



NORTH AMERICA, PACIFIC, PHILIPPINES, NEW MARKETS

COMMITTEE MEETING

MON, OCTOBER 14, 2024

PHILIPPINES MARKET



VISITOR ARRIVALS



VISITOR ARRIVALS AS OF AUGUST 1-31, 2024

Market	Total MTD 2019	Total MTD 2023	Total MTD 2024	% of 2019
Philippines	1,387	1,253	1,148	82.77%
Market	Total CYTD 2019	Total CYTD 2023	Total CYTD 2024	% of 2019
Philippines	13,032	9,096	8,741	67.07%
Market	Total FYTD 2019	Total FYTD 2023	Total FYTD 2024	% of 2019
Philippines	19,435	12,699	12,389	63.75%

**TARGETED
FY24 ARRIVALS:
14,000**

**Expect to exceed
95% of goal**

RECENT EVENTS



PTAA EMERGING OUTBOUND DESTINATIONS

- September 26, 2024 - Rizal Park Hotel Manila
- B2B Tabletop Event + General Membership Meeting
- Met with travel agents and discussed the potential to create/sell Guam travel packages.



GTBA TRAVEL SALE EXPO + GLOBAL TRAVEL EXCHANGE AND ROADSHOW

- September 27-29, 2024
- Megatrade Halls within SM Megamall in Mandaluyong City
- 3-day B2C + 1-day B2B
- Guam-brand promo items and brochures were given to consumers who visited the Guam booth
- GVB won NTO Expo Champion and Most Popular Booth awards along with two (2) appreciation plaques.

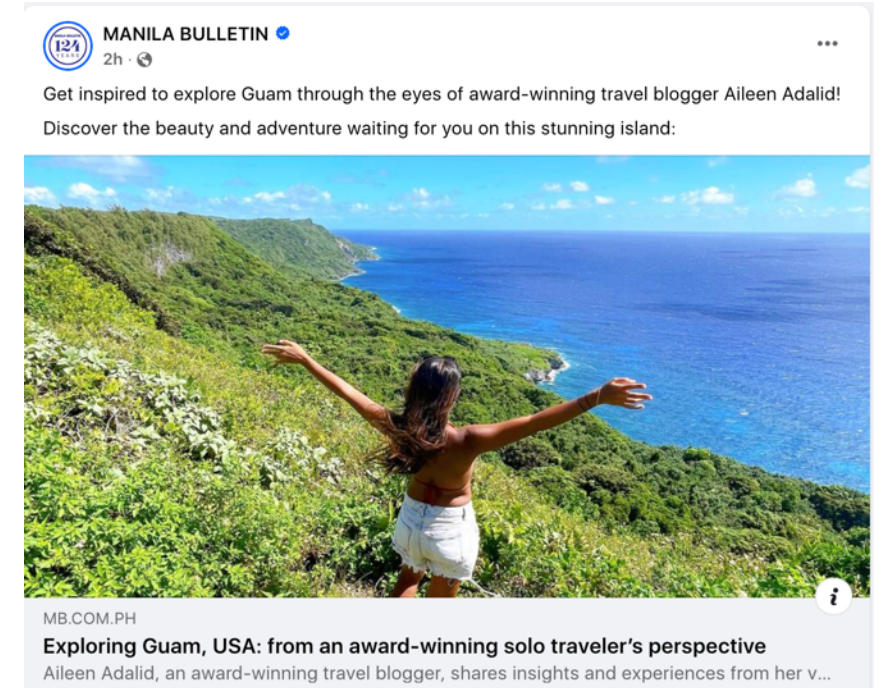


MANILA BULLETIN EDITORIAL



EDITORIAL FEATURE + FB ALBUM

- Manila Bulletin published an article and FB album highlighting award-winning solo traveler Aileen Adalid's experience traveling to Guam.
- In the article, Aileen covered topics such as Guam's beaches, attractions, rich history, and exciting activities for all to enjoy.
- As a compliment to the the editorial feature, the FB album listed five things to do in Guam as recommended by Aileen Adalid.



NORTH AMERICA MARKET



VISITOR ARRIVALS



Visitor Arrivals as of August 1-31, 2024

Market	Total MTD 2019	Total MTD 2023	Total MTD 2024	% to LY
US/Hawaii	6,353	6,677	5,999	-10.2%

Market	Total CYTD 2019	Total CYTD 2023	Total CYTD 2024	% to LY
US/Hawaii	64,669	57,404	60,962	6.2%

Market	Total FYTD 2019	Total FYTD 2023	Total FYTD 2024	% to LY
US/Hawaii	67,267	76,543	80,984	5.8%

UPCOMING EVENTS



IMEX America 2024 Las Vegas, Nevada October 8-10, 2024

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 was joined by Dusit Thani Guam Resort and Leo Palace Resort Guam to promote Guam's MICE offerings. This year's IMEX attracted several MICE buyers who are interested in Guam and will be including Guam in their MICE travel packages.



GUAM ISLAND FIESTA, LAS VEGAS, NV



Guam Island Fiesta Las Vegas, Nevada October 6, 2024

GVB hosted a Guam Island Fiesta event to reach out to the Disapora and Guam Veterans as part of its outreach to the VFR market in the U.S.

GVB shared the Chamorro spirit through music and entertainment while also continuing to convince friends and family in the mainland to visit Guam.

PACIFIC MARKET



VISITOR ARRIVALS



Month to Date August 1-31, 2024

Market	Total MTD 2019	Total MTD 2023	Total MTD 2024	% to LY
CNMI	2,579	1,141	1,380	20.9%
Palau	408	276	364	31.9%
FSM	1,469	1,280	1,123	-12.3%
RMI	217	77	47	-39.0%
Australia	67	56	67	19.6%

VISITOR ARRIVALS



Calendar Year to Date 2024 January - August 31, 2024

Market	Total CYTD 2019	Total CYTD 2023	Total CYTD 2024	% to LY
CNMI	16,132	9,184	9,123	-0.7%
Palau	2,881	1,751	2,423	38.4%
FSM	9,717	8,637	8,700	0.7%
RMI	1,092	536	454	-19.0%
Australia	1,495	819	971	18.6%

VISITOR ARRIVALS



Fiscal Year to Date 2024 October 2023 – August 31, 2024

Market	Total FYTD 2019	Total FYTD 2023	Total FYTD 2024	% to LY
CNMI	21,236	13,509	12,128	-10.2%
Palau	3,906	2,560	3,327	30.0%
FSM	12,821	11,204	11,842	5.7%
RMI	1,463	756	564	-25.4%
Australia	2,011	1,142	1,169	2.4%

RECENT EVENTS



PATA Travel Mart Bangkok, Thailand August 25-30, 2024



The Guam Visitors Bureau (GVB) attended the PATA Travel Mart in Thailand from August 25-30, 2024. PTM is the largest B2B event and the longest-running in Asia Pacific. GVB had pre-scheduled meetings with travel buyers from key source markets, as well as new markets. Additionally, GVB also participated in the PATA Executive Board and Chapter meetings taking place during the travel mart.

GVB exhibited alongside the Marianas Visitors Authority (MVA) and Palau Visitors Authority (PVA), under the 'Micronesia Pavilion' and promoted travel to the region.

PATA TRAVEL MART 2024



Micronesia Pavilion together with Marianas Visitors Authority and Palau Visitors Authority



Opportunities:

- 150 pax from Philippines in March 2025 (corporate incentive travel). GVB offered to provide welcome bags, airport greeting and other support.
- Travel agent from South Korea to visit in November 2024 to experience new attractions and meet with industry partners.
- Company in U.S. to consider including Guam in their U.S. – Japan itinerary after GVB shared idea to diversify their travel packages.
- Travel agency in Vietnam wants to coordinate a 20 pax travel agent fam tour in 2025.

NEW MARKETS



VISITOR ARRIVALS



Visitor Arrivals as of August 1-31, 2024

Market	Total MTD 2019	Total MTD 2023	Total MTD 2024	% to LY
New Markets	1,050	547	702	28.3%

Market	Total CYTD 2019	Total CYTD 2023	Total CYTD 2024	% to LY
New Markets	6,651	4,421	5,294	19.7%

Market	Total FYTD 2019	Total FYTD 2023	Total FYTD 2024	% to LY
New Markets	8,719	6,042	7,378	22.1%

UPCOMING EVENT



ITB Asia + MICE Show Asia + Travel Tech Asia Singapore October 23-25, 2024

3 EVENTS IN 3 DAYS



ITB
ASIA

mICE
SHOW ASIA

7 TRAVEL
TECH
ASIA

The Guam Visitors Bureau (GVB) will be exhibiting ITB Asia and MICE Show Asia from October 23-25, 2024. ITB Asia is the region's leading B2B travel trade event and for the 3rd time only, it is co-located with MICE Show Asia. This allows GVB the opportunity to meet with travel suppliers from all sectors of the tourism industry. GVB is also planning to conduct a Guam Product Update seminar with key travel agents from Singapore.