

Application of lessons learnt – Sector's recovery

- **Programmatic mitigation measures** such as
 - Adoption & enforcement of building codes & standards to improve building design & construction (“**Build Back Better**”).
 - Safety and security.
- **Structural mitigation measures** such as
 - Enhancement of electrical grid systems and strengthening of utility lines in tourism belt.
 - Road conditions and traffic flows.

Application of lessons learnt – Sector's recovery

- Partnerships and collaboration
 - USAID (PADCO & CARANA) tourism interventions (**Clear growth strategy**)
 - Direct assistance (46 operations; \$512,000)
 - HRD training (546 persons; \$307,000)
 - Direct technical assistance (\$65,000)
 - Rehabilitation of public amenities (\$600,000)

Application of lessons learnt – Sector's recovery

- Marketing & positioning of destination
 - Refine marketing program based on export ready focus (**Ready, Near ready, Needs significant intervention, Should consider alternatives**).
 - Use of distribution channels
 - Continued product development

Application of lessons learnt – Sector's recovery

- Minimal bureaucracy
- **Establishment of Tourism Task Force**
 - “External leadership,” Public / Private / Partnership, Task specific, Action oriented.
 - Accomplished access to major tourism assets, return of cruise ships within 65 days after hurricane Ivan.

Application of lessons learnt – Sector's recovery

- Financing the sector's recovery
 - Government
 - Incentives (duty & tax concessions) for rebuilding accommodation plant
 - Financial assistance to tourist vendors
 - Negotiations with insurance companies
 - Business revitalization loan programme

Application of lessons learnt – Sector's recovery

- Financing the sector's recovery
 - Non-government
 - Friendly governments
 - Regional and International organizations (USAID, CHA, HTA's)
 - GHTA (assistance to displaced workers, lobbying on members' behalf, etc.)

Application of lessons learnt – Sector's recovery

- **Specific initiatives – Investment promotions**
 - Home stay programme
 - Target of 1,000 rooms
 - New investments

Application of lessons learnt – Sector's recovery

New investments within sector

- Savvy Grenada Ltd. (Port Louis, Mount Cinnamon, Tufton Hall, Mount Edgecombe Plantation, Azzura castle)
- **“When investing I believe in being ahead of the game” – *Peter de Savary***
- Why Grenada? (Porter's determinants – Factor & Demand conditions; Variables – Chance & Government)

CONCLUSION

- Hurricanes tend to occur during the “Low Season.”
- “Timing advantage” is nullified by the scale of damages that is possible in “an instant.”
- Sharing of best practices and lessons learnt from actual experiences is very important.
- **Our hope is that our lessons would serve you well**

MITIGATING THE IMPACT OF NATURAL DISASTERS: LESSONS LEARNT FROM GRENADA

THANK YOU