



NORTH AMERICA, PACIFIC, PHILIPPINES, NEW MARKETS

COMMITTEE MEETING

MON, SEPTEMBER 9, 2024

PHILIPPINES MARKET



VISITOR ARRIVALS



VISITOR ARRIVALS AS OF JULY 1-31, 2024

Market	Total MTD 2019	Total MTD 2023	Total MTD 2024	% of 2019
Philippines	1,481	1,160	1,115	75.29%

Market	Total CYTD 2019	Total CYTD 2023	Total CYTD 2024	% of 2019
Philippines	11,644	7,842	7,592	65.20%

Market	Total FYTD 2019	Total FYTD 2023	Total FYTD 2024	% of 2019
Philippines	18,047	11,445	11,240	62.28%

FY2024 IN-MARKET ACTIVITIES



TRADE SHOWS/CONVENTIONS

- 31st PTAA Travel Tour Expo
 - Total foot traffic: 98,024
- DigiMarCon Oceania 2024
- 2nd GTBA Travel Sale Expo
 - *Expected foot traffic 90-100K*



SEMINARS/WORKSHOPS

- RTAA Guam Product Update
 - 28 travel agents



- QCTAA Guam Product Update
 - 38 travel agents



CO-OP PROJECTS

- NAITAS – Travel Trade Golf Tournament
- United Airlines/ HT&T – Monthly Newsletters
 - Sent to 1,760 trade contacts each month



FY2024 FAMILIARIZATION VISITS



1. Eric 'Eruption' Tai - 10.5M
2. Mr. Philippines & Mr. World Philippines - 355K
3. Take Off PH Travel Blogger Miyo Briones - 11.6K
4. Wellness Influencer Stephanie Zubiri - 66.2K
5. DJ Yung Bawal - 33.5K
6. *PI Influencer FAM Visit (6) - 54.9K*
7. *Guam Fitness Expo Athletes - 209K*

8. NAITAS

- 4 travel agents + 1 sports director

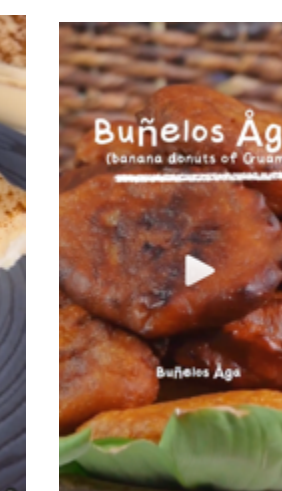


9. GTBA

- 4 travel agents participated in FAM visit
- Additional 9 travelers availed of GTBA Guam package



FY24 FLAVORS OF GUAM SERIES



FY24 ONLINE PROMOTIONS



- Google Discovery + Search Ads
- PI Microsite Launch - Jan 2024

Guam Visitors Bureau
<https://www.visitguam.com/planning/philippine-travelers-to-guam/>



Unleash Your Adventurous Spirit in Guam

[Visit Site](#)



Discover the Natural Wonders of Guam

[See More](#)



Unwind in Paradise | Visit Guam Today

[See More](#)



Enjoy Cruising the Open Roads in Guam

[See More](#)



Experience Guam's Natural Wonders

[See More](#)

Travel to Guam | Guam Tourism | Visit Guam

[Ad](#) www.visitguam.com

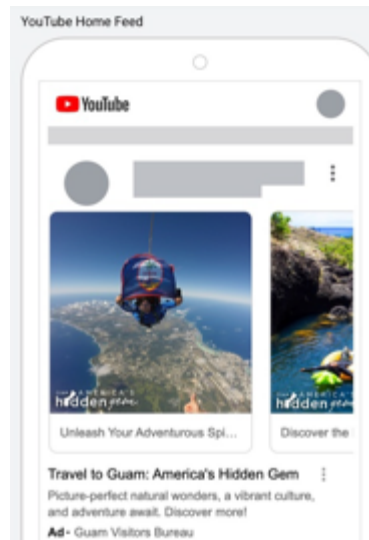
Experience the Top Things to Do in Guam. Guam Tourism Offers a Wide Selection of Activities and Things to Do.

[Top Things to Do in Guam](#)

[Visit Guam](#)

[Guamazing Shopping Spree](#)

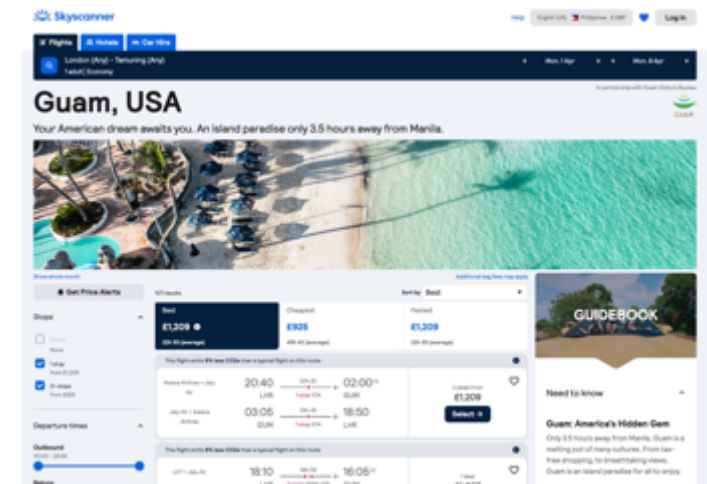
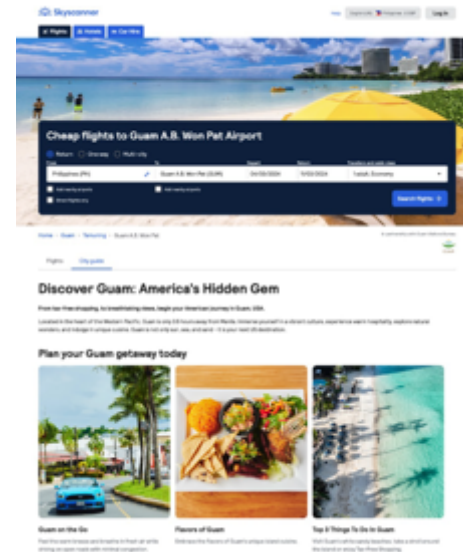
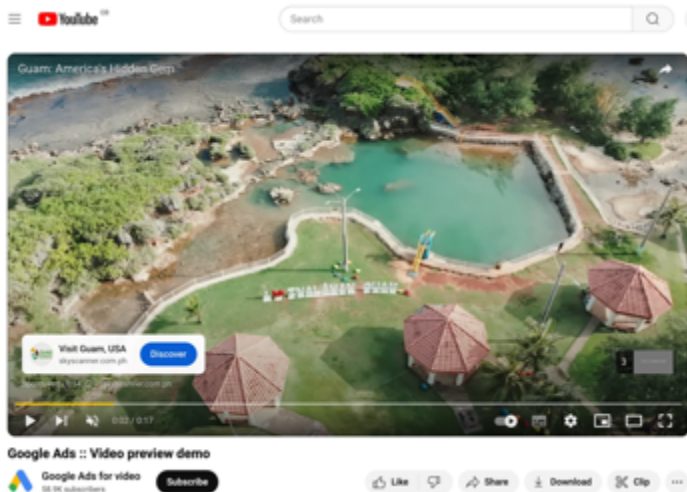
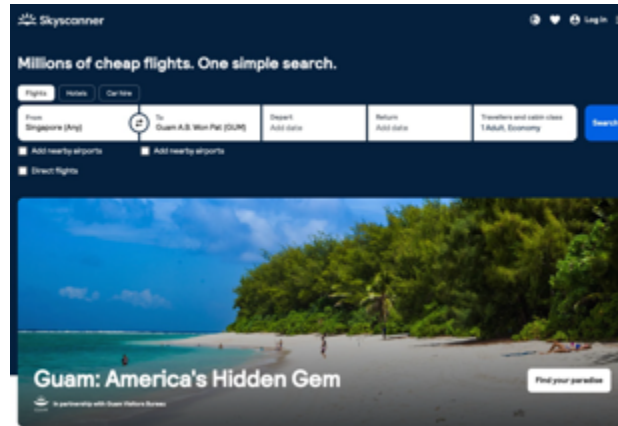
[Jewels of Guam](#)



FY24 SKYSCANNER CAMPAIGN



- March-April
- Homepage hero
- Native inline brand banner ads
- YouTube video ad
- Paid social
- City guide landing page



FY24 AGODA CAMPAIGN



- August-October
- Banner display ads
- Paid social

The screenshot shows the Agoda search results page. At the top, there's a search bar with 'Tumon Bay, Guam' and a 'SEARCH ON MAP' button. Below the search bar, there are filters for 'Your budget (per night)' and 'Popular filters for Guam'. The main content area displays three hotel listings:

- Holiday Resort & Spa**: 4.5 stars, 4,937 reviews, Very good. Price: \$8,967 (10% OFF TODAY) to \$8,269 (MEGA SALE). Amenities: Breakfast, Parking, Free WiFi. Offer: 'Amazing! You found our cheapest 4-star stay.'
- Guam Plaza Resort**: 3.5 stars, 5,987 reviews, Excellent. Price: \$4,365 (10% OFF TODAY) to \$3,543 (FREE CANCELLATION). Amenities: Breakfast.
- Dusit Beach Resort Guam**: 4.5 stars, 4,032 reviews, Excellent. Price: \$17,767 (ONLY 1 LEFT) to \$8,033. Amenities: Breakfast. Offer: 'Highly Reviewed by Couples'.

At the bottom, there's a banner for 'VISIT GUAM, USA BEACH FRONT HOTELS'.

A vertical banner with a green background. At the top, it says 'VISIT GUAM USA' in white. Below that, 'CULINARY DIVERSITY' in smaller white text. In the center, there's a white circle with the 'GUAM' logo. At the bottom, there's a photo of various Guamanian dishes including rice, meat, and vegetables.

Two social media posts side-by-side. The left one is a Facebook post from 'Media Solution' with a sponsored ad. The right one is an Instagram post from 'Media Solution' with a sponsored ad. Both posts feature a photo of a beach with yellow umbrellas and the text: 'From tax-free shopping, to breathtaking views, make Guam, USA your next travel destination. #VisitGuam #AmericasHiddenGem #AmericasAsia'. Both posts have 'Learn more' buttons and engagement icons (like, comment, share).

Two social media posts side-by-side. The left one is a Facebook post from 'Media Solution' with a sponsored ad. The right one is an Instagram post from 'Media Solution' with a sponsored ad. Both posts feature a photo of a couple on a beach and the text: 'From tax-free shopping, to breathtaking views, make Guam, USA your next travel destination. #VisitGuam #AmericasHiddenGem #AmericasAsia'. Both posts have 'Learn more' buttons and engagement icons (like, comment, share).

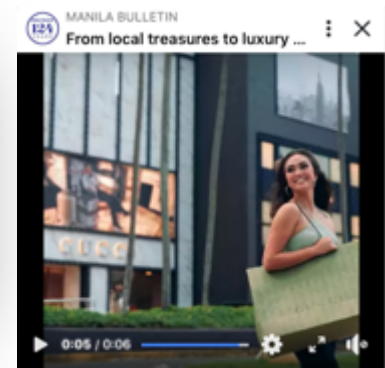
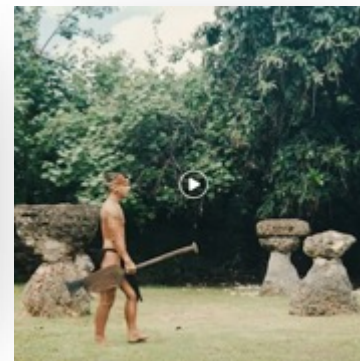
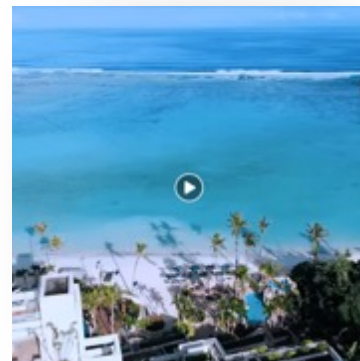
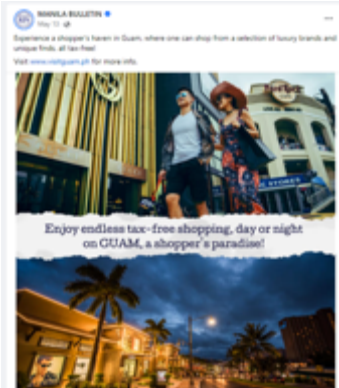
Two social media posts side-by-side. The left one is a Facebook post from 'Media Solution' with a sponsored ad. The right one is an Instagram post from 'Media Solution' with a sponsored ad. Both posts feature a photo of a tropical beach with palm trees and the text: 'From tax-free shopping, to breathtaking views, make Guam, USA your next travel destination. #VisitGuam #AmericasHiddenGem #AmericasAsia'. Both posts have 'Learn more' buttons and engagement icons (like, comment, share).

Two social media posts side-by-side. The left one is a Facebook post from 'Media Solution' with a sponsored ad. The right one is an Instagram post from 'Media Solution' with a sponsored ad. Both posts feature a photo of a plate of food and the text: 'From tax-free shopping, to breathtaking views, make Guam, USA your next travel destination. #VisitGuam #AmericasHiddenGem #AmericasAsia'. Both posts have 'Learn more' buttons and engagement icons (like, comment, share).

FY24 MANILA BULLETIN COLLAB



- April-September
- Social media artcards
- Editorial features
- FB album
- GIFs



FY24 MONTHLY NEWSLETTERS



GUAM
Guam
AWAITS YOU

Discover America's Hidden Gem in Guam. Four Gates to Adventure and Relaxation! Experience the allure of pristine beaches, lush jungles, and vibrant culture on this captivating island getaway. Join us as we unveil the treasures of Guam, where unforgettable memories await. Start planning your escape today.

TANGUISSON BEACH

Where the beauty of Tanguisson Beach, Guam's serene haven, with pristine sands and crystal waters, is the ideal spot for relaxation and aquatic fun. Dive, snorkel, or take a leisurely stroll - Tanguisson Beach is your beachfront paradise.

GUAM
AMERICA'S
hidden gem

DIVERSE FLAVORS OF GUAM

Discover Guam's vibrant dining scene, where flavors from around the world come together. From local Chamorro delicacies to international cuisine, there's something for everyone's palate.

GUAM
UNCOVER
AMERICA'S
HIDDEN GEM

Unveil the hidden paradise of Guam with just a 3.5-hour flight from Manila. Your ultimate haven for adventure and relaxation! Discover pristine beaches, lush jungles, and a vibrant culture on this captivating island escape. All while creating unforgettable memories in Guam's stunning embrace. Create your Guam travel package today!

EMBRACE GUAM'S CULTURE

Visit the iconic Tamar Tamar, located in Agaña, which stands as a beautiful blend of Chamorro and Spanish architecture. Photo courtesy of Eric Engler. To learn how you can visit Guam with us, visit us.

FORGING STRONG BONDS

Establishing the special bonds is forging between Guam, Philippines and beyond, we are delighted to strengthen our bonds and promote a deeper understanding of each other's rich cultures. As we continue to build upon our shared connections, we look forward to furthering partnerships that foster growth and cooperation, serving as a testament to the enduring friendship between Guam and the Philippines.

GUAM
VISIT
America's Hidden Gem

Looking for a new adventurous and relaxing destination for you and your clients? With just a 3.5-hour flight from Manila, you can unlock the hidden paradise of Guam. Sink your toes into white sand, increase your adrenaline off-road in lush jungles and immerse yourself in the welcoming warmth of this captivating island. Get ready to make memories that will last a lifetime.

TOP ACTIVITIES FOR A GUAM ITINERARY:

AT LEAST TWO FREE AND EASY DAYS FOR TAX-FREE SHOPPING:

- Guam Premier Outlets
- 7 Dollars to US\$
- Rose Dress For Less (Dress Boutiques)
- The Plaza Shopping Center
- Macy's
- JF Super Store
- Agano Shopping Center
- Kmart
- Tumon Sands Plaza

Let's go to Guam

Introduce us to your Summer Adventure in Guam to your clients. It's a tropical paradise that's just a 3.5-hour flight from Manila. With exciting activities like beach strolls and fun-free shopping, it's the perfect opportunity to create unforgettable moments that your clients will cherish forever. Plus, the welcoming locals are sure to add to the whole experience. Start creating your Guam Travel Package today.

VISIT US AT THE PTSA TRAVEL EXPO ON FEBRUARY 2-4, 2024

Visit the Guam booth at the PTSA Travel Expo 2024 from Feb 2-4 at the SM Convention Center. Learn more about Guam, enter to win exciting giveaways and have an opportunity to meet a special incentive. Inquire your Guam travel package for us to highlight at the travel expo!

America's Hidden Gem
Start creating your Guam travel package today!
www.visitguam.ph

Let your clients experience an unforgettable summer escape in Guam! Just a quick 3.5-hour flight from Manila, Guam awaits with its pristine beaches and thrilling adventures. From sun-soaked beach strolls to tax-free shopping sprees, there's something for every traveler to enjoy. Create the ultimate Guam Travel Package for your clients to savor every moment of their journey. Let the excitement begin!

Hija Adai and Mabuhay!

DISCOVER

New Website: VisitGuam.ph

Visit our new website, visitguam.ph. Your clients can explore the island's beauty and discover the best of Guam waiting for them.

MAILCHIMP

427 contacts

51.52% open rate

2.15% CTR

BREVO

564 contacts

33.44% open rate

2% CTR

Let's Go to Guam

Discover America's Hidden Gem: Guam, just a 3.5-hour flight from Manila. Unlock a treasure trove of unforgettable experiences and adventures for your clients - perfect for a long weekend escape. With the long weekend during Ateneo ng Kagitingan on April 6 to 9, seize this moment to introduce Guam as the perfect travel destination. Begin curating their exclusive Guam getaway today!

GUAM, USA
A MUST-VISIT DESTINATION

Offer a new adventure! Tailor your travel packages to the closest U.S. destination from Manila and also a tropical paradise! Guam is a must-visit destination, where travelers will enjoy duty-free shopping, world-class destinations, be immersed in stunning natural landscapes, and marvel at awe-inspiring views.

CREATE YOUR TRAVEL PACKAGE

TOUR OPERATORS

Paradise, LLC (Guam)
Tina Marie Fernandez - Manager
Tel: 877-884-0221
info@paradise-tours.com

ONS-CERTIFIED TOUR GUIDES

Deayne Santos | Tel: 877-257-8558
Pauline Quilan | Tel: 877-257-8558
Reynold Laguarda | Tel: 877-257-8558

BATA SERVICES

IMP SERVICE
8 Convention Center Plaza (within convention center)
at guamtourism.com | Contact us up to 15 days in advance. Limited to the convenience of the client.

EMBRACE YOUR THIRST FOR ADVENTURE

Embark on an extraordinary journey to Guam, USA, where thrilling sports, adventurous activities, and rich cultural experiences await! Immerse yourself in the excitement of local sporting events that beautifully blend with the island's vibrant heritage, tax-free shopping pleasures, awe-inspiring natural treasures, and delectable culinary delights. Create cherished memories as you compete, discover, and savor the captivating wonders that Guam has to offer.

Hiking Around Guam

Discover renowned hiking destinations across Guam. Embrace the essence of outdoor exploration and unveil Guam's breathtaking natural wonders from a fresh perspective.

Skydiving

Heighten your thrilling adventure by taking the plunge and going skydiving in Guam. One of your greatest adventures will witness the mesmerizing panoramic views of our island from a bird's eye view!

GROUP TRAVEL TO GUAM, USA

Whether you are organizing a small executive meeting, a luxurious incentive trip for employees, a conference, or a seminar, Guam is the ideal destination for you. With its upscale amenities and stunning natural surroundings, Guam is becoming a significant player in the Meetings, Incentive, Convention, and Exhibition (MICE) market.

HISTORY

SIGHTS

BEACHES

CULTURE

GUAM
A FILIPINO'S FAVORITE PLACE TO BE

Guam also known as America's Hidden Gem, is ideal for Filipino seeking a quick, nearby getaway. The island has welcomed numerous Filipino celebrities and influencers over the years. With tax-free shopping, beachfront hotels offering stunning ocean views, delectable Chamorro cuisine, and breathtaking scenery, it's no surprise Filipinos leave Guam craving more. Discover your favorite celebrities' experiences in Guam, USA - only 3.5 hours from Manila.

COMEDIANS.

GUAM
hidden gem
Guam: the perfect, first US vacay

Guam is the nearest US destination to the Philippines, only 3.5 hours from Manila. With a time difference of only two hours, a weekend getaway at a 4-5 day vacay at the island paradise is feasible. You and your clients will enjoy unique and delicious cuisine, tax-free shopping, warm hospitality, and beachfront hotels with breathtaking ocean views. Explore the rich cultural heritage through historical sites and local traditions, and experience outdoor activities like snorkeling in clear waters and hiking scenic trails. With its mix of natural beauty and modern conveniences, Guam provides an unforgettable gateway that blends relaxation and adventure. Here Guam is the best destination for you or your clients!

Where to start

Travelers must present a United States visa with their Philippine passport to enter Guam. However, business travel courtesies listed in the US & Guam-CHRP Visit Marker Program (VMP) are allowed entry for tourists in business without a visa. If a visa is needed, Guam is the ideal choice for a first US vacay!

APPLY FOR A U.S. VISA

VISA WAIVER PROGRAM COUNTRIES

GUAM-CHRP VISA WAIVER PROGRAM COUNTRIES

What to do

Guam has an array of activities for every type of traveler.

- Tax-Free Shopping
- Marine Activities

SOCIAL MEDIA ACTIVITIES



As of October 2023 - August 30, 2024



Reach	4.6M	+16.8%
Content Interactions	341.8K	+72.6%
Link Clicks	98K	-59.8%
Profile Visits	318.6K	+425.8%
New Followers	1.1K	+113.6%



Reach	853.1K	+601.4%
Content Interactions	15.9K	+100%
Link Clicks	13.8K	+28.6%
Profile Visits	33.5K	+575.5%
New Followers	2.4K	

Top content by interactions

Begin your pilgrimage visit at the Dulce...
 Fri Aug 16, 7:00pm
 32K 31.5K
 625 139

Always take the scenic route. Find your...
 Mon Jun 24, 7:00pm
 17.4K 17K
 713 14

Nothing says SUMMER more than...
 Wed Jun 12, 7:00pm
 14.6K 14.1K
 724 7

Top Cities

- Quezon city
- Davao
- Manila

Followers

- Women (68.2%)
- Men (31.8%)
- Ages 35-44

Top content by interactions

Stay at any of Guam's finest hotels for an...
 Wed Aug 28, 7:00pm
 18
 0 0

This Hagåtña park has eight historical latte...
 Sat Aug 24, 7:00pm
 17
 0 0

Cruise the ocean, feel the sea breeze, and...
 Thu Aug 22, 7:00pm
 22
 0 0

Top Cities

- Quezon city
- Manila
- Taguig

Followers

- Women (67.9%)
- Men (32.1%)
- Ages 25-34

NORTH AMERICA MARKET



VISITOR ARRIVALS



Visitor Arrivals as of July 1-31, 2024

Market	Total MTD 2019	Total MTD 2023	Total MTD 2024	% to LY
US/Hawaii	7,648	7,626	8,358	9.6%

Market	Total CYTD 2019	Total CYTD 2023	Total CYTD 2024	% to LY
US/Hawaii	57,036	50,242	54,595	8.7%

Market	Total FYTD 2019	Total FYTD 2023	Total FYTD 2024	% to LY
US/Hawaii	79,634	69,381	74,617	7.5%

UPCOMING EVENTS



Pacific Islander Festival Association (PIFA) Fair Mission Bay, San Diego, CA September 21-22, 2024



- PIFA Fair is the largest gathering of Pacific Islanders in the U.S. that brings thousands of people together to celebrate the diversity of the people of the Pacific, their heritage and culture.
- GVB will have a booth at PIFA to promote travel to Guam to all attendees, especially the thousands of Chamorros and Guamanians who will be in attendance.

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 will be exhibiting once again and will be joined by Dusit Thani Guam Resort and Leo Palace Resort Guam.



PACIFIC MARKET



VISITOR ARRIVALS



Month to Date July 1-31, 2024

Market	Total MTD 2019	Total MTD 2023	Total MTD 2024	% to LY
CNMI	2,585	1,112	1,494	34.4%
Palau	472	214	368	72.0%
FSM	1,469	1,238	1,137	-8.2%
RMI	122	80	60	-25.0%
Australia	74	54	94	74.1%

VISITOR ARRIVALS



Calendar Year to Date 2024 January - July 31, 2024

Market	Total CYTD 2019	Total CYTD 2023	Total CYTD 2024	% to LY
CNMI	13,552	8,042	7,709	-4.1%
Palau	2,473	1,475	2,059	39.6%
FSM	8,248	7,357	7,577	3.0%
RMI	875	459	387	-15.7%
Australia	1,413	729	868	19.1%

VISITOR ARRIVALS



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

Market	Total FYTD 2019	Total FYTD 2023	Total FYTD 2024	% to LY
CNMI	18,546	12,367	10,714	-13.4%
Palau	3,498	2,284	2,963	29.7%
FSM	11,352	9,924	10,719	8.0%
RMI	1,246	679	517	-23.9%
Australia	1,929	1,052	1,066	1.3%

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 July 1-31, 2024

Market	Total MTD 2019	Total MTD 2023	Total MTD 2024	% to LY
New Markets	1,115	554	672	21.3%

Market	Total CYTD 2019	Total CYTD 2023	Total CYTD 2024	% to LY
New Markets	5,530	3,817	4,560	19.5%

Market	Total FYTD 2019	Total FYTD 2023	Total FYTD 2024	% to LY
New Markets	7,598	5,438	6,644	22.2%

UPCOMING EVENT



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



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.