



NORTH AMERICA, PACIFIC, PHILIPPINES, NEW MARKETS

FEBRUARY 3, 2025 COMMITTEE UPDATE

PHILIPPINES MARKET



VISITOR ARRIVALS



VISITOR ARRIVALS AS OF DECEMBER 1-31, 2024

Market	Total MTD 2019	Total MTD 2023	Total MTD 2024	% to LY
Philippines	1,659	1,226	1,260	2.8%

Market	Total CYTD 2019	Total CYTD 2023	Total CYTD 2024	% to LY
Philippines	20,729	13,638	13,551	-0.6%

Market	Total FYTD 2019	Total FYTD 2024	Total FYTD 2025	% to LY
Philippines	6,102	3,648	3,957	8.5%

FYTD
65% of
2019

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

MARKET INTELLIGENCE



Philippine Airlines

Manila-Guam-Manila: Terminal 1

- **Daily**

PR110 Depart MNL 22:30 / Arrive GUM 04:15

PR111 Depart GUM 05:45 / Arrive MNL 07:30

Popular PAL Flights Deals to Guam!

ILO to GUM Feb 11-18, 2025	MNL to GUM Mar 07-13, 2025	MNL – GUM Mar 16-20, 2025
From US \$428 Round-trip Economy	From US \$304 Round-trip Economy	From US \$304 Round-trip Economy

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

*Fares displayed have been collected within the last 48 hrs and may no longer be available at time of booking. Quoted fares includes taxes, fees, and surcharges except PH Travel Tax paid at the airport.



Manila-Guam-Manila: Terminal 3

- **Daily**

UA184 Depart MNL 22:55 / Arrive GUM 04:40

UA183 Depart GUM 19:55 / Arrive MNL 21:50

- **Tues/Fri**

UA192 (via Koror) Depart MNL 22:40 / Arrive GUM 06:30

UA193 (via Koror) Depart GUM 19:55 / Arrive MNL 23:50

Featured Daily Fares for Flights from MNL to GUM

Feb 2025	Mar 2025	Apr 2025
From US \$376* Round Trip Economy	From US \$376* Round Trip Economy	From US \$353* Round Trip Economy

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

*Prices have been available for round trips within the last 48 hours and may not be currently available. For Economy class, fares listed may be Basic Economy, which is our most restrictive fare option and subject to additional restrictions.

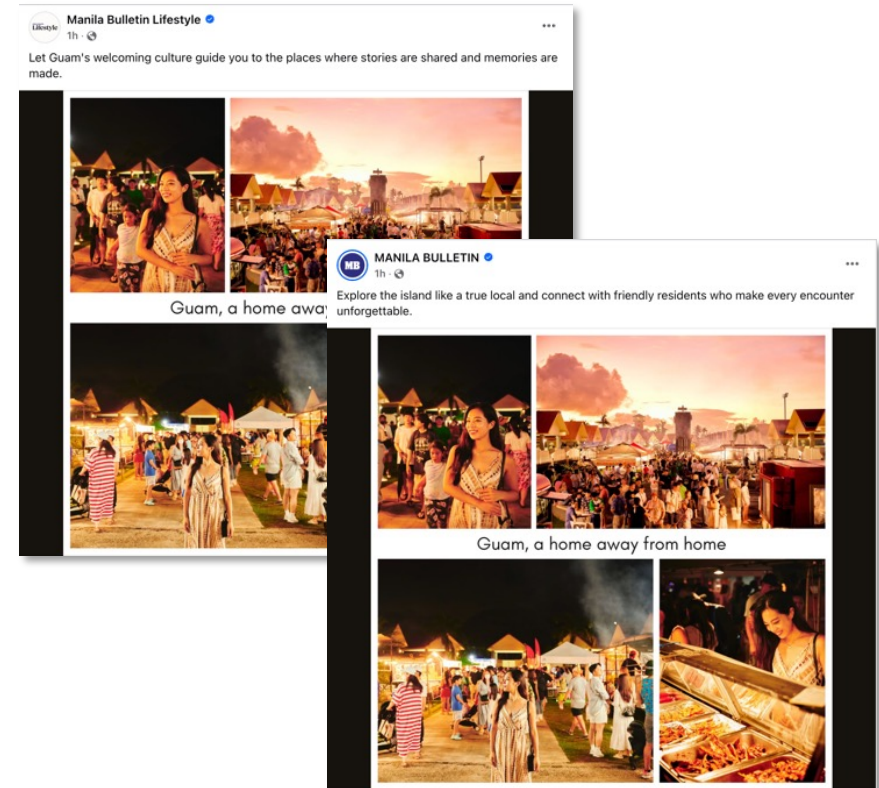
The eTravel Registration is required for all passengers entering or leaving the Philippines by air or sea, including Philippine passport holders.
<https://etravel.gov.ph/>

MARKETING ACTIVITIES



MANILA BULLETIN COLLABORATION

January's artcards with Manila Bulletin highlighted exciting activities for Filipino travelers. The first set showcased Guam's vibrant nightlife, including a sunset dinner, a beach bar gathering, and a family-friendly Las Vegas-style show. The second artcard invited Filipinos to immerse themselves in Guam's culture by connecting with friendly locals at the Chamorro Village Night Market.



MARKETING ACTIVITIES



UNITED AIRLINES MONTHLY NEWSLETTER

GVB continues its partnership with United Airlines' GSA, HT&T, to distribute monthly newsletters to its consumer and travel trade networks.

The January edition showcased how Filipino travelers can experience Guam, using the *Colors of Guam* to highlight the island's vibrant culture, lush landscapes, and warm hospitality.

Experience the Colors of Guam

Guam's vibrant culture, lush landscapes, and welcoming hospitality shine through. Our sunsets are a masterpiece of nature, unpredictable in their beauty - ranging from candy hues to fiery reds and this gorgeous blend of purple and orange. Our crystal teem with vivid marine life and white sandy beaches. Shopping adds another especially with luxury and U.S. branded goods available tax-free!

United Airlines offers two convenient routes from the Philippines to Guam: daily from Manila and daily flights from Cebu with a stop in Narita. Fly the friendly ski and perfect gateway to the United States. Guam is a true hidden gem of America.

Fly to this New U.S. Destination with United Airlines

Routes	Flight No.	Departs	Arrives	Frequency	Aircraft
CEB - NRT	UA 33	9:30 AM	3:15 PM	Everyday	B737-800
NRT - GUM	UA 197	5:00 PM	9:45 PM		
CEB - NRT	UA 33	9:30 AM	3:15 PM	Mon/Wed/Fri/Sat	
NRT - GUM	UA 865	5:55 PM	10:40 PM		
GUM - NRT	UA 196	12:45 PM	3:35 PM	Everyday	
NRT - CEB	UA 32	5:30 PM	10:05 PM		
GUM - NRT	UA 864	1:35 PM	4:25 PM	Tue/Thu/Fri/Sat/Sun	
NRT - CEB	UA 32	5:30 PM	10:05 PM		
MNL - GUM	UA 192	10:40 PM	6:30 AM	Tue/Fri	
	UA 156	12:40 AM	6:25 AM	Wed/Sat	
	UA 184	10:55 PM	4:40 AM	Mon/Wed/Thu/Sat/Sun	
GUM - MNL	UA 183	7:55 PM	9:50 PM	Everyday	
	UA 193 (ROR)	7:55 PM	11:50 PM	Tue/Fri	

UPCOMING EVENT



PTAA'S 10th iTTE

GVB is heading to Manila for the Philippine Travel Agencies Association (PTAA) 10th International Travel Trade Expo, happening on February 7-8, 2025, at the SMX Convention Center, SM Mall of Asia.

The delegation will share local delicacies and provide key insights to travel agents, aiming to enhance package development and boost travel to Guam.

Guam Plaza will also be joining us at this B2B event.

GUAM: AMERICA'S HIDDEN GEM

SAMPLE ITINERARY

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DATA SERVICES

Stay connected in Guam.

MIFLDEVICE
E-COMMUNICATIONS
Make online reservations at guamecom.com. Connects up to 15 devices. Located in the arrivals lobby at GIAA.
(671) 989-7788

PREPAID SIM
(see sites for shop locations)
GTA: gta.net/mobile/prepaid/
IT&E: store.ite.net/prepaid/
DOCOMO PACIFIC: docomopacific.com/shop/mobile/prepaid

TRANSPORTATION

Secure your transportation prior to your arrival and feel the ease of airport pick up for rental cars. Taxis, shared rides, and scooter rentals are also available. Go to visitguam.com for contact info.

Car Rentals located at Guam Airport

- AVIS Rent A Car
- HERTZ Rent A Car
- NATIONAL Car Rental
- NISSAN Rent-A-Car

Bus Transportation Companies

- Guam Sanko Transportation
- Japan Bus Lines
- Lam Lam Tours & Transportation
- LUX Guam
- Turtle Tours
- Zeus Tours

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ACCOMMODATIONS

Explore visitguam.com to plan w to stay in Guam. Guam has a varie hotels and other accommodations.

GUAM IS THE NEAREST U.S. DESTINATION TO THE PHILIPPINES - DAILY FLIGHTS WITH PHILIPPINE AIRLINES AND UNITED AIRLINES.

DAY 1
RELAXATION & SHOPPING
Morning. Breakfast at your hotel or at a local dine spot, *Denny's or King's*. Relax at Yasa Beach Park - swim, sunbathe, and enjoy the surroundings.
Afternoon. Lunch at *Three Squares* for Guam-style, comfort food.
Shopping: *Guam Premier Outlets, The Village of Donki, Kmart, Micronesia Mall*
Evening. Dine in Tumon; variety of great restaurants to choose from.
Shopping: *JP Superstore, Duty Free Shoppers, Dusty Place*
End the night enjoying the sound of the ocean at *The Beach, Nunu Bar, Tasi Grill, Tabu Tiki Bar, or The Tree Bar.*

Other Tours and Attractions

- Chamorro Village Wednesday Night Market
- Valley of the Latte Jungle River Cruise
- Aquarium of Guam/ Sea Trek
- Kåreera Show at SandCastle
- Super American Circus

DAY 2
EXPLORING THE ISLAND CAPITAL CITY & SOUTHERN TOUR
Morning. Breakfast at your hotel or at a local dine spot, *Pika's Cafe or Turé Cafe*. Begin your tour by heading to Hagåtña, our capital city.
Hagåtña sites: *Plaza de España, Dulce Nombre de Maria Cathedral Basilica, Latte Stone Park, Fort Abogan*
Afternoon. Lunch at *MesKla* for Chamorro-Asian cuisine.
Hagåtña Sites: *Sirena Park, Governor's Office (Lone Sailor Statue, Guam Seal, Latte of Freedom)*
As you head south, grab a beverage and snack at *SlowWalk, Infusion or Aqualicious*.
Southern Sites: *Emerald Valley, Taleyfac Spanish Bridge, Cetti Bay Overlook, Fort Nuestra Señora de la Soledad, Maïsoo Pier, Inalåhan Natural Pool (other sites along the drive)*
Evening. Enjoy dinner at any American-chained restaurants.

DAY 3
CULTURAL IMMERSION & ADVENTURE
Morning. Breakfast at your hotel or at a local dine spot, *The Kracked Egg or IHOP*. Go on a morning dolphin watching and underwater observatory tour - lunch included.
Afternoon. Visit the *Guam Pacific War Museum and the Guam Museum*. Before the afternoon ends, relax under the sun poolside, go paddle boarding in Tumon Bay, or simply enjoy a breathtaking view at *Two Lovers Point*.
Evening. Wrap up the day with a *Taotao Tasi Beach BBQ Dinner Show or Fish Eye Island Cultural Dinner Show*.

DAY 4
OUTDOOR ADVENTURE
Morning & Afternoon. Breakfast at your hotel or at a local dine spot. You can opt to go on an *island excursion with Bikini Island* (Aqua Walker, banana boat, snorkeling, jet skiing, Bikini Island tour); *golf* experience at any of our seven golf courses; or take part in an exciting *off road* adventure with *Guam Adventures*. For those desiring a challenge, take on a hike with *Boonie Stompers* or go *skydiving* with *Sky Dive Guam*. For lunch, enjoy a meal at any nearby restaurant.
Evening. Go on a culinary tour - try Korean, Japanese, Thai, Chinese, Mediterranean, Mexican, Jamaican or even Filipino.

GUAM VISITORS BUREAU
401 Pale San Vitores Road, Tumon, GU 96913 | (671) 646-5278/9 | visitguam.com

GUAM VISITORS BUREAU
For recommendations, go to visitguam.ph/pinoy picks
401 Pale San Vitores Road, Tumon, GU 96913 | (671) 646-5278/9 | visitguam.ph

MARKETING SERVICES



REQUEST FOR PROPOSALS Destination Marketing Services in the Philippines GVB RFP 2025-004

The Guam Visitors Bureau (GVB), a public, non-stock, non-profit membership corporation, issues this Request for Proposal ("RFP") soliciting proposals from established companies to provide services as outlined in the Scope of Work for GVB RFP 2025-004 DESTINATION MARKETING SERVICES IN THE PHILIPPINES.

The project shall begin with the contract signing date as the start date through September 30, 2025, for the remainder of FY2025, with the option to renew for up to three (3) additional fiscal years, subject to the availability of funds.

RFP packages can also be **downloaded at no cost** from GVB's website at https://go.opengovguam.com/bids/bids_list/gvb; or, if obtained (in USB format) at the GVB office at 401 Pale San Vitores Road, Tumon, Guam (8:00 AM - 5:00 PM, Monday - Friday, excluding Guam holidays), a non-refundable \$25.00 fee will be required, payable in US\$ cash, bank wire transfer or major credit card (Visa, MasterCard, Discover, JCB).

Questions, if any, should be made in writing to the President and CEO, which can be dropped off at the GVB office; emailed to procurement@visitguam.com; or sent by fax to 671-646-8861 according to the timeline provided in the RFP.

GVB hereby notifies all offerors that it will affirmatively ensure that minority business enterprises will be afforded full opportunity to submit a response to this request for proposal and will not be discriminated against on the grounds of race, color or national origin in consideration for an award.

GVB reserves the right to reject any or all proposals, waive any imperfection in the proposal, or cancel this solicitation all according to law in the interest of the bureau. Direct or indirect contact with the GVB Management, Staff, Board Member, or any person participating in the selection process is prohibited.

The deadline for submission of proposals is no later than 12:00 p.m. (Chamorro Standard Time) on Friday, January 31, 2025.

/s/ GERALD S.A. PEREZ
Acting President and CEO

This advertisement was paid for by the Tourist Attraction Fund.



GVB RFP FOR DESTINATION
MARKETING SERVICES IN THE
PHILIPPINES OFFICIALLY
CLOSED ON JANUARY 31, 2025.

NORTH AMERICA MARKET



VISITOR ARRIVALS



VISITOR ARRIVALS AS OF DECEMBER 1-31, 2024

Market	Total MTD 2019	Total MTD 2023	Total MTD 2024	% to LY
US/Hawaii	6,783	6,622	6,503	-1.8%

Market	Total CYTD 2019	Total CYTD 2023	Total CYTD 2024	% to LY
US/Hawaii	90,642	83,179	84,957	2.1%

Market	Total FYTD 2019	Total FYTD 2024	Total FYTD 2025	% to LY
US/Hawaii	21,562	19,524	18,115	-7.2%

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

MARKETING ACTIVITIES



IPW 2025
Chicago, IL
June 14-18, 2025



IPW is the U.S. Travel Association's leading inbound travel trade show generating more than \$5.5 billion in future travel by connecting U.S. travel exhibitors with international buyers and media.

GVB will engage in one-on-one meetings with pre-selected international buyers from not only its source markets, but new market as well. GVB will also participate in the media marketplace to meet with international and domestic media to pursue opportunities to promote Guam.

PACIFIC MARKET



VISITOR ARRIVALS



MONTH TO DATE: DECEMBER 1-31, 2024

Market	Total MTD 2019	Total MTD 2023	Total MTD 2024	% to LY
CNMI	1,980	1,074	1,113	3.6%
Palau	405	376	323	-14.1%
FSM	1,332	1,228	1,017	-17.2%
RMI	151	36	47	30.6%
Australia	108	42	56	33.3%

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

VISITOR ARRIVALS



CALENDAR YEAR TO DATE 2024
JANUARY - DECEMBER 31, 2024

Market	Total CYTD 2019	Total CYTD 2023	Total CYTD 2024	% to LY
CNMI	22,982	13,063	13,266	1.6%
Palau	4,331	2,873	3,704	28.9%
FSM	14,755	12,903	12,472	-3.3%
RMI	1,634	707	629	-11.0%
Australia	2,214	1,127	1,300	15.4%

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

VISITOR ARRIVALS



FISCAL YEAR TO DATE 2025
OCTOBER - DECEMBER 31, 2024

Market	Total FYTD 2019	Total FYTD 2024	Total FYTD 2025	% to LY
CNMI	5,009	3,005	3,194	6.3%
Palau	1,046	904	1,027	13.6%
FSM	3,318	3,142	2,988	-4.9%
RMI	390	130	154	18.5%
Australia	464	197	237	20.3%

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

NEW MARKETS



VISITOR ARRIVALS



MONTH TO DATE: DECEMBER 1-31, 2024

Market	Total MTD 2019	Total MTD 2023	Total MTD 2024	% to LY
Singapore	100	90	70	-22.2%
Europe	241	207	154	-25.6%
Malaysia	31	11	11	0.0%
India	25	4	2	-50.0%
Other	815	481	565	17.5%
TOTAL	1,211	793	802	1.1%

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

VISITOR ARRIVALS



CALENDAR YEAR TO DATE 2024
JANUARY - DECEMBER 31, 2024

Market	Total CYTD 2019	Total CYTD 2023	Total CYTD 2024	% to LY
Singapore	1,539	1,110	680	-38.7%
Europe	2,289	1,617	1,491	-7.8%
Malaysia	388	156	147	-5.8%
India	175	108	143	32.4%
Other	6,560	3,890	5,231	34.5%
TOTAL	10,951	6,881	7,692	11.9%

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

VISITOR ARRIVALS



FISCAL YEAR TO DATE 2025
OCTOBER - DECEMBER 31, 2024

Market	Total FYTD 2019	Total FYTD 2024	Total FYTD 2025	% to LY
Singapore	283	457	186	-59.3%
Europe	637	448	319	-28.8%
Malaysia	100	58	41	-29.3%
India	47	20	16	-20.0%
Other	1,347	1,093	1,299	18.8%
TOTAL	2,414	2,076	1,861	-10.4%

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

MARKETING ACTIVITIES



OneKlik 6th Global Travel Exchange & Roadshow Kuala Lumpur, Malaysia February 20, 2025



The Global Travel Exchange & Roadshow aims to bring together travel and tourism industry leaders, innovative suppliers, and key decision makers to foster valuable business connections and explore mutually beneficial opportunities.

Around 200 well-selected travel industry delegates and buyers from the Philippines, Malaysia and other countries will be in attendance. GVB is working closely with OneKlik, a reliable partner in the Philippines to promote travel to Guam, not just from the Philippines, but also Malaysia, Singapore and other markets with the potential to serve as feeder routes through the Philippines.

GVB will exhibit in the B2B event and also take advantage of being in Malaysia by arranging for Guam Product Updates with various travel trade agents in the area.

MARKETING ACTIVITIES



Malaysian Assoc. of Tour and Travel Agents (MATTA Fair) Kuala Lumpur, Malaysia April 17-20, 2025



*MATTA Fair 2023

MATTA Fair is the largest travel consumer show in Malaysia attracting over 200,000 eager travelers in Kuala Lumpur and throughout the country. GVB will be working with trade partners to promote visa-free travel to Guam for Malaysians.

For the first time in MATTA Fair, a B2B networking event will be held on April 17th, followed by the consumer fair from April 18-20. The B2B event will bring key players from national, regional, and international tourism sectors to connect 200 local buyers with international sellers.

GVB will be collaborating with Philippine Airlines and 2 of the largest travel wholesale companies, Apple Vacations and Golden TourWorld Travel to promote Guam travel packages.