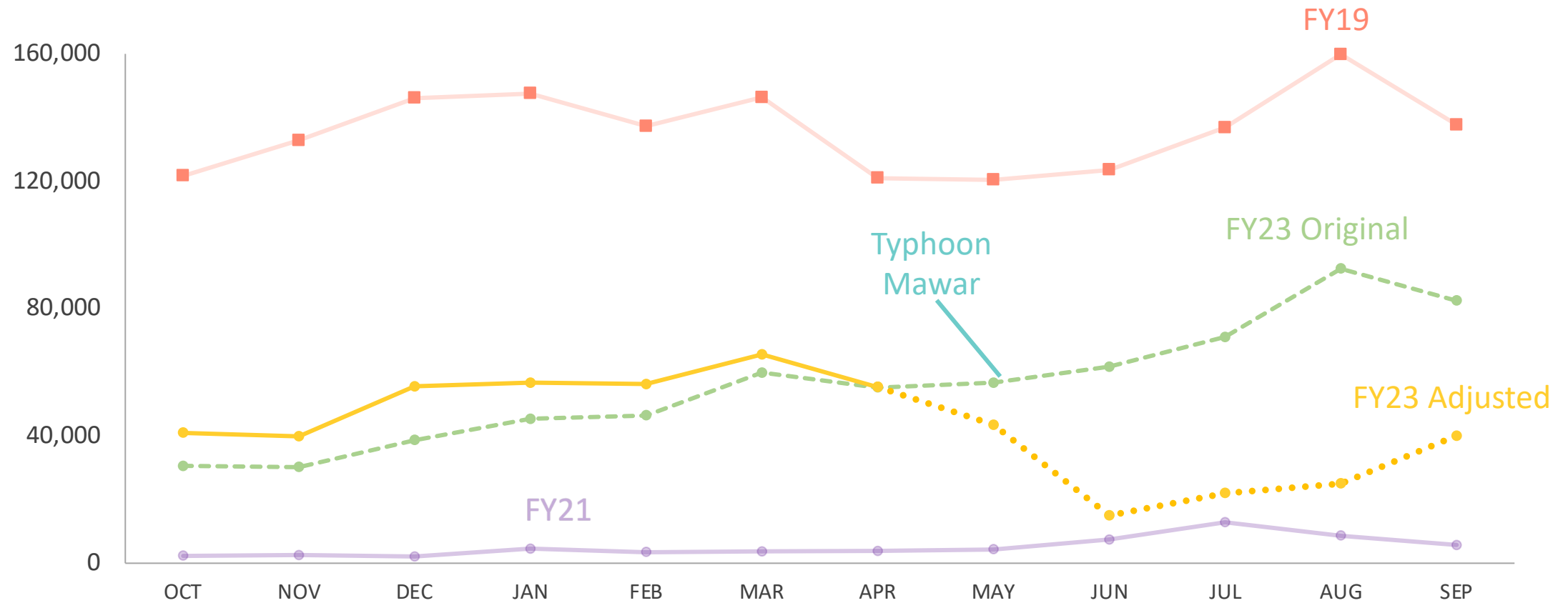
- GVB President approved to repurpose \$1M for Visitor Support Programs
- Funding source: GVB Operating Fund
- Est. cost as of July 5, 2023: \$20k

<u>Program</u>	<u>Estimated Cost</u>	<u>Details</u>
Airport transportation	16,220	109 shuttle services provided between May 29, 2023 to June 1, 2023
Hotel Accomodation	3,000	10 hotel rooms sheltering 12 stranded visitors
Airport Entertainment	500	Cultural entertainment provided on May 30, 2023, unable to provide services for other days due to gas limitations
Meal Vouchers	-	No claims as of June 8, 2023
Medical Transportation	-	Volunteers provided transportation services to ER and medical clinics
Medical Bill	-	No claims as of June 8, 2023
Total cost:	<u>\$ 19,720</u>	

GUAM'S HISTORICAL ARRIVALS

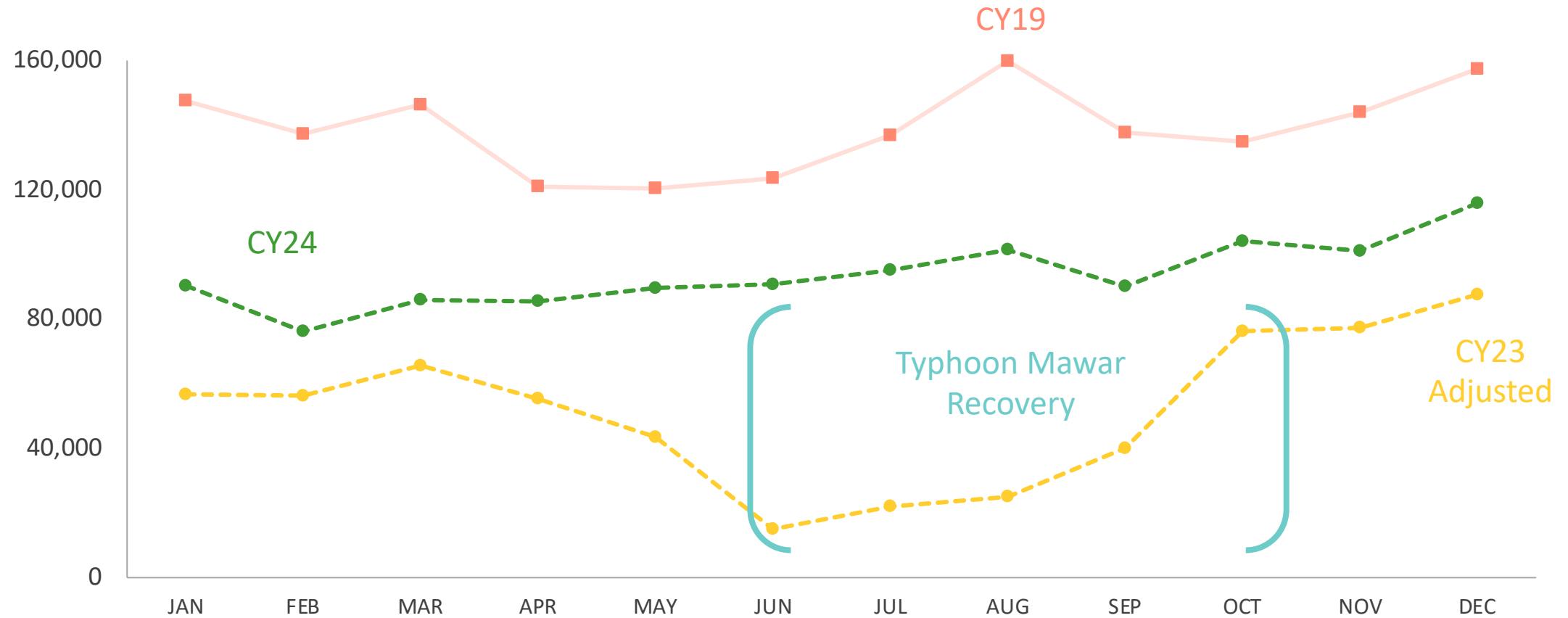


Road to Recovery



FY2023 arrival projections adjusted **23%** below original forecasts

Road to Recovery – 2024



CY2024 arrival projections anticipate around
60%-70% of 2019 levels

- Global connectivity and social media have expanded Guam's crisis management audience.
- Messaging important before, during, and after typhoons or other calamities
- Recovery strategy basically in four strategic parts:
 1. **Messaging** to generate feeling or sense of information conveying the island's safety and quick recovery initiatives. Guam is fine and welcoming tourists, even after the typhoon. Tourism is on the upswing post Covid.
 2. **Marketing** that communicates recovery progress to build and strengthen "top-of-mind" awareness. Highlight safety of Guam and quick recovery efforts. KOL's in June featuring key attractions
 3. **Trade alliance, partnerships, and Co-op activities** that push recently launched "GoGo Guam Summer Campaign" in Japan; and, in Korea, Jun-Sept media ads and digital marketing for airlines and TAs to re-target Guam sales.
 4. **Airline Support Co-ops** that raise awareness and demand to recover airlift seat supply and sales. Digital signage in various locations and OTA's

DESTINATION MANAGEMENT

7-10 days after



DESTINATION MANAGEMENT



VALLEY OF THE LATTE RE-OPENS 2 Weeks After



- Nearly 30 FEMA reps toured on June 18th after extensive recovery work
- Accompanied by Mayor Louise Rivera,
- Valley of the Latte is a grant recipient of the Tourism Assistance Program.
- Planning major local event July 29



Valley of the Latte Youth Summer Camp

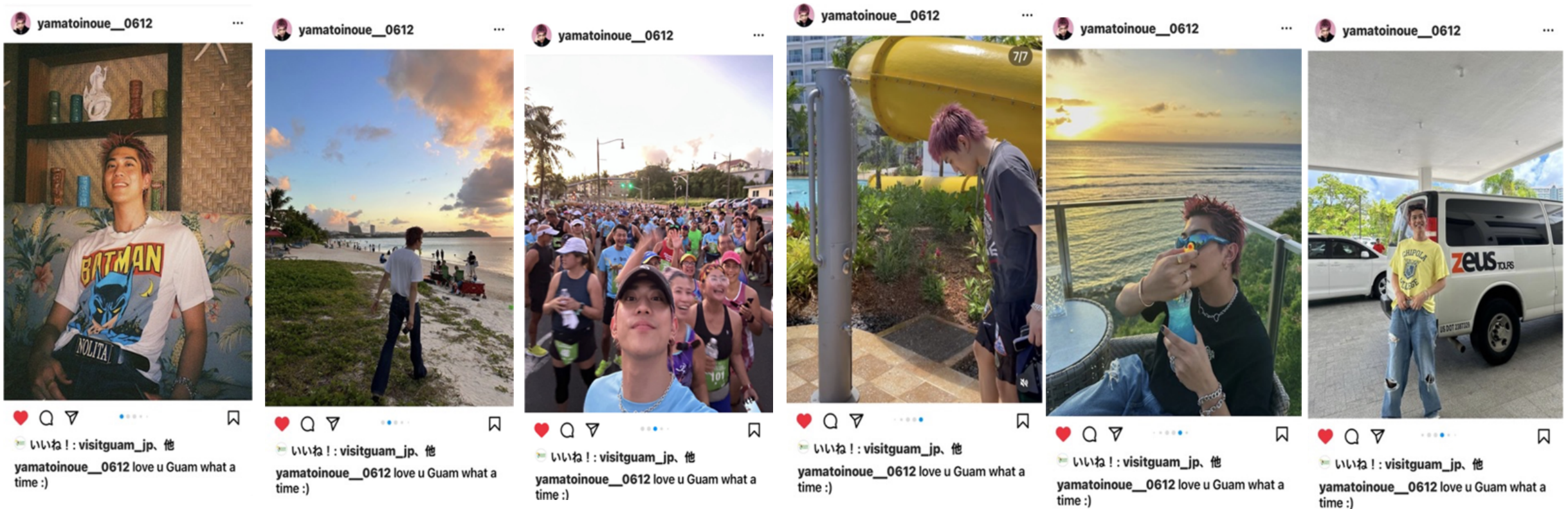


MEDIA MONITORING



Super Influencer Yamato

June 4: Posted and mentioned “Love u Guam. What a time”



MEDIA MONITORING



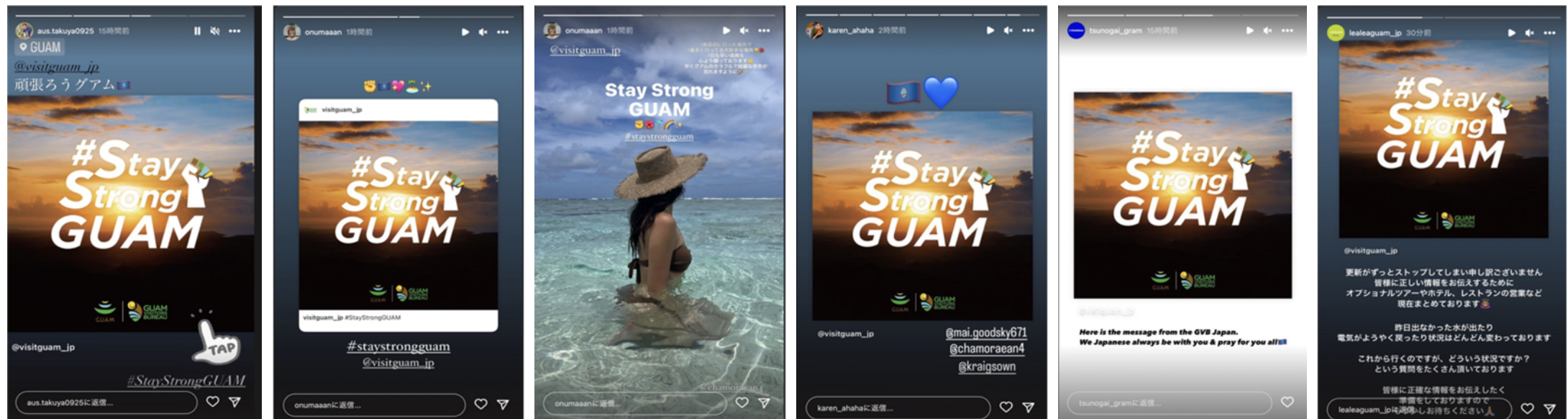
Ambassadors and Tiktokers who participated in the past FAM tours and Tsunogai san reposted the GVB Japan office's #staystrongguam post, and created stories with #staystrongguam

Ambassador: Takuya

Tiktokers: Onumaaan, Karen

Others: Tsunogai, LeaLeaGuam

As of June 07, 2023



MARKETING RECOVERY STRATEGY



1. Messaging

- ✓ Focus on clean up and infrastructure repairs
- ✓ Water, power, roads, parks, beaches, etc.
- ✓ GVB owned channels, trade, and mass media

2. Airlift

- ✓ Support airlines to recover seat supply
- ✓ Co-ops and social media to generate demand

3. Trade Partners

- ✓ Intensify co-ops with travel trade, media, and digital ambassadors

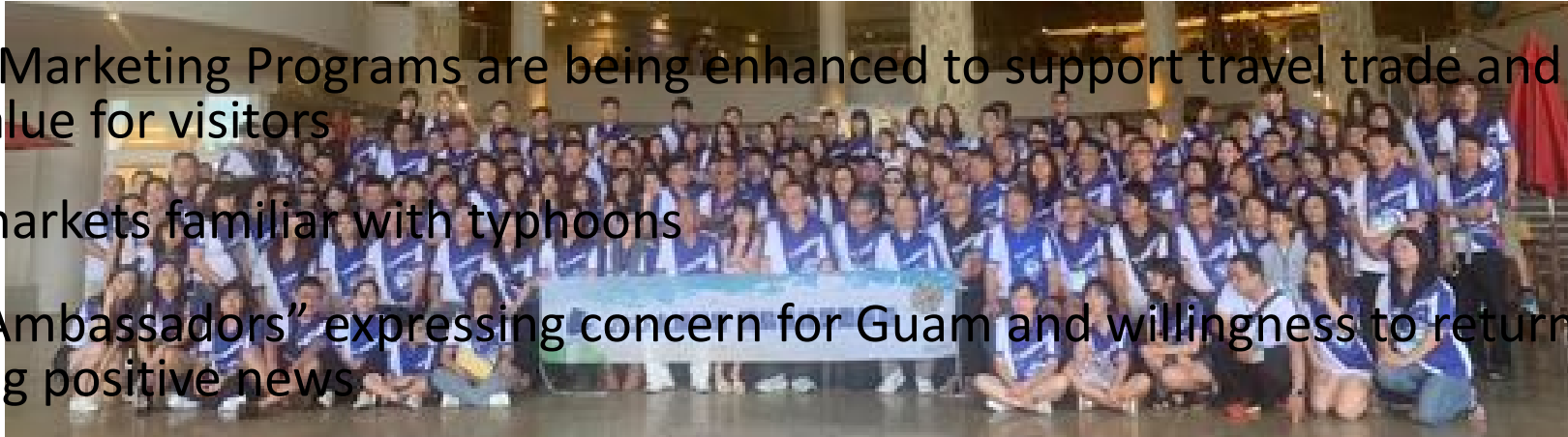
4. Integrated Messaging

- ✓ Highlight destination safety (during storm)
- ✓ Assistance to stranded visitors
- ✓ Speed of clean up and recovery

GOOD NEWS



- While TAs are changing their summer programs, groups are postponing instead of canceling
- Taiwan MICE 250 pax from Yung Shiu Insurance Broker 6/29 – 7/2
- Planned Marketing Programs are being enhanced to support travel trade and provide added value for visitors
- Source markets familiar with typhoons
- “Digital Ambassadors” expressing concern for Guam and willingness to return increasing positive news
- Media from Korea expressing desire to film Guam episodes
- JAL flights fully booked to the end of August



JIN AIR • PIC • GVB



MAJOR CLEAN UP 4-5 Weeks After



SI YU'OS MA'ÅSE'

