

NAPPNM COMMITTEE REPORT

1/9/24

PHILIPPINES MARKET



VISITOR ARRIVALS



Visitor Arrivals as of December 30, 2023

Market	Total MTD 2019	Total MTD 2022	Total MTD 2023	% to LY
Philippines	2,754	1,075	1,422	32.3%

Market	CY 2022	Total CYTD 2019	Total CYTD 2022	Total CYTD 2023	% to LY
Philippines	8,831	19,068	7,382	12,412	68.1%

Market	Total FYTD 2019	Total FYTD 2023	Total FYTD 2024	% to LY
Philippines	4,763	2,154	2,422	12.4%

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

Note: December 2023 Daily Arrivals reflect Civilian Air arrivals only

MARKET INTELLIGENCE



- PAL operates at Terminal 1 at NAIA.

Manila-Guam-Manila

- Daily

PR110 Depart MNL 22:30 / Arrive GUM 04:25
PR111 Depart GUM 05:55 / Arrive MNL 07:55

<https://flights.philippineairlines.com/en/flights-to-guam>

Manila (MNL) to Agana, Guam (GUM)

05 Mar 2024 - 14 Mar 2024

From
USD 423*
Seen: 1 day ago
Round-trip / Economy

BOOK NOW

Manila (MNL) to Agana, Guam (GUM)

01 Apr 2024 - 06 Apr 2024

From
USD 453*
Seen: 13 hrs ago
Round-trip / Economy

BOOK NOW

UNITED



Manila (MNL) to Agana, Guam (GUM)

02/02/2024 - 02/05/2024

- UA operates at Terminal 3 at NAIA.

Manila-Guam-Manila

- Daily

UA184 Depart MNL 22:25 or 23:50 / Arrive GUM 04:25 or 05:50
UA183 Depart GUM 19:20 / Arrive MNL 21:10

- Tues/Fri

UA192 (via Koror) Depart MNL 22:25 / Arrive GUM 06:10

<https://www.united.com/en-ph/flights-to-agana-guam?redirecturl=true>

from
US \$ 336*
Viewed: 17 hours ago
Roundtrip | Economy

Book Now

PAST EVENTS



NAITAS HOLIDAY GOLF TOURNAMENT

- December 15, 2023
- GVB sponsored the National Association of Independent Travel Agencies' 1st Holiday Golf Tournament at Club Intramuros Golf Resort.
- Players consisted of guests from the Department of Tourism, Media Partners, Industry Stakeholders, and Golf Association Players.
- GVB also set up a putting game for players to win small Guam giveaways during registration.



UPCOMING EVENTS



PTAA Travel Tour Expo February 2-4, 2024 Manila, Philippines

- The Travel Tour Expo is the biggest event for the travel and tourism industry in the Philippines.
- GVB will be participating in the 31st PTAA Travel Tour Expo (B2C) at the SMX Convention Center.
- Exhibitors will consist of travel agencies & tour operators, airlines, hotels & resorts, theme parks, entertainment, national tourism organizations and other travel related entities.
- Expected attendees: 80-100K for 3 days



GVB booth at iTTE (B2B) 2023 with Eric Tai and Industry Partners: United Airlines; Dusit Thani Guam Resort and TravelDUO.

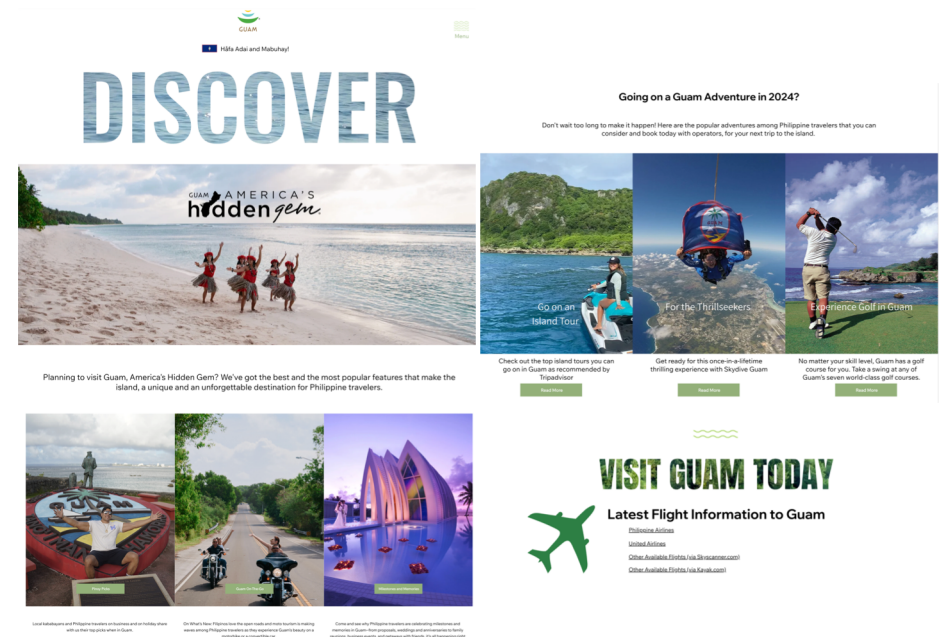
MARKETING ACTIVITIES



NEW GVB SITE FOR PHILIPPINE TRAVELERS

- GVB will be launching a new and improved microsite catered to travelers from the Philippines.
- Consumers will have access to crucial information about traveling to Guam, airline specials, and more.
- Microsite will also highlight **Pinoy Picks**; **What's New in Guam**; and the many ways Philippine Travelers can **Make Memories**.
- Link to the new microsite: www.visitguam.com.ph

PINOY PICKS
WHAT'S NEW
CELEBRATE



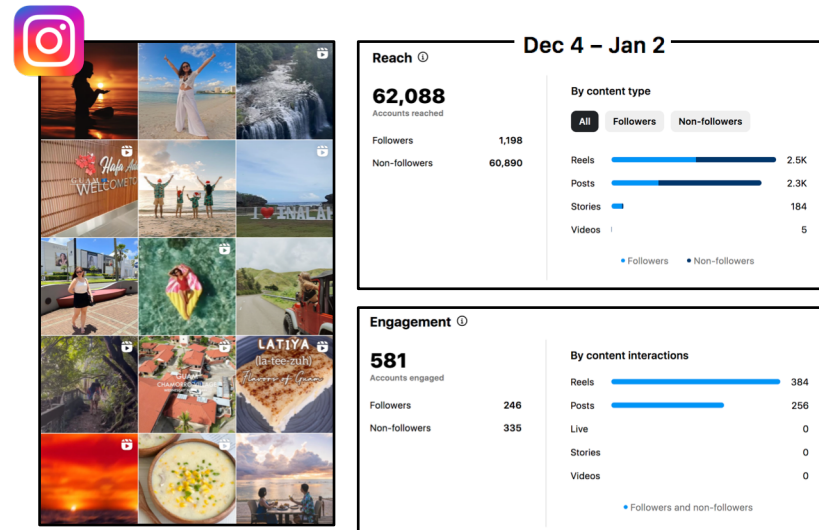
MARKETING ACTIVITIES



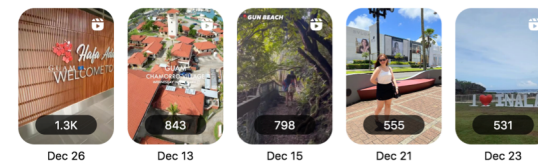
GUAM, AMERICA'S HIDDEN GEM - SM ANALYTICS



FACEBOOK BOOSTED ADS



Top content based on reach



NORTH AMERICA



VISITOR ARRIVALS



Visitor Arrivals as of December 23, 2023

Market	Total MTD 2019	Total MTD 2022	Total MTD 2023	% to LY
US/Hawaii	4,350	5,559	5,511	-0.9%

Market	Total CYTD 2019	Total CYTD 2022	Total CYTD 2023	% to LY
US/Hawaii	89,175	68,595	82,068	19.6%

Market	Total FYTD 2019	Total FYTD 2023	Total FYTD 2024	% to LY
US/Hawaii	20,095	17,304	18,413	16.0%

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

Note: December 2023 Daily Arrivals reflect Civilian Air arrivals only

UPCOMING EVENT



LA Travel & Adventure Show

February 3 - 4, 2024
Los Angeles, CA



- The largest travel adventure consumer show in the U.S.
- GVB to promote adventure travel such as, diving, snorkeling, hiking, sport fishing, golfing and WWII history.
- GVB to promote 80th Guam Liberation.
- Look to connect with travel wholesaler to create Guam travel packages.

PACIFIC



VISITOR ARRIVALS



December 1 - 23, 2023

Total: 2,160 (-18.03%)

Market	Total MTD 2019	Total MTD 2022	Total MTD 2023	% to LY
CNMI	1,549	1,435	814	-43.3%
Palau	349	280	311	11.1%
FSM	1,009	779	966	24.0%
RMI	121	90	31	-65.6%
Australia	94	51	38	-25.5%

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

Note: December 2023 Daily Arrivals reflect Civilian Air arrivals only

VISITOR ARRIVALS



**Calendar Year to Date
January - December 23, 2023**

Total: 30,077 (+22.7%)

Market	Total CYTD 2019	Total CYTD 2022	Total CYTD 2023	% to LY
CNMI	20,296	15,414	12,803	-16.9%
Palau	3,757	2,377	2,808	18.1%
FSM	12,975	5,018	12,641	151.9%
RMI	1,442	357	702	96.6%
Australia	1,983	1,349	1,123	-16.8%

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

Note: December 2023 Daily Arrivals reflect Civilian Air arrivals only

VISITOR ARRIVALS



Fiscal Year
October 2023 - December 23, 2023

Total: 6,782 (-10%)

Market	Total FYTD 2019	Total FYTD 2023	Total FYTD 2024	% to LY
CNMI	2,724	3,894	2,745	-29.5%
Palau	614	755	839	11.1%
FSM	2,056	2,366	2,880	21.7%
RMI	216	208	125	-39.9%
Australia	249	317	193	-39.1%

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

Note: December 2023 Daily Arrivals reflect Civilian Air arrivals only

NEW MARKETS



VISITOR ARRIVALS



December 1-23, 2023

Market	Total MTD 2022	Total MTD 2023	% to LY
Singapore	65	81	24.6%
Europe	124	159	28.2%
Malaysia	11	10	-9.1%
India	1	4	300%
TOTAL	201	254	26.4%

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

Note: December 2023 Daily Arrivals reflect Civilian Air arrivals only

VISITOR ARRIVALS



**Calendar Year to Date
January - December 23, 2023**

Total: 2,933

Market	CY 2022	Total CYTD 2022	Total CYTD 2023	% to LY
Singapore	616	608	1,101	81.1%
Europe	990	954	1,569	64.5%
Malaysia	82	81	155	91.4%
India	80	80	108	35%
TOTAL	1,768	1,723	2,933	70.2%

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

Note: December 2023 Daily Arrivals reflect Civilian Air arrivals only

VISITOR ARRIVALS



Fiscal Year
October 2023 - December 23, 2023

Total: 925

Market	FY 2023	Total FYTD 2023	Total FYTD 2024	% to LY
Singapore	853	192	448	133.3%
Europe	1,485	280	400	42.9%
Malaysia	125	26	57	119.2%
India	106	18	20	11.1%
TOTAL	2,569	516	925	79.3%

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

Note: December 2023 Daily Arrivals reflect Civilian Air arrivals only

KUALA LUMPUR TRAVEL AGENT FAM TOUR – DEC. 8 – 12, 2023



FULL NAME	COMPANY	TITLE
MAT JUSOH BIN DOLLAH	AL-ILMI TRAVEL AND TOURS SDN BHD	DIRECTOR
ABDUL HALIM BIN ALIUMAR	NUH TRAVEL & TOURS SDN BHD	CEO
HAIRUL ANWAR BIN ALI	TRAVENEXX TOURS SDN BHD	CEO
MOHD SADDAM IRRBAN BIN SHAMSUDDI	MUSLIMTRAVELBUG SDN BHD	CEO
AHMAD SYAZWAN BIN MUHAMAD ZANINI	WAN VACATION SDN BHD	DIRECTOR
THEIN SOO LOON	MAL CENTRAL TRAVEL SDN BHD	DIRECTOR
ARIF AFENDI BIN MOHD NOOR	MAL CENTRAL TRAVEL SDN BHD	DIRECTOR
NG MIN YEE	PHILIPPINE AIRLINES MALAYSIA	AREA MANAGER

- GVB welcomed key travel agents from Kuala Lumpur, Malaysia comprised of the CEOs and Directors.
- GVB is working with Philippine Airlines in Malaysia to introduce Guam as a new, visa-free U.S. destination.
- Fam tour is a result of GVB’s participation in MATTA Fair and the collaboration with PAL Malaysia.
- GVB is looking to increase marketing and promotional efforts on the consumer side to raise awareness of Guam.



GVB and Philippine Airlines Malaysia meet with key travel agents back in March 2023

KUALA LUMPUR TRAVEL AGENT FAM TOUR – DEC. 8 – 12, 2023



- Travel agents from Malaysia experienced Guam’s unique offerings to include dolphin watching, a river boat cruise at the Valley of the Latte, tax-free shopping and many more.
- Special thanks to our local industry partners for their support:
 - Hotel Nikko Guam
 - Miki Taxi
 - Valley of the Latte
 - Fish Eye Marine Park
 - The Super American Circus
 - Baldyga Group
 - Habibi’s
 - Pomika Sales
 - Panda Express
 - Singh’s Café
 - Island Falafel
 - Dusit Thani Guam
 - Dusit Thani Beach Resort
 - Wyndham Garden Guam
 - Grand Plaza Hotel
 - The Muslim Association of Guam

UPCOMING EVENTS



MATTA Fair

March 22 - 24, 2024
Malaysia



- Over 200k people attended the MATTA Fair 2023
- It is the largest consumer show in the country
- Guam is the only U.S. destination that exhibited
- GVB received serious inquiries for Incentive Group Travel for March-June 2024.