

Economic Outlook – Tourism

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January 19, 2024

Tourism
works!

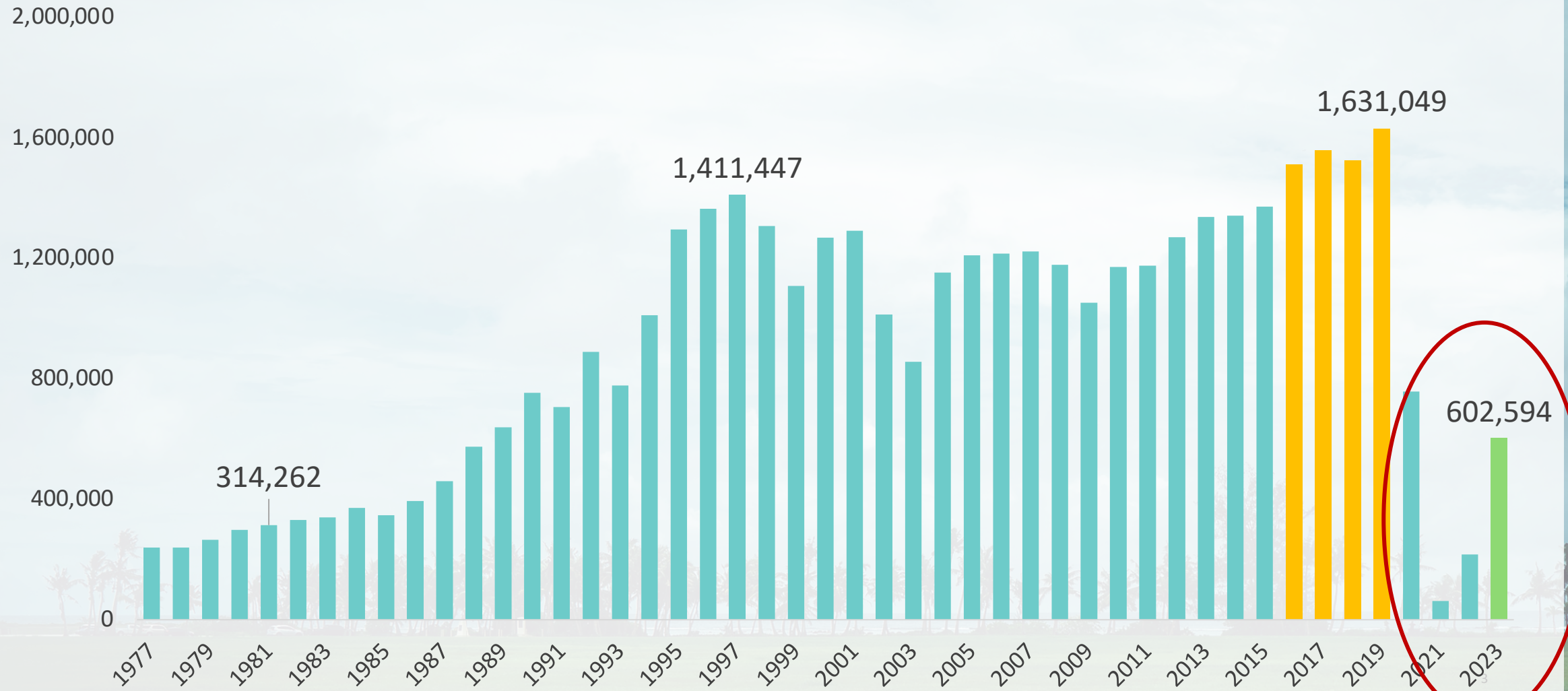


**GUAM
VISITORS
BUREAU**

Tourism Update

- Where we were pre typhoon
- Mawar derailed us by 5%
- Making progress with new FY
- Blip associated with shooting incident – monitoring media, so far attention is receding with about 1% of cancelations from Korea
- Hope we are back on track but continue to monitor the situation

GUAM'S HISTORICAL ARRIVALS



Forecast

FY2024 Forecast	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Total
Moderate	54,099	54,911	63,577	78,320	66,686	84,018	63,628	78,860	82,717	98,698	92,118	90,348	907,980
Japan	11,893	12,072	13,977	17,218	14,660	18,470	13,988	17,336	18,184	21,698	20,251	19,861	199,608
Korea	30,802	31,264	36,199	44,592	37,968	47,837	36,227	44,900	47,096	56,195	52,449	51,441	516,970
USA	6,872	6,975	8,076	9,949	8,471	10,673	8,082	10,017	10,507	12,537	11,701	11,477	115,337
PI	1,000	1,015	1,175	1,448	1,233	1,553	1,176	1,458	1,529	1,824	1,703	1,670	16,784
Taiwan	185	188	217	268	228	287	218	270	283	338	315	309	3,106
Others	3,347	3,397	3,933	4,845	4,126	5,198	3,937	4,879	5,118	6,106	5,699	5,590	56,175

December 2023

December 1-31, 2023

Total: 73,721

% Market Mix	Origin	2019	2022	2023	% vs 2019
55.6%	Korea	71,543	36,250	40,963	57%
27.6%	Japan	67,794	6,039	20,338	30%
9.7%	US/Hawaii	7,135	7,394	7,120	100%
1.7%	Philippines	1,659	1,438	1,226	74%
0.2%	Taiwan	2,004	135	164	8%
0.3%	China	585	85	250	43%
0.1%	Hong Kong	210	69	86	41%

Q1 Results

ACTUAL	Q1 Forecast	Q1 Actual	Q1% to goal	Q1% to FY19
Japan	37,942	50,573	133%	31%
Korea	98,265	103,120	105%	57%
USA	21,923	20,022	91%	89%
PI	3,190	3,648	114%	57%
Taiwan	590	521	88%	8%
Others	10,677	10,798	101%	48%
TOTAL	172,587	188,682	109%	47%

January 2024

January 1-7, 2024

Total: 18,601

% Market Mix	Origin	2019	2022	2023	% vs 2019
53.4%	Korea	14,179	8,025	9,935	70%
33.9%	Japan	14,680	2,120	6,298	43%
7.9%	US/Hawaii	1,684	1,368	1,463	87%
0.8%	Philippines	187	173	145	78%
0.2%	Taiwan	266	21	39	15%
0.4%	China	147	15	70	48%
0.0%	Hong Kong	78	6	6	8%

Tourism Assistance Program – Mawar Recovery

- Novel, creative, new idea, no precedence
- Working with OPA for guidance and future events
- GVB able to respond quicker for some business relief, faster than federal programs (FEMA, SBA)
- Businesses able to resume operations, most open within 2 weeks
- Arrivals resumed quickly with the active clean up and social media postings

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**TOURISM
ASSISTANCE PROGRAM**

Tourism Assistance Program – Mawar Recovery

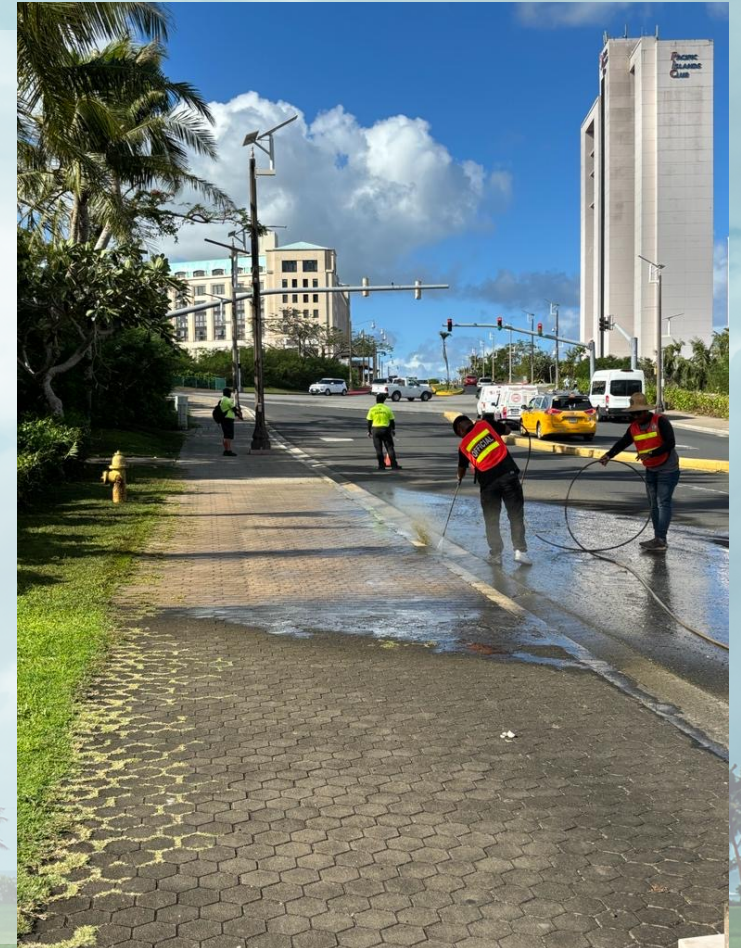


- Able to re-coup/halt cancelations during peak season
- Important for businesses that deliver the Guam experience
- Able to keep most of Guam's destination value chain intact
- To give credibility to our marketing and promotions



Keeping the Promise

- Strengthening the Guam brand identity
- Spruce up, clean up, fix up
- Safety and security
- Hospitality service culture



Current activities

- Solar lighting more dependable than frequent power outages at night
- Sidewalk and curb painting improves visibility and safety
- Active concierge service for visitors in need (JKC and English)
 - Examples: post typhoon, medical emergencies, and other visitor concerns
- VSO program visitors and local residents alike
- Support village festivals



Others

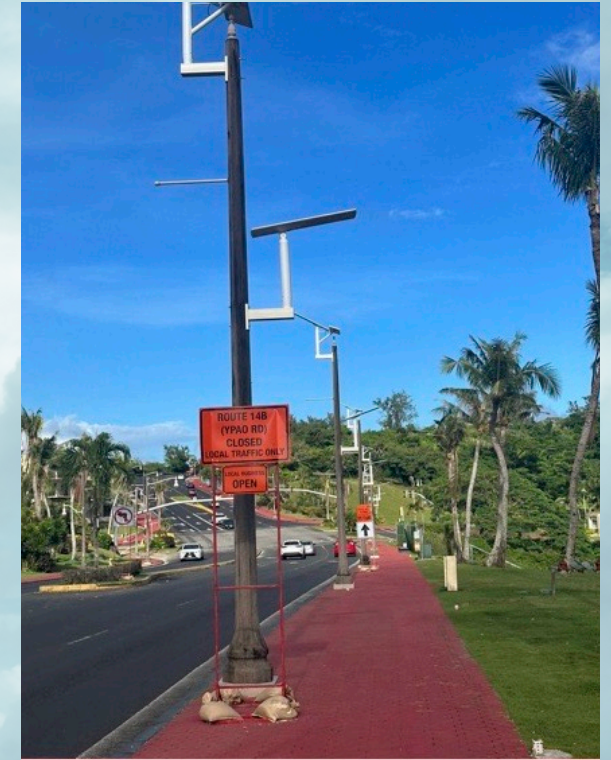
- Exploring use of existing debt capacity for further improvements in infrastructure, cultural and historic sites, flood mitigation, etc...
- Estimated \$50M+ debt capacity per GEDA
- New bond can be issued and termed out with existing debt

Solar Lights

- Provide lighting in dark areas
- Help ease burden of power generation
- Support from Gov LG for expansion into other areas of concern



Location: Crown Plaza to Pacific Star traffic Light.
16 Each 150W / 16 Each 100W




Location: GVB Halfway to Hilton traffic Light.
6 Each 150W / 6 Each 100W

Current Marketing Initiatives

Japan

- Hafa Adai Support Campaign



Hafa Adai ハファデイ
Support

Special offers from popular hotels, restaurants, cafes, marine activities, car rentals, and more in Guam

JAN 8 ~ SEP 30

GOLF ゴルフクラブ FREE RENTAL CLUB	RENT A CAR 通常のレンタル料金から 30% OFF
RESTAURANT お食事料金の 30% OFF FREE GLASS OF WINE	ACTIVITIES 参加者にオリジナル ORIGINAL GOODS GIVEAWAY KIDS FREE

GO GO! PAY Guam

What is the GO GO! Guam PAY Program?

Travel Assistance program that provides \$30 electronic coupons (per person) to travelers who purchase applicable travel products

Utilizing “region PAY”, an app downloaded by many in Japan, **Guam** became the **first international destination** listed in this payment platform designed to “foster community engagement and economic resilience”

Program Objective

1. To increase motivation to travel to Guam
2. To Improve prioritization of Guam for travel agents
3. To promote digitalization in the Guam tourism industry
4. To create buzz in international travel markets

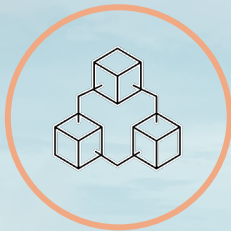


Korea



Maximize Airline Supply

To increase seat supplies from Korea to Guam, aggressively support airlines' sales and marketing activities



Secure Sales Volume

To strengthen and secure a certain level of market demand and load factor, optimize the operation of the B2B / B2C sales platform



Marketing Communication Reinforcement

To proactively implement digital marketing programs as well as mass advertisement and traditional media co-op

Korea

FY2024 MARKETING PROGRAM OVERVIEW

TRAVEL TRADE CO-OP	PR / ADVERTISEMENT	SNS / DIGITAL MEDIA	FAM	MARKET DEVELOPMENT
<ul style="list-style-type: none"> Airline Co-op Promotion Airline Incentive Program Travel Agency Co-op Promotions Online Travel Agency Co-op Promotion 	<ul style="list-style-type: none"> TV or OTT Content Shooting OOH / Media Ads Consumer Brand Collaboration Media Tie-in Project 	<ul style="list-style-type: none"> Influencer Co-op SNS Promotion & Campaign Digital Media Buying 	<ul style="list-style-type: none"> Familiarization Tours – Airlines, Travel Agencies, media, influencers, etc. 	<ul style="list-style-type: none"> In-country Offline Shows Destination Development Project Primary Target Market Promotion New Market Develop. Project MICE Group Incentive Program

Dǎngkolu na Si Yu'os Ma'åse'

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