

NORTH AMERICA, PACIFIC, PHILIPPINES AND NEW MARKETS

MARKETING COMMITTEE REPORT



PHILIPPINES MARKET



VISITOR ARRIVALS



Visitor Arrivals as of April 1-30, 2024

Market	Total MTD 2019	Total MTD 2023	Total MTD 2024	% to LY
Philippines	2,432	1,328	1,072	-19.3%

Market	Total CYTD 2019	Total CYTD 2023	Total CYTD 2024	% to LY
Philippines	6,355	5,007	4,329	-13.5%

Market	Total FYTD 2019	Total FYTD 2023	Total FYTD 2024	% to LY
Philippines	12,758	8,610	7,977	-7.4%

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)

Depart: 19 Jun 2024

From
USD 277*
Seen: 22 hrs ago
One-way / Economy

BOOK NOW

Manila (MNL) to Agana, Guam (GUM)

Depart: 15 Aug 2024

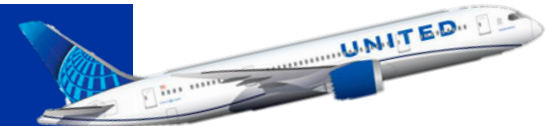
From
USD 277*
Seen: 1 day ago
One-way / Economy

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)

06/14/2024 - 06/18/2024

from
US \$ 365*
Viewed: 7 hours ago
Roundtrip | Economy

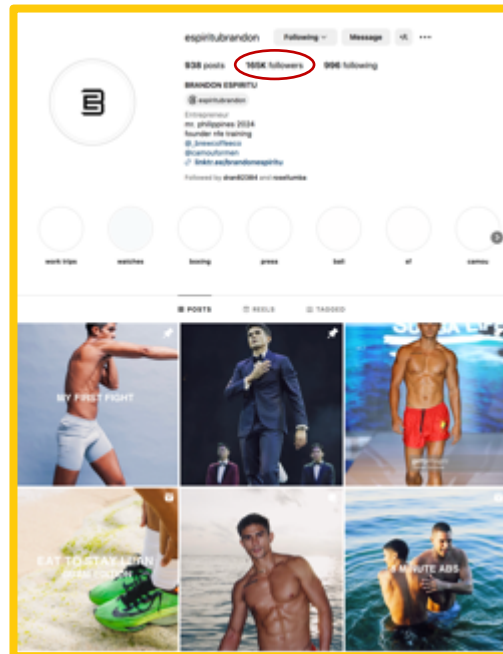
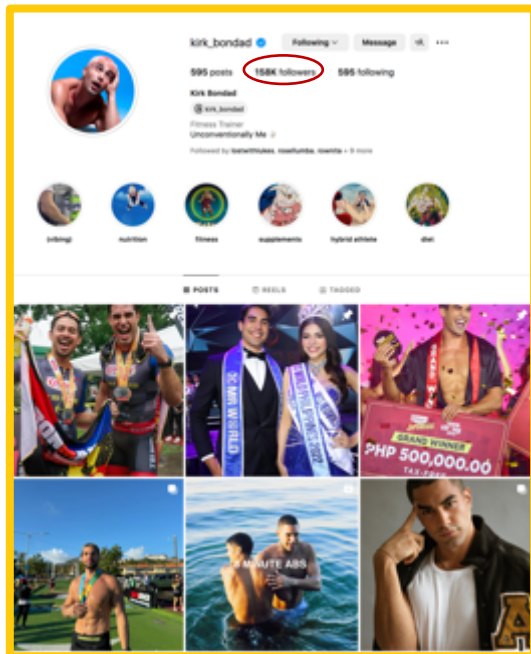
Book Now

PAST EVENT



KO'KO' ROAD RACE WEEKEND

- GVB invited influencers from the Philippines to participate in the Ko'ko' Road Race on April 14, 2024
- Both completed the half marathon race in less than two hours
 - Kirk Bondad - Mr. World Philippines 2022 completed the race at 1:57:03
 - Brandon Espiritu - Mr. Philippines 2023 completed the race at 1:57:10



MARKETING ACTIVITIES



PHILIPPINE SPORTS GROUPS IN GUAM

- Guam welcomed three youth sports groups from the Philippines coordinated by Gideon Diestro, Sports Director at National University Inspire Sports Academy.
- GVB provided welcome gifts and fellowship dinner giveaways for the athletes
- Total number of travelers:
 - Basketball: 80 pax
 - Golf: 35 pax
 - Badminton: 35 pax



Basketball: March 24-29, 2024



Golf: March 29-31, 2024



Badminton: April 3-7, 2024

MARKETING ACTIVITIES



NAITAS GOLF FAM VISIT

- GVB welcomed five (5) travel agents from the National Association of Independent Travel Agencies (NAITAS) in the Philippines from April 20-25, 2024.
- Conducted site inspections at Onward Mangilao Golf Resort & Finest Golf Resort in order to promote golf tourism in Guam.
- Plans to create enticing golf packages that combine the thrill of golfing with the unique cultural and scenic offerings of Guam.



MARKETING ACTIVITIES



GTBA GOLF FAM VISIT

- GVB welcomed five (5) travel agents and their travelers from the Global Tourism Business Association (GTBA) in the Philippines from May 3-6, 2024.
- Conducted site inspections at Leo Palace Golf Resort & Finest Golf Resort In order to promote golf tourism in Guam.
- Plans to create enticing travel packages that highlight the *Jewels of Guam, USA*.



MARKETING ACTIVITIES



TAKE OFF PH COLLABORATION

- GVB collaborated with an award-winning travel blogger from the Philippines, Romeo “Miyo” Briones Jr.
- Miyo posted reels on social media highlighting the natural beauty, adventure, and delicious cuisine that Guam has to offer.
- Highlighted iconic sightseeing spots, tax-free shopping, and travel hacks for Filipinos in his blog feature on takeoffphilippines.com.



TAKE OFF PHILIPPINES

POSTED 1 WEEK AGO BY TAKEOFFPHILIPPINES

The Ultimate Guam Experience: Exploring the Best of America's Hidden Gem (Family Edition)

Are you ready to embark on the ultimate family adventure to America's hidden gem in the Pacific?



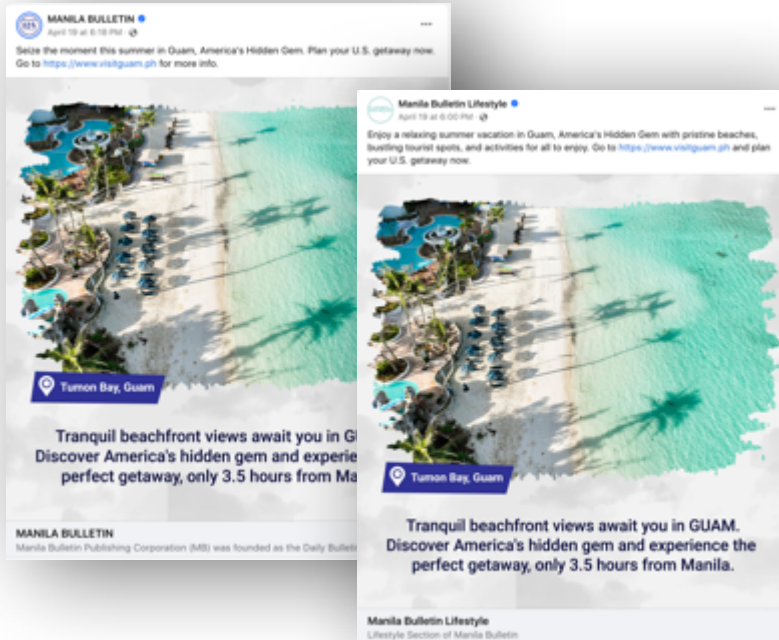
After navigating the highs and lows of pandemic travel, including journeys to destinations like Dumaguete, Tagaytay, Abu Dhabi, and Dubai, I'm thrilled to announce our next exciting destination: Guam! This stunning island, known as "Where America's Day Begins," holds a special place in our hearts for its unparalleled beauty and cultural richness.

MARKETING ACTIVITIES

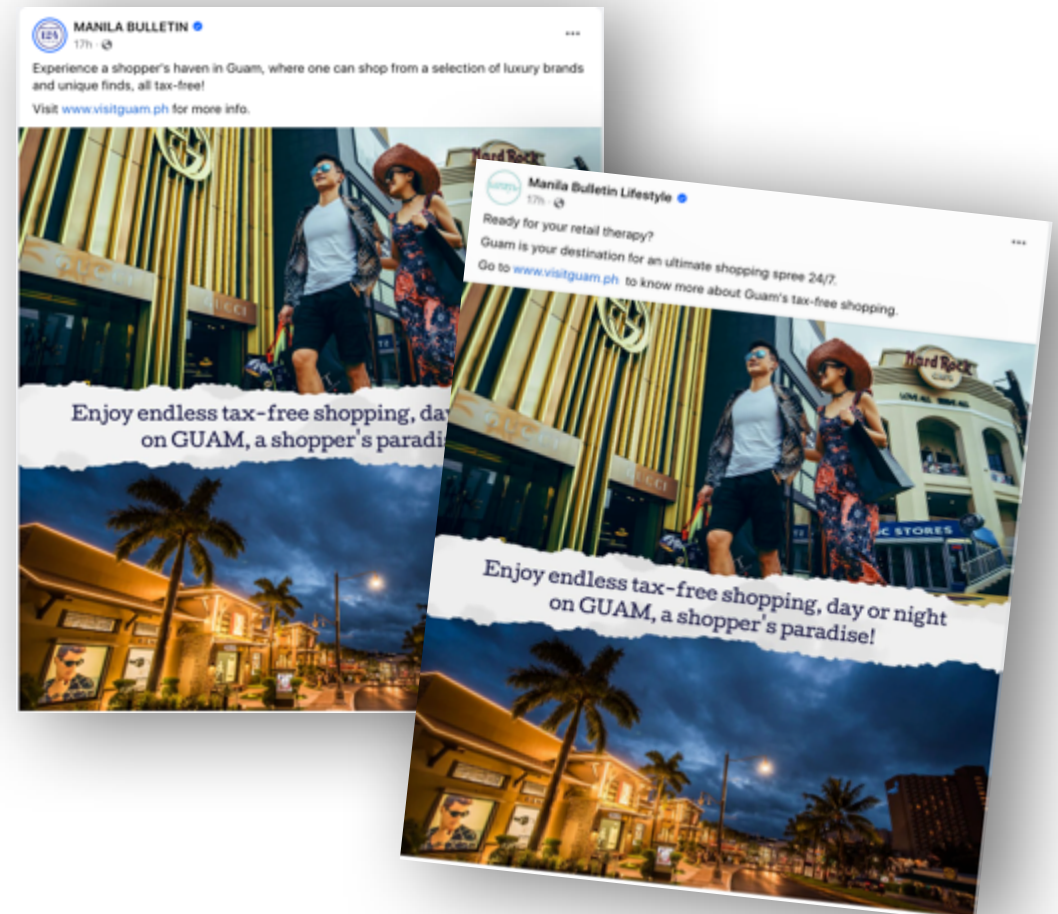


MANILA BULLETIN SOCIAL MEDIA ARTCARDS

- GVB collaborated with Manila Bulletin to post media art cards on their Main and Lifestyle Facebook Pages
- Art cards to be posted every month from April to September



APRIL: WHITE SANDY BEACHES



MAY: TAX-FREE SHOPPING

MARKETING ACTIVITIES



GUAM, AMERICA'S HIDDEN GEM SOCIAL MEDIA ACTIVITIES

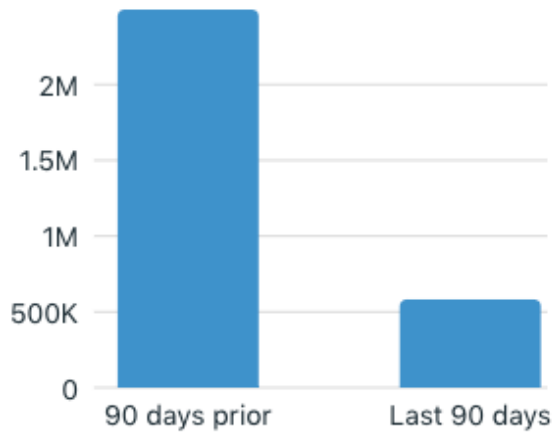


Reach

Post reach ⓘ

582K ↓ 76.7%

Total from last 90 days vs 90 days prior

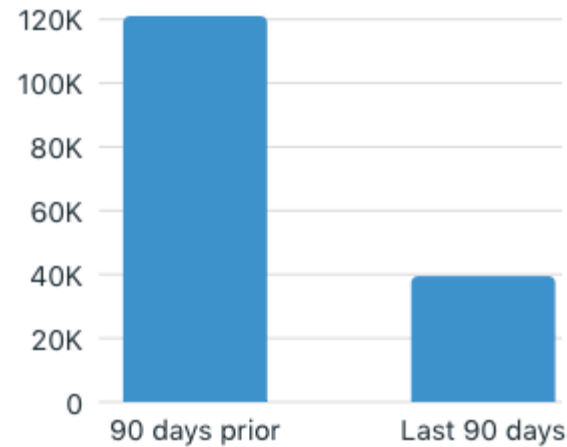


Engagement

Post reactions, comments and shares ⓘ

39.5K ↓ 67.4%

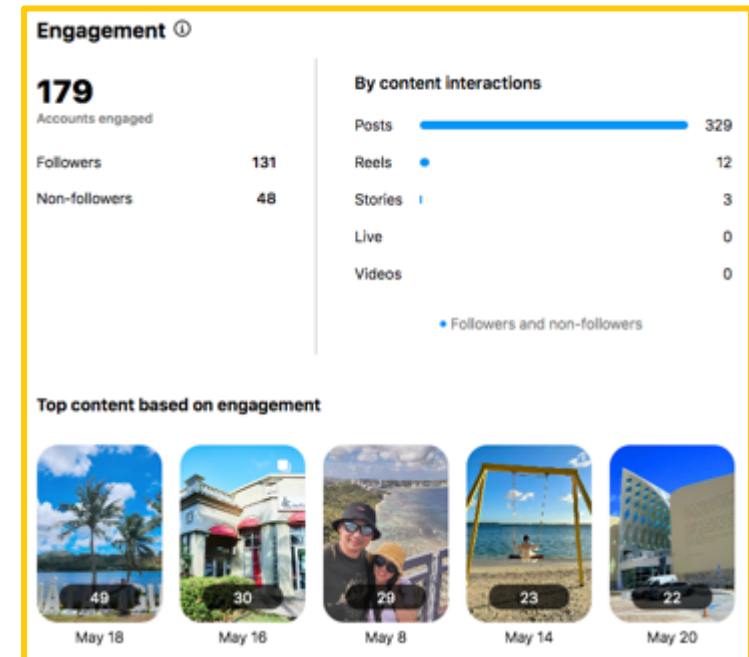
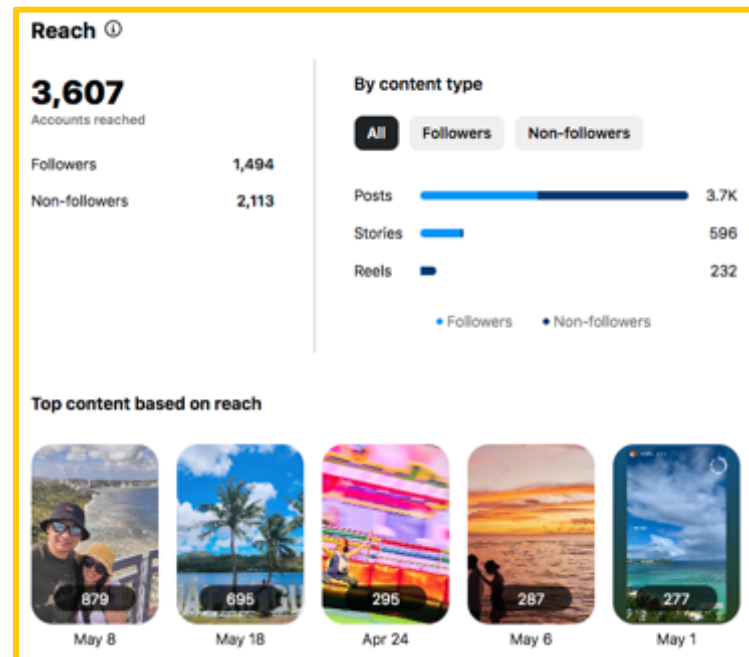
Total from last 90 days vs 90 days prior



MARKETING ACTIVITIES



GUAM, AMERICA'S HIDDEN GEM SOCIAL MEDIA ACTIVITIES



NORTH AMERICA MARKET



VISITOR ARRIVALS



Visitor Arrivals as of April 1-30, 2024

Market	Total MTD 2019	Total MTD 2023	Total MTD 2024	% to LY
US/Hawaii	7,044	6,039	6,185	2.4%

Market	Total CYTD 2019	Total CYTD 2023	Total CYTD 2024	% to LY
US/Hawaii	32,310	30,290	28,378	-6.3%

Market	Total FYTD 2019	Total FYTD 2023	Total FYTD 2024	% to LY
US/Hawaii	54,908	49,429	48,400	-2.1%

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 logo and United Airlines logo at the top. Below them is a photograph of a traditional Chamorro thatched-roof boat with people on board. A QR code is located to the right of the boat. Below the photo is the text: "Guam Visitors Bureau & United Airlines invite you to learn about our 80th Guam Liberation 'Homecoming' Special Fare". A dashed box contains the event details: "Where: Sons and Daughters of Guam Club, 334 Willie James Jones Ave, San Diego, CA 92102" and "When: Friday, March 22, 2024 @ 6:00PM, Sunday, March 24, 2024 @ 4:00PM". At the bottom, there are four small images: a sunset, a modern building, a plate of food, and a tropical landscape.

Homecoming Campaign
UNITED AIRLINES

GUAM VISITORS BUREAU

Scan to receive information about this special airfare!

Guam Visitors Bureau & United Airlines invite you to learn about our 80th Guam Liberation 'Homecoming' Special Fare

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

For inquiries, please contact Dee Hernandez at dee.hernandez@visitorsbureau.org

- 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. **Fare validity:** 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 Waiver 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.

PACIFIC MARKET



VISITOR ARRIVALS



Month to Date April 1-30, 2024

Market	Total MTD 2019	Total MTD 2023	Total MTD 2024	% to LY
CNMI	1,946	1,105	857	-22.4%
Palau	283	215	295	37.2%
FSM	1,195	1,255	1,095	-12.7%
RMI	99	114	64	-43.9%
Australia	189	82	55	-32.9%

VISITOR ARRIVALS



Calendar Year to Date 2024 January - April 30, 2024

Market	Total CYTD 2019	Total CYTD 2023	Total CYTD 2024	% to LY
CNMI	7,083	5,036	3,761	-25.3%
Palau	1,147	873	1,029	17.9%
FSM	4,037	4,072	4,070	0.0%
RMI	447	270	215	-20.4%
Australia	1,090	451	566	25.5%

VISITOR ARRIVALS



Fiscal Year to Date 2024 October 2023 - April 30, 2024

Market	Total FYTD 2019	Total FYTD 2023	Total FYTD 2024	% to LY
CNMI	12,077	9,361	6,766	-27.7%
Palau	2,172	1,682	1,933	14.9%
FSM	7,141	6,639	7,212	8.6%
RMI	818	490	345	-29.6%
Australia	1,606	674	764	13.4%

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

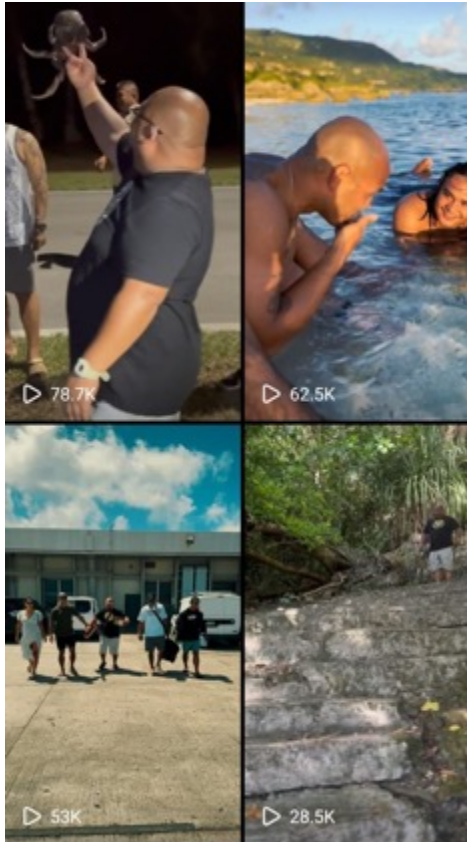


“Un Marianas” Rota Familiarization Tour Rota, CNMI May 15 - 17, 2024

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 next Micronesia Island Forum will take place from June 3- 5, 2024.

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

PATA Micronesia Chapter will present on behalf of the Regional Tourism Committee.

NEW MARKETS



VISITOR ARRIVALS



Visitor Arrivals as of April 2024

Market	Total MTD 2019	Total MTD 2023	Total MTD 2024	% to LY
New Markets	353	315	181	-42.5%

Market	Total CYTD 2019	Total CYTD 2023	Total CYTD 2024	% to LY
New Markets	1,462	914	933	2.1%

Market	Total FYTD 2019	Total FYTD 2023	Total FYTD 2024	% to LY
New Markets	2,636	1,375	1,917	39.4%

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

