

NORTH AMERICA, PACIFIC, PHILIPPINES AND NEW MARKETS

MARKETING COMMITTEE REPORT

MONDAY, JULY 1, 2024



PHILIPPINES MARKET



VISITOR ARRIVALS



VISITOR ARRIVALS AS OF MAY 1-31, 2024

Market	Total MTD 2019	Total MTD 2023	Total MTD 2024	% to LY
Philippines	2,228	792	988	24.7%
Market	Total CYTD 2019	Total CYTD 2023	Total CYTD 2024	% to LY
Philippines	8,584	5,799	5,317	-8.3%
Market	Total FYTD 2019	Total FYTD 2023	Total FYTD 2024	% to LY
Philippines	14,987	9,402	8,965	-4.6%

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>

Cebu (CEB) to Agana, Guam (GUM)

Depart: 05 Aug 2024

From
USD 334*
Seen: 1 day ago
One-way / Economy

BOOK NOW

Manila (MNL) to Agana, Guam (GUM)

Depart: 03 Sep 2024

From
USD 257*
Seen: 1 day ago
One-way / Economy

BOOK NOW

UNITED



A STAR ALLIANCE MEMBER



- 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>

Manila (MNL) to Agana, Guam (GUM)

07/05/2024 - 07/12/2024

from
US \$ 390*
Viewed: 8 hours ago
Roundtrip | Economy

Book Now

MARKETING ACTIVITIES



MANILA BULLETIN CAMPAIGN



- Began campaign in April - Manila Bulletin and MB Lifestyle pages
- June's artcard and editorial (posted & printed) highlights Guam as a family-friendly destination
- FB album highlights Guam as a U.S. dream
 - Album is a guide for planning a seamless trip to Guam



The online editorial can be found [here](#).



JUNE: FAMILY-FRIENDLY DESTINATION



MARKETING ACTIVITIES



JTY DREAMS TRAVEL & TOURS PILGRIMAGE GROUP

- Welcomed a pilgrimage group of 23 pax
- Coordinated by Dwayne Santos, Tasi Yan Tano Tours, the group visited Guam on June 6-9, 2024
- They visited Guam's churches, popular historical sites, and enjoyed our tax-free shopping scene
- GVB provided welcome gifts as a warm gesture



MARKETING ACTIVITIES



305 TRAVEL & TOURS PILGRIMAGE GROUP

- Welcomed a 2nd pilgrimage group of 25 pax on June 20-25, 2024
- Coordinated by 305 Travel & Tours
- They visited Guam's churches and held mass at the Chapel of St. Therese in Hagåtña
- GVB provided welcome gifts as a warm gesture



MARKETING ACTIVITIES



INA WELL FEST 2024 KEYNOTE SPEAKER


- GVB collaborated with the Ina Well Fest Keynote Speaker, Stephanie Zubiri
- Event took place June 22, 2024 at Hotel Nikko
Stephanie highlighted her visit on Instagram, promoting Guam to her 66K followers



stephaniezubiri  [Follow](#) [Message](#)  

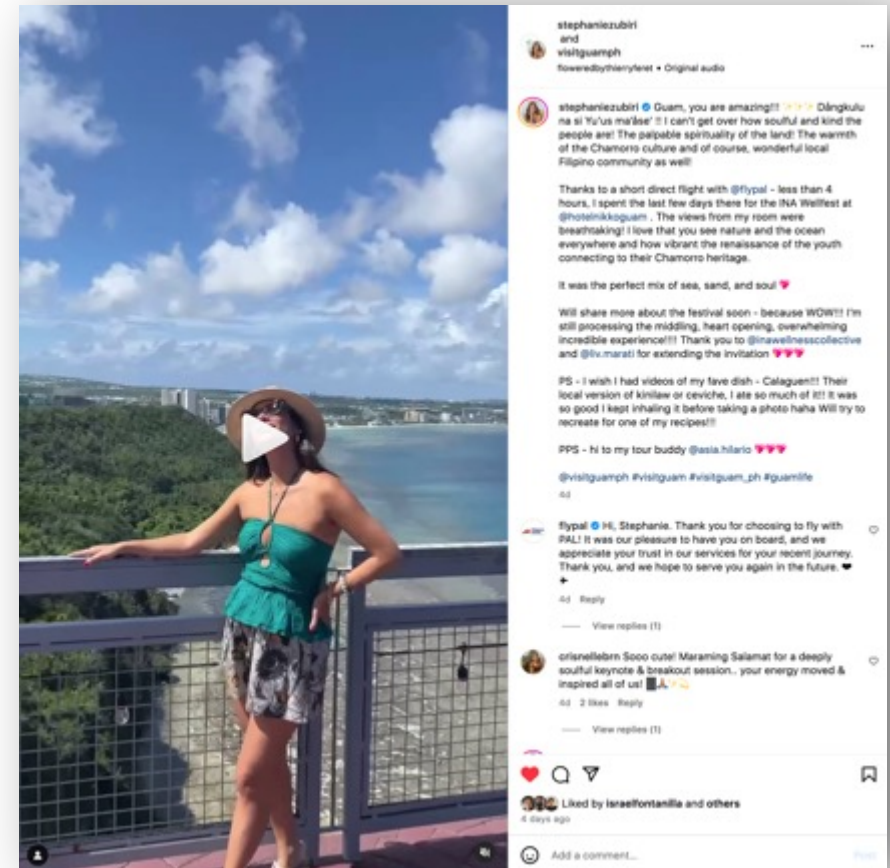
5,115 posts 66K followers 2,266 following

Stephanie Zubiri | Soulful Living

 stephaniezubiri

Approachable wellness to
nourish your body, mind & spirit
Author, Journalist, Motivational Speaker
Reiki Practitioner... [more](#)

open.spotify.com/show/1sqO76DG1fo9OQJxS2Ad57?si=glc4ao-oTC20qOaUV_FmnQ + 2



MARKETING ACTIVITIES



GUAM, AMERICA'S HIDDEN GEM SOCIAL MEDIA ACTIVITIES



Highest reach on a post ⓘ



Facebook post
Sun-kissed and carefree in Guam, USA! Visit this islan...
May 18, 2024, 7:00 PM

This post's reach (69,646) is **1,251%** higher than your median post reach (5,154) on Facebook.

Highest reactions on a post ⓘ



Facebook post
Indulge in Guam's unique flavors that will bring your...
May 22, 2024, 7:00 PM

This post received **785%** more reactions (841 reactions) than your median post (95 reactions) on Facebook.

Highest comments on a post ⓘ



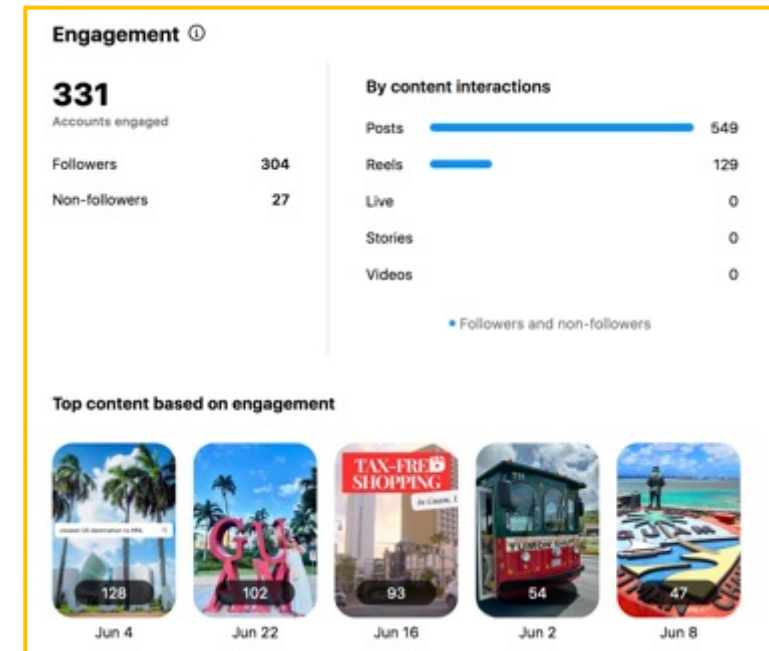
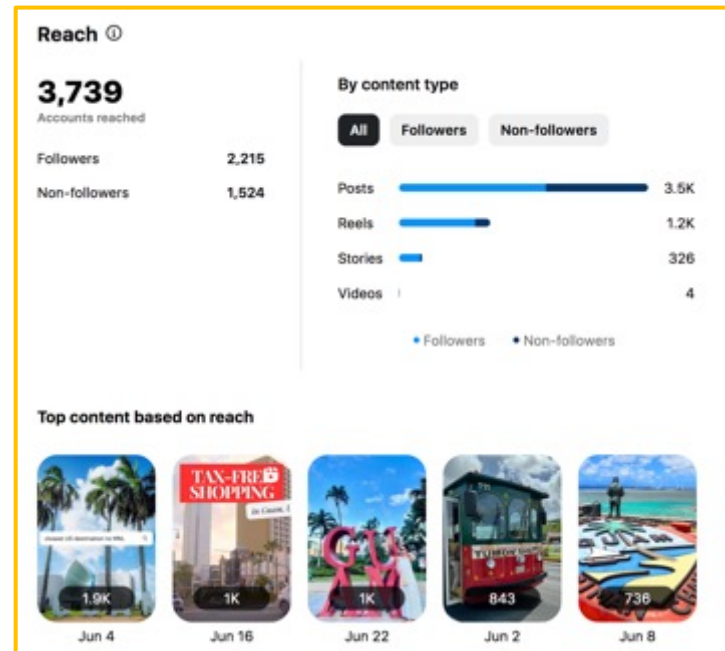
Facebook post
Indulge in Guam's unique flavors that will bring your...
May 22, 2024, 7:00 PM

This post received **2,333%** more comments (73 comments) than your median post (3 comments) on Facebook.

MARKETING ACTIVITIES



GUAM, AMERICA'S HIDDEN GEM SOCIAL MEDIA ACTIVITIES



UPCOMING EVENTS



Entertainment, Food, Fun!
CASH RAFFLE PRIZES

70TH ANNIVERSARY
1954 - 2024

FILIPINO COMMUNITY OF GUAM

Pista sa Nasyon

JULY 13 2024 | **SATURDAY 2 PM 9 PM**

GOV. JOSEPH FLORES BEACH PARK
(YPAO BEACH PARK)

FREE ADMISSION

For vendor information, please contact
Mr. Romy Angel (671) 489-0523 | Mr. Pat Lucas (671) 688-8805

THE FILIPINO COMMUNITY OF GUAM'S PISTA SA NAYON IS PRESENTED BY THE GUAM VISITOR'S BUREAU AND IN COOPERATION WITH THE OFFICE OF THE GOVERNOR AND PHILIPPINE CONSULATE'S OFFICE

FCG'S PISTA SA NAYON 2024 YPAO BEACH PARK JULY 13, 2024

- In celebration of the Filipino Community of Guam's 70th Anniversary, FCG will host an event at the Governor Joseph Flores Beach Park
- GVB is a sponsor of the event
- Guests can enjoy entertainment, delicious Filipino food, and fun for all ages

On behalf of the Filipino Community of Guam and the Pista sa Nasyon Committee we proudly announce contestant application information for: **Tawag ng Tanghalan Singing Competition**

Open to any Filipino-American
Cash prizes will be awarded to the winners:
\$400 in consolation prizes will be handed out.

Category 1	Category 2
KIDS & JUNIOR (12 years old and below)	AMATEUR (13 YEARS OLD AND OLDER)
First Prize: \$300	First Prize: \$500
Second Prize: \$200	Second Prize: \$300
Third Prize: \$100	Third Prize: \$200

SATURDAY 13TH JULY 2024

3 PM
YPAO BEACH PARK
SAMPAGUITA, PAVILLION

THE FILIPINO COMMUNITY OF GUAM'S
TAWAG NG TANGHALAN Singing Competition

ALL INTERESTED CONTESTANTS MUST COMPLETE THE ENTRY FORM IN ORDER TO BE ELIGIBLE FOR THE COMPETITION.

***Each contestant must provide their own music on a flash drive/USB drive or CD consisting of no more than 100 (100) songs.

Please indicate your name and track number to be played. Music arrangements must be submitted prior to the contest, no later than July 01, 2024. Comparison of scores will be based on criteria set by a panel of judges. Winners will be announced at the end of the competition. The decision of the panel of judges is final.

Please call Ms. Laine Cabalot at 671-725-6880, Ms. Edna Babalad at 671-689-3362 or Norman Analiza at 671-795-3333 to get a copy of the entry form or, for more information.

UPCOMING EVENTS



2ND ANNUAL TRAVEL SALE EXPO (B2C) AND GLOBAL TRAVEL EXCHANGE AND ROADSHOW (B2B) MEGATRADE HALL IN MANDALUYONG, PHILIPPINES SEPTEMBER 27-29, 2024



- GVB will be attending the Global Tourism Business Association (GTBA) and OneKlik Events Management Services' Travel Sale Expo (B2C) from September 27-29, 2024 and the Global Travel Exchange and Roadshow (B2B) on September 28, 2024.
- Travel Sale Expo is recognized for its pioneering approach to the travel and tourism sector. This year's theme is "Experience the World, Travel is Life!"
- Last year's event had over 100 exhibitors with 180 booths with a total foot traffic of 51,111 attendees.

NORTH AMERICA MARKET



VISITOR ARRIVALS



Visitor Arrivals as of May 1-31, 2024

Market	Total MTD 2019	Total MTD 2023	Total MTD 2024	% to LY
US/Hawaii	6,973	4,582	6,218	35.7%

Market	Total CYTD 2019	Total CYTD 2023	Total CYTD 2024	% to LY
US/Hawaii	39,955	35,136	36,992	5.3%

Market	Total FYTD 2019	Total FYTD 2023	Total FYTD 2024	% to LY
US/Hawaii	62,553	54,275	57,014	5.0%

RECENT EVENTS



CHE'LU's 12th Annual Chamorro Cultural Festival 2024 Oceanside Pier Amphitheatre, San Diego, CA March 23, 2024

The poster features the Guam Visitors Bureau and United Airlines logos at the top. The main image shows a large, traditional Chamorro thatched-roof boat with people on board. Below the image is a QR code and the text: "Scan to receive information about this special airfare!". The text below the QR code reads: "Guam Visitors Bureau & United Airlines invite you to learn about our 80th Guam Liberation 'Homecoming' Special Fare". A dashed box contains the following information: "Where: Sons and Daughters of Guam Club, 334 Willie James Jones Ave, San Diego, CA 92102", "When: Friday, March 22, 2024 @ 6:00PM, Sunday, March 24, 2024 @ 4:00PM", and "For inquiries, please contact Dee Hernandez at dee.hernandez@vbg Guam.org". At the bottom, there are four small images: a sunset, a modern building, a plate of food, and a tropical beach scene.

- The festival has united Chamorros living in California and beyond in a celebration to promote and preserve the Chamorro language, culture, food, art and seafaring traditions.
- GVB and United Airlines are working on an 80th Guam Liberation airfare promotion that will be shared and presented to various Guam/Chamorro organizations during the Che'lu event.

RECENT EVENTS



IPW 2024 Los Angeles, CA May 5 – 8, 2024



GVB recently participated in IPW, which is the U.S.' largest travel trade show that attracts international buyers who have been vetted by the U.S. Travel Association.

IPW is a B2B event where travel agents whose interest is to sell U.S. destinations are invited by the U.S. Travel Association.

More than 5,000 attendees, including nearly 1,400 international travel buyers and media, participated in IPW 2024.

UPCOMING EVENT



GVB and United Airlines Homecoming Campaign For Guam 80th Liberation

GVB and United Airlines launched a Homecoming Campaign for the Guam 80th Liberation.

The campaign offers a 30% discount on roundtrip travel from the U.S. mainland to Guam to visitors looking to “return home” or to visit for the first time, and experience Guam’s unique offerings during Liberation.

Guam's hometown airline, United Airlines®, and the Guam Visitors Bureau welcome you home to celebrate the 80th anniversary of Guam's liberation. Returning residents, family and friends of Guam are invited to enjoy a special homecoming travel discount during July 2024.

United special offer	15% off	Guam Visitors Bureau match offer	Extra 15% off
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United® is offering a 15% discount on published fares (excluding basic economy), and Guam Visitors Bureau will match this discount offer with a further 15% off, meaning you can enjoy combined savings of both offers on your travel.

Origin	Destination	Ticketing Period	Travel Period	Promo Code
U.S./Hawaii	Guam	April 15 to June 1, 2024	July 1 to August 15, 2024	GUM80

Travel must be completed by August 15, 2024.

To book a flight with this offer, send an email to guam80thliberation@united.com and mention the promo code GUM80 with the details below:

- Include the following for each passenger:
- Full name as it appears on your passport/government ID
 - Phone number
 - Email address
 - United MileagePlus® account number
 - Outbound departure date and city
 - Guam departure date and destination city/airport

Not a MileagePlus member? Scan this code to enroll today.



Terms and conditions:
Tickets: Discount offer is valid for Guam's Homecoming in celebration of the 80th Anniversary of Guam's Liberation. This discount does not apply to taxes, fees, or surcharges, including passenger facility charges or airport security charges. It is the responsibility of the passenger to pay such amounts at time of ticketing. Customers must buy tickets through the United City Ticket Office (Guam) and use the promo code GUM80 to receive the 15% discount. The 15% discount will be applied to the base fare only. Travel is valid for roundtrip flights from the U.S. and Hawaii to Guam. Travel must originate in the U.S. or Hawaii. Tickets must be purchased between April 15 and June 1, 2024. Last ticket purchase date is June 1, 2024, 11:59PM (PST). Existing reservations are excluded from this offer. **Travel Period:** Outbound travel must be between July 1 to August 15, 2024. **Eligibility:** 15% discount is valid for published fares in Standard Economy, Flex Economy and Premium Economy (excludes Basic Economy fares). Travel is valid on United® operated flights and United flights operated by United Express® only. Seats are capacity controlled and may not be available on all flights and/or dates. Open returns not permitted, and all segments must be confirmed at time of ticketing. No Blackout is allowed. **Miscellaneous:** Other discounts and promotions are not applicable to these fares. Offer subject to change at any time. All published fare rules apply.

April 15 – June 1, 2024

Tickets sold: 1,146 tickets

GVB Cost: \$380,599

\$332/person: GVB Support

\$322/person: UA Support

\$644/person – Approximate discount per person

Guam Liberator to Return for 80th Guam Liberation



GVB will be bringing back to Guam WWII Veteran and this year's Liberation Grand Marshall, Frank S. Wright. Mr. Wright enlisted in the U.S. Marine Corps at age 16 and fought in four major battles (Guadalcanal, New Georgia, Guam and Iwo Jima). Mr. Wright was wounded by a bayonet in the stomach while recapturing and liberating Guam.

Mr. Wright is a recipient of a Purple Heart with two stars, the Presidential Unit Citation with two stars, Navy Unit Commendation, the American Campaign Medal, the Asiatic-Pacific Campaign with three service stars, the Fleet Marine Force with four stars, the Marine Corps Expedition Medal, Combat Action Ribbon with four stars, the Victory Medal and the Good Conduct Medal.

PACIFIC MARKET



VISITOR ARRIVALS



Month to Date May 1-31, 2024

Market	Total MTD 2019	Total MTD 2023	Total MTD 2024	% to LY
CNMI	1,980	746	1,023	37.1%
Palau	444	153	335	119.0%
FSM	1,365	757	1,030	36.1%
RMI	135	57	58	1.8%
Australia	117	62	115	85.5%

VISITOR ARRIVALS



Calendar Year to Date 2024 January - May 31, 2024

Market	Total CYTD 2019	Total CYTD 2023	Total CYTD 2024	% to LY
CNMI	9,063	5,783	4,786	-17.2%
Palau	1,591	1,026	1,364	32.9%
FSM	5,402	4,829	5,100	5.6%
RMI	582	327	273	-16.5%
Australia	1,232	513	690	34.5%

VISITOR ARRIVALS



Fiscal Year to Date 2024 October 2023 - May 31, 2024

Market	Total FYTD 2019	Total FYTD 2023	Total FYTD 2024	% to LY
CNMI	14,057	10,108	7,791	-22.9%
Palau	2,616	1,835	2,268	23.6%
FSM	8,506	7,396	8,242	11.4%
RMI	953	547	403	-26.3%
Australia	1,748	836	888	6.2%

RECENT EVENTS



PATA Micronesia Chapter 1st Tri-Annual Meeting Saipan, CNMI March 13 – 15, 2024



PATA Micronesia Chapter held its first meeting membership meeting of 2024 in Saipan, CNMI from March 13 - 15, 2024.

National and State Tourism Organizations from all over Micronesia, as well as members representing both public and private sectors were in attendance.

PATA Micronesia Chapter conducted committee meetings (Marketing, Education, Membership and Cultural Heritage and Environment) and also held the Executive Board meeting in Saipan.

The next Chapter meeting will take place on Guam in December 2024.

RECENT EVENTS

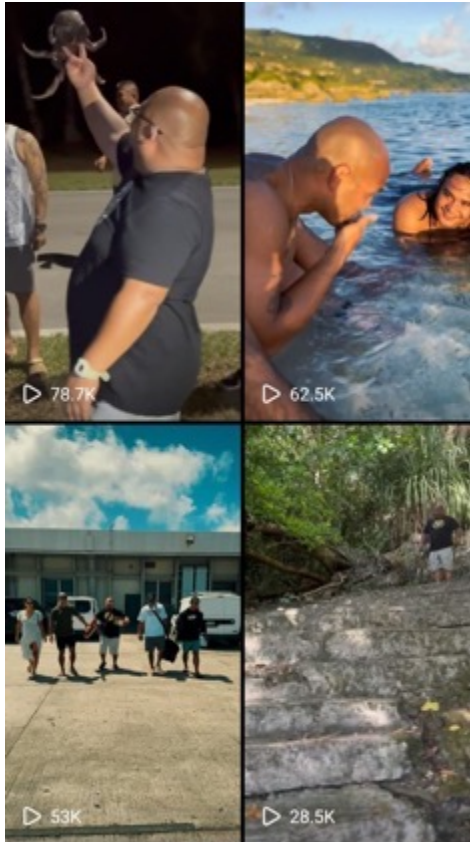


“Un Marianas” Rota Familiarization Tour Rota, CNMI May 15 - 17, 2024

The Guam Visitors Bureau (GVB) visited Rota at the invitation of Mayor Aubry Hocog on May 15 & 16 for a two-day familiarization tour. The invitation was extended to GVB, local media, and Morale, Welfare, and Recreation (MWR) representatives for Guam’s military bases for the purpose of showcasing Rota as an optional tour for Guam residents and military families.



“Un Marianas” Rota Familiarization Tour Rota, CNMI May 15 - 17, 2024



Over 900k views
so far from media
exposure

Micronesia Island Forum



Regional Tourism Committee

Prepared by the

PATA MICRONESIA CHAPTER



26th Micronesia Island Forum Guam June 3 - 5, 2024

The Micronesia Island Forum took place from June 3- 5, 2024.

Leaders from all over the region met on Guam to discuss issues and opportunities pertaining to healthcare, transportation, gender equality, tourism, etc.

PATA Micronesia Chapter presented on behalf of the Regional Tourism Committee.

RECENT EVENTS



“Un Marianas” Campaign Saipan, CNMI June 4 - 6, 2024

The Guam Visitors Bureau (GVB) visited Saipan to meet with tourism industry executives, the MVA, and Legislators from the House of Representatives and the Senate to discuss a collaboration to promote the “Un Marianas” initiative:

- EVS-TAP – support of Guam’s inclusion
- Guam-CNMI Visa Waiver Program – Philippines
- Collaboration to promote travel to and from Guam and the CNMI
- Address the impediments of the air cabotage law
- Explore China market and connection via Haneda

NEW MARKETS



VISITOR ARRIVALS



Visitor Arrivals as of May 2024

Market	Total MTD 2019	Total MTD 2023	Total MTD 2024	% to LY
New Markets	304	162	203	25.3%

Market	Total CYTD 2019	Total CYTD 2023	Total CYTD 2024	% to LY
New Markets	1,766	1,076	1,153	7.2%

Market	Total FYTD 2019	Total FYTD 2023	Total FYTD 2024	% to LY
New Markets	2,940	1,637	2,137	30.5%

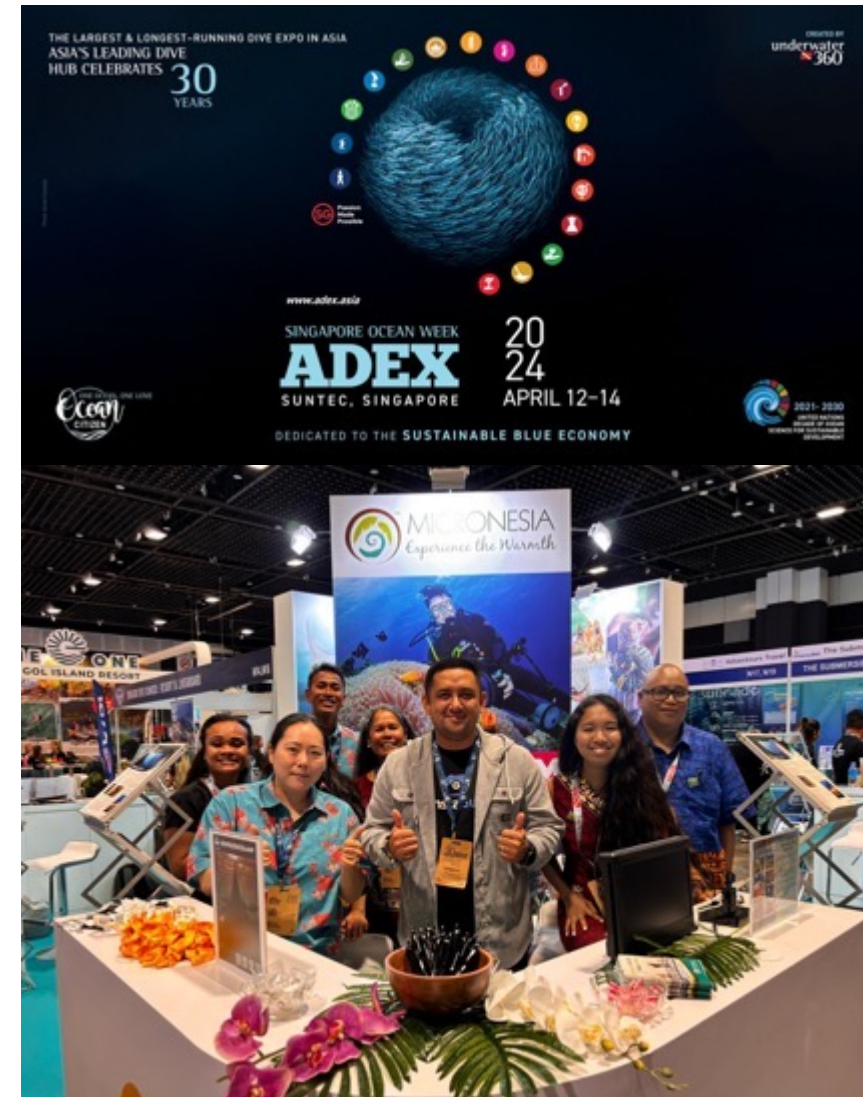
RECENT EVENTS



Asia Dive Expo 2024 Singapore April 12 - 14, 2024

The Asia Dive Expo (ADEX) is the largest and longest-running dive expo in the Asia Pacific Region. ADEX celebrated its 30th year of promoting diving in Asia.

GVB exhibited alongside the Palau Visitors Authority and the Marianas Visitors Authority, under the Micronesia Pavilion. This collaboration will allow our destinations be more competitive and to stand out among larger well-known destinations.



UPCOMING LOCAL EVENTS



SIGNATURE EVENTS



Guam's 80th Liberation Celebration
Todu I Tiempo I Pås Para Hita
Peace For Us Always
July 21, 2024

