

NORTH AMERICA, PACIFIC, PHILIPPINES, & NEW MARKETS (NAPPNM) MARKETING COMMITTEE MEETING MINUTES

Monday, August 4, 2025 at 2:00 p.m.

GVB Main Conference Room and virtually via Zoom

<https://us02web.zoom.us/j/87520848609?pwd=4iH2W4aYLesgdvYbUUJ6bAlKbtaUmS.1>

**online attendance*

<p><u>Members Present:</u></p> <ol style="list-style-type: none"> 1. Valerie Carbullido - Sentry Hospitality Corporation* 2. Maritess Woodall - Dusit Thani Guam Resort/Dusit Beach Resort Guam * 3. Connie Mayers - Goodwind Travel Tours 	<p><u>Members Absent:</u></p> <ol style="list-style-type: none"> 1. Neil Urbano - HIS World 2. Sheila Baker - Hilton Guam Resort & Spa 3. Yuki Toshida - Guam Reef Hotel 4. Joseph Camacho - Ambros Inc. 5. Miwa Bravo - Dusit Thani Guam Resort/Dusit Beach Resort Guam 6. Jerry Yingling - JT's Manukan & Grill 7. Dorene Kanoh - Goodwind Corp 8. David Tydingco - Valley of the Latte 9. Akihiro Tani - Fish Eye Marine Park Guam 10. Trevor Takasu - Takasu Corporation 11. Israel Fontanilla - Philippine Airlines <p><u>GVB Board/Management/Staff Present</u></p> <ol style="list-style-type: none"> 1. Robert Hofmann - Board Director 2. Nadine Leon Guerrero - Director of Global Marketing 3. Sharlene Guerrero - Senior Marketing Manager 4. Mark Manglona - Senior Marketing Manager 5. Akemi Aguon - Marketing Manager 6. Michael Arroyo - Web & IT Coordinator
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I. CALL TO ORDER

NAPPNM Chairman Robert Hofmann called the North America, Pacific, Philippines, and New Markets meeting to order at 2:03 p.m.

II. CHAIRMAN'S REPORT

Chairman Hofmann reported that the U.S. Embassy in the Philippines agreed to schedule a meeting between the Guam Visitors Bureau and the Department of Tourism Secretary Christina Garcia Frasco. The Embassy requested for an official letter from GVB, which will be shared with DOT Secretary Frasco through the Department of Foreign Affairs. The purpose of the meeting will be to discuss a potential new route from Cebu to Guam.

III. MANAGEMENT/MARKET REPORT

- **PHILIPPINES**

Ms. Sharlene Guerrero presented updates for the Philippines market.

i. Visitor Arrivals

Arrivals from the Philippines reflected an 11% increase across the board for month-to-date, calendar year-to-date, and fiscal year-to-date. As of June 26, 2025, the Philippines market is at 70% of its FY2025 arrivals goal (15,700).

VISITOR ARRIVALS



VISITOR ARRIVALS AS OF JUNE 26, 2025

Market	Total MTD 2019	Total MTD 2024	Total MTD 2025	% to LY
Philippines	1,410	1,037	1,150	10.9%

Market	Total CYTD 2019	Total CYTD 2024	Total CYTD 2025	% to LY
Philippines	9,994	8,354	7,113	11.9%

Market	Total FYTD 2019	Total FYTD 2024	Total FYTD 2025	% to LY
Philippines	16,397	10,002	11,070	10.7%

Source: Guam Customs Declaration Forms. Processed by the Guam Visitors Bureau.

ii. Marketing Activities

Ms. Sharlene Guerrero discussed GVB's ongoing collaboration with Manila Bulletin, a top publication in the Philippines known for its credibility and strong market position. GVB's content shared on Manila Bulletin's social media platforms continues to receive high engagement each month. July's artcard focused on shopping at The Village of Donki. Manila Bulletin further promoted GVB's *GuamWithMe* campaign video which received 15K, 36K, and 102K views on TikTok, Instagram, and Facebook respectively.

MARKETING ACTIVITIES



MANILA BULLETIN COLLABORATIONS

- GVB continues its partnership with Manila Bulletin with social media artcards, TikTok, Instagram and Facebook videos
- Highlights Guam as an ideal destination for Filipinos emphasizing its tax-free shopping, scenic attractions, warm hospitality, rich history and culture



Ms. Guerrero shared that GVB also collaborates with United Airlines to distribute monthly newsletters to its travel trade contacts. GVB also sends out newsletters to around 1,600 travel agents and associations. For the month of July, GVB sent out three newsletters that focused on transportation, Guam's culinary scene, and upcoming events. Ms. Guerrero provided an update regarding GVB's ongoing Guam Specialist Course. As of July 24, 2025, over 50 Philippine travel agents completed the course.

MARKETING ACTIVITIES



UNITED AIRLINES NEWSLETTER

- In collaboration with GVB, United Airlines' GSA HT&T sent out a newsletter to its trade and consumer database
- Highlighted Guam's culinary scene
- Included the daily flight schedules for its Manila-Guam and Cebu-Narita-Guam routes



MONTHLY TRAVEL TRADE NEWSLETTERS

- July's newsletters highlighted transportation options, Guam's culinary scene, and local events
- Sent to a total of 1,637 trade contacts in the Philippines
- Keeps Guam top of mind among travel trade industry
- Provides real-time updates for agents to create Guam travel packages



GUAM SPECIALIST COURSE UPDATE

- As of July 24, 2025, 50+ travel agents have completed the Guam Specialist Course, expressing interest in promoting Guam to Filipino travelers

Ms. Guerrero shared that GVB attended the CALABARZON Tourism Business Exchange on July 18, 2025. Since contracting its in-market rep, Enderun, on March 1, 2025, GVB Philippines attended a total of six B2B events. Ms. Guerrero also discussed GVB's press release pick-ups that highlighted The Village of Donki's Free Summer Shuttle Service and Guam's FIBA Qualifiers Game against Gilas Pilipinas. The total PR value of the five media pick-ups and one Facebook post equated to USD \$20,795.

MARKETING ACTIVITIES



GVB ATTENDS CTBEX IN ALABANG

- July 18, 2025
- GVB attended the CALABARZON Tourism Business Exchange organized by the CALABARZON Alliance of Independent Tour Operators, Inc (CAITO)
- Attendees comprised of agents from Cavite, Laguna, Batangas, and Quezon areas
- Connected with 350+ agents, to include those already selling Guam packages and those with new interest to promote Guam



PR/MEDIA PICK-UPS

- GVB monitored a total of 5 media pick ups and 1 Facebook announcement
- Topics included The Village of Donki's Free Summer Shuttle Service and Guam's FIBA Qualifiers Game Against Gilas Pilipinas
- Total PR value amounts to USD \$20,795



iii. Philippines Budget Summary

Ms. Sharlene Guerrero shared that the Philippines market has about 8% left of its budget for the remainder of the fiscal year – committed funds includes projects such as the Travel Incentive Program, which will need to be recalculated as most travel agents have Guam packages scheduled for the end of the calendar year. The balance did not include a recently approved proposal for GVB to attend another B2B event.

PHILIPPINES BUDGET SUMMARY



Philippines						
FY2025 Actual Spend versus Budget YTD						
GA Code	Account Title	Budget	Paid	Committed	Remaining \$	Remaining %
PRE001	Marketing Representative Fees	\$ 35,000.00	\$ 15,000.00	\$ 20,000.00	\$ -	0.00%
PRE005	Information Office Expenses	\$ 3,500.00	\$ 695.11	\$ 1,803.83	\$ 1,001.06	28.60%
TTC030	Media & Travel Trade Industry FAM Tours	\$ 49,500.00	\$ 7,719.77	\$ 36,710.04	\$ 3,070.19	6.20%
TTC007	Travel Trade Events / MICE / Consumer Shows	\$ 82,000.00	\$ 19,411.89	\$ 48,359.00	\$ 23,230.11	28.25%
SMD023	Sales & Marketing Development / Digital Marketing	\$ 170,000.00	\$ 40,870.97	\$ 126,716.65	\$ 2,412.38	1.42%
GRAND TOTAL		\$ 350,000.00	\$ 83,697.74	\$ 236,588.52	\$ 29,712.74	8.49%

Ms. Guerrero announced that there will be a Philippine Airlines Seat Sale promotion from Manila to Guam starting August 8, 2025. Chairman Hofmann asked who the in-market representative is for GVB in the Philippines. Ms. Guerrero shared that Enderun was awarded the contract in March and only had their first visit to Guam in April. Chairman Hofmann mentioned that a Philippines group from Benguet traveled to Guam for the Yona Water Festival over the weekend. Ms. Aguon added that GVB welcomed a group of 29 doctors and 15 leisure travelers from the Philippines.

• NORTH AMERICA

Mr. Mark Manglona presented the updates for the North America Market.

i. Visitor Arrivals

Director of Global Marketing Nadine Leon Guerrero shared that the Guam International Airport Customs & Border Control recently found a box of arrival forms dating back to November 2024, which may mostly include military arrivals. Mr. Manglona continued with presenting the arrival data. As of June 26, 2025, North America arrivals were between 13-15% lower than last year for month-to-date, calendar year-to-date, and fiscal year-to-date.

VISITOR ARRIVALS



VISITOR ARRIVALS AS OF JUNE 26, 2025

Market	Total MTD 2019	Total MTD 2024	Total MTD 2025	% to LY
US/Hawaii	7,295	7,378	6,312	-14.4%

Market	Total CYTD 2019	Total CYTD 2024	Total CYTD 2025	% to LY
US/Hawaii	47,483	44,423	37,739	-15.0%

Market	Total FYTD 2019	Total FYTD 2024	Total FYTD 2025	% to LY
US/Hawaii	70,051	64,445	55,970	-13.2%

Source: Guam Customs Declaration Forms, Processed by the Guam Visitors Bureau

ii. Upcoming Events

Mr. Mark Manglona shared that GVB will be planning to attend the IMEX America B2B trade show in Las Vegas from October 7-9, 2025. GVB members Dusit Thani Guam Resort and Leo Palace Resort Guam have committed to attend the event.

MARKETING ACTIVITIES



IMEX America
Las Vegas, NV
October 7 - 9, 2025

IMEX LAS VEGAS
OCTOBER 7-9 2025



IMEX America is the largest trade show in the U.S. for the global MICE travel industry which brings together MICE suppliers and buyers from every sector of the industry from all over the world. Last year's show brought together 15,000 participants from 180 countries.

GVB, Dusit Thani Guam Resort and Leo Palace Resort Guam are planning to participate once again to promote Guam's MICE offerings and incentives.

Mr. Manglona added that GVB will be traveling to San Diego in September to attend the 31st Pacific Islander Festival Association (PIFA) Fair. GVB's purpose of attending is to target the VFR market. Chairman Hofmann asked if GVB anticipates being asked about any United Airlines specials. Director of Global Marketing Nadine Leon Guerrero added that GVB is working to get its Guam events on United Airlines' list for automatic discounts off airfare - exclusive to North America.

MARKETING ACTIVITIES



Pacific Islander Festival Association (PIFA) Fair San Diego, CA September 20-21, 2025

This year marks the 31st year of PIFA.

PIFA is the longest running event attracting the biggest NHPI audience in the US. With an event size such as this, community and services-based organizations have unmatched opportunities to engage attendees. Many of our participants including dignitaries, entertainers, vendors, and attendees travel from all over the country to participate in this amazing festival.



iii. North America Budget Summary

Mr. Manglona continued with providing an update to the remaining budget for the fiscal year.

U.S. BUDGET SUMMARY



NORTH AMERICA MARKET							
FY2025 Actual Spend versus Budget YTD							
GL Code	Account Title	Budget	Paid	Pending	Committed	Remaining \$	Remaining %
SMD633	Sales Market Development	\$ 300,000.00	\$ 52,333.17	\$ 97,070.82	\$ -	\$ 150,596.01	50.20%
TTCD41	Media/Advertising Industry Co-op	\$ 25,000.00	\$ -	\$ -	\$ -	\$ 25,000.00	100.00%
GRAND TOTAL		\$ 325,000.00	\$ 52,333.17	\$ 97,070.82	\$ -	\$ 175,596.01	54.03%

• PACIFIC

Mr. Mark Manglona presented the updates for the Pacific Market.

i. Visitor Arrivals

Month-to-date, calendar year-to-date, and fiscal year-to-date arrival data for the Pacific market are down across the board.

VISITOR ARRIVALS



MONTH TO DATE: JUNE 1-26, 2025

Market	Total MTD 2019	Total MTD 2024	Total MTD 2025	% to LY
CNMI	1,603	1,279	1,093	-14.5%
Palau	382	292	196	-32.9%
FSM	1,241	1,190	940	-21.0%
RMI	160	49	35	-28.6%
Australia	71	65	61	-6.2%

Source: Guam Customs Declaration Forms, Processed by the Guam Visitors Bureau.

VISITOR ARRIVALS



CALENDAR YEAR TO DATE 2025
JANUARY 1 - JUNE 26, 2025

Market	Total CYTD 2019	Total CYTD 2024	Total CYTD 2025	% to LY
CNMI	10,669	6,065	5,615	-7.4%
Palau	1,973	1,656	1,482	-10.5%
FSM	6,643	6,290	4,811	-23.5%
RMI	742	322	219	-32.0%
Australia	1,322	755	515	-31.8%

Source: Guam Customs Declaration Forms, Processed by the Guam Visitors Bureau.

VISITOR ARRIVALS



FISCAL YEAR TO DATE 2025
OCTOBER 2024 - JUNE 26, 2025

Market	Total FYTD 2019	Total FYTD 2024	Total FYTD 2025	% to LY
CNMI	15,643	9,070	8,816	-2.8%
Palau	2,998	2,560	2,509	-2.0%
FSM	9,747	9,432	7,799	-17.3%
RMI	1,113	452	373	-17.5%
Australia	1,938	953	752	-21.1%

Source: Guam Customs Declaration Forms, Processed by the Guam Visitors Bureau.

ii. Upcoming Events

Mr. Manglona shared that GVB will be attending the PATA Travel Mart in August which will take place in Bangkok, Thailand.

MARKETING ACTIVITIES



**PATA Travel Mart
Bangkok, Thailand
August 26-28, 2025**



PATA Travel Mart is one of Asia Pacific's longest-standing international travel trade exhibitions featuring unparalleled networking and contracting opportunities to help travel and tourism organizations access decision-makers, meet new clients, expand their networks, establish new relationships and consolidate existing business partnerships.

The event includes a one-day conference, two-day B2B travel mart, and networking opportunities. GVB is also part of the PATA Gold Awards panel and will be presenting the awards to the winning recipients.

Mr. Manglona added that GVB will also be attending PATA Micronesia Chapter's 2nd Tri-Annual Meeting in Yap. The meeting will take place in October.

MARKETING ACTIVITIES



**PATA Micronesia Chapter 2nd Tri-Annual Meeting
Yap, FSM
October 20 - 24, 2025**



The 2nd Tri-Annual Meeting of the PATA Micronesia Chapter will take place in Yap, FSM from October 20 - 24, 2025.

The PATA Micronesia Chapter serves as the marketing arm of the region and appointed as the Regional Tourism Committee by the Micronesia Island Forum (MIF) leaders. GVB is a member of the PATA Micronesia Chapter Executive Committee as the Chair of the Marketing Committee. Additionally, GVB Vice President Gerry Perez is also on the PATA International Executive Board.

iii. Pacific Budget Summary

Mr. Manglona shared that the remaining balance of the budget will be allocated for PATA Travel Mart expenses, the chapter meeting in Yap, and other programs for the remainder of the fiscal year.

PACIFIC BUDGET SUMMARY



PACIFIC MARKET
FY2025 Actual Spend versus Budget YTD

GL Code	Account Title	Budget	Paid	Pending	Committed	Remaining \$	Remaining %
500020	FY2025 Worldwide Chapter/Regional Events	\$ 100,000.00	\$ 47,857.80	\$ 3,579.70	\$ -	\$ 48,562.50	48.56%
GRAND TOTAL		\$ 100,000.00	\$ 47,857.80	\$ 3,579.70	\$ -	\$ 48,562.50	48.56%

Chairman Hofmann posed questions regarding PATA membership fees and how to increase membership. Mr. Manglona shared that the new PATA committee is active in reaching out to potential new members. He also added that most of the concerns are related to travel expenses, which is being addressed with United Airlines.

- NEW MARKETS**

Mr. Mark Manglona presented the updates for New Markets.

- Visitor Arrivals**

Arrivals for New Markets have increased for the month of June except for markets listed under *Other*. Calendar year-to-date arrival data shows that Europe numbers decreased by 7.7% - compared to last year. Fiscal year-to-date arrival data also reflects a decrease for Singapore and Europe at 7.4% and 15.2% respectively.

VISITOR ARRIVALS



MONTH TO DATE: JUNE 1-26, 2025

Market	Total MTD 2019	Total MTD 2024	Total MTD 2025	% to LY
Singapore	121	85	188	241.8%
Europe	87	59	107	81.4%
Malaysia	31	17	83	211.8%
India	10	4	9	125.0%
Other	317	359	284	-20.9%
TOTAL	566	494	641	29.7%

Source: Guam Customs & Border Protection. Provided by the Guam Visitors Bureau.

VISITOR ARRIVALS



CALENDAR YEAR TO DATE 2025
JANUARY 1 - JUNE 26, 2025

Market	Total CYTD 2019	Total CYTD 2024	Total CYTD 2025	% to LY
Singapore	603	315	329	67.9%
Europe	1,105	828	784	-7.7%
Malaysia	226	66	127	92.4%
India	81	80	87	8.7%
Other	2,161	2,487	2,903	16.7%
TOTAL	4,176	3,776	4,410	16.8%

Source: Guam Customs Registration Forms. Provided by the Guam Visitors Bureau.

VISITOR ARRIVALS



FISCAL YEAR TO DATE 2025
OCTOBER - JUNE 26, 2025

Market	Total FYTD 2019	Total FYTD 2024	Total FYTD 2025	% to LY
Singapore	911	772	715	-7.4%
Europe	1,788	1,277	1,083	-15.2%
Malaysia	363	124	168	35.5%
India	127	100	103	3.0%
Other	3,055	3,587	4,202	17.1%
TOTAL	6,244	5,860	6,271	7.01%

Source: Guam Customs Registration Forms. Provided by the Guam Visitors Bureau.

Chairman Hofmann asked if currency could pose as an issue for travelers from New Markets such as Malaysia. Mr. Manglona shared that the recent Malaysian group did not have any issues with currency as they exchanged money prior to departing their home country. Valerie Carbullido from Sentry Hospitality inquired if there are any foreign currency exchange companies in Guam. Director of Global Marketing Nadine Leon Guerrero shared that GVB will need to confirm if there are any still in operation.

ii. Marketing Activities

Mr. Mark Manglona reshared details about the recent Malaysian Travel Agent Familiarization Tour and thanked supporting GVB members. Feedback from the agents were positive despite the weather conditions during their visit. Chairman Hofmann shared feedback that he received from the Malaysian agents - preference of structured itineraries, lack of prayer rooms at hotels and businesses, and interest in opening businesses to cater to Malaysian dietary restrictions.

MARKETING ACTIVITIES



Malaysia FAM Tour & Trade Event June 25-28, 2025

In collaboration with Philippine Airlines (PAL), GVB hosted 24 travel agents and 14 media representatives from June 25-28 for a FAM tour and trade event. The group's arrival is a result of GVB's ongoing efforts to promote Guam in Malaysia and working closely with Philippine Airlines.

Mini trade event on Friday, June 27th at the Guam Museum with 14 participating members.

Special thanks to:

- Hilton Guam Resort & Spa
- The Guam Museum
- Valley of the Latte
- Fish Eye Marine Park
- Nautech
- Halal-friendly restaurants (Habib's Mediterranean, Island Falafel, Panda Express, Benkey Japanese Restaurant at Hotel Nikko)
- and the Muslim Association of Guam

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Mr. Manglona briefly shared news articles that were published after the Malaysian Travel Agent Familiarization Tour. Articles covered the variety of activities that the agents were able to experience such as the Kåreru Show, Valley of The Latte, off roading, etc.

MARKETING ACTIVITIES



Malaysia FAM Tour & Trade Event June 25-28, 2025



Global Travel Media

eTN News

Utusan Malaysia

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iii. Upcoming Events

Mr. Manglona shared that GVB will be attending MATTA Fair in Kuala Lumpur, Malaysia.

MARKETING ACTIVITIES



Malaysian Association of Tour and Travel Agents (MATTA Fair) Kuala Lumpur, Malaysia September 5-7, 2025

MATTA Fair is the largest travel consumer show in Malaysia attracting over 200,000 eager travelers in Kuala Lumpur and throughout the country. GVB will be working with trade partners to promote visa-free travel to Guam for Malaysians.



iv. New Markets Budget Summary

Mr. Manglona shared details for the remaining New Markets budget.

NEW MARKETS BUDGET SUMMARY



NEW MARKET DEVELOPMENT							
FY2025 Actual Spend versus Budget YTD							
G/L Code	Account Title	Budget	Paid	Pending	Total Committed	Remaining \$	Remaining %
SMD023	SALES MARKET DEVELOPMENT	\$ 75,000.00	\$ 67,427.22	\$ -	\$ 67,427.22	\$ 7,572.78	10.10%
GRAND TOTAL		\$ 75,000.00	\$ 67,427.22	\$ -	\$ 67,427.22	\$ 7,572.78	10.10%

• TUMON NIGHT MARKET

Mr. Manglona shared information about GVB's recurring Tumon Night Market. Chairman Hofmann and Valerie Carbullido raised concerns regarding parking. Director of Global Marketing Nadine Leon Guerrero confirmed that parking information will be disseminated on GVB's social media platforms and websites. She added that Senator Jesse Lujan will be reaching out to GRTA to offer free shuttles to the night market. Valerie Carbullido announced that the Sand Castle holds the Dare to Dream Jr. production every Sunday for the month of August starting at 5:00 pm, which conflicts with parking for parents and families attending both the show and night market. Chairman Hofmann suggested to explore the unused mall across Holiday Resort. GVB will reach out to the owner to request for usage.

LOCAL EVENT



Tumon Night Market Every Sunday 5:00 PM – 9:00 PM



The Tumon Night Market is a weekly event set to transform Pleasure Island into a bustling hub of culture, cuisine, and entertainment.

Takes place every Sunday, starting August 3, 2025 from 5:00pm - 9:00pm

A wide selection of local food vendors and unique pop-up shops will be available for all to enjoy, including live performances and engaging Chamoru cultural activities.

IV. OLD BUSINESS

No old business at this time.

V. NEW BUSINESS

GVB will continue to monitor its remaining budgets and explore increasing NAPPNM committee membership.

VI. ANNOUNCEMENTS

The next committee meeting is scheduled for Monday, September 1, 2025 @ 2:00 p.m.

VII. ADJOURNMENT

NAPPNM Chair Robert Hofmann adjourned the meeting at 2:33 p.m.

AKEMI 8/6/25

Minutes Prepared By: Akemi Aguon, Marketing Manager - Philippines

8/6/25 *8/6/25*

Minutes Reviewed By: Sharlene Guerrero, Senior Marketing Manager - Philippines
Mark Manglona, Senior Marketing Manager - North America, Pacific & New Markets

Nadine

Minutes Approved By: Nadine Leon Guerrero, Director of Global Marketing