

# **NORTH AMERICA, PACIFIC, PHILIPPINES, NEW MARKETS**

COMMITTEE UPDATE

Friday, January 10, 2025



# PHILIPPINES MARKET



# VISITOR ARRIVALS



## VISITOR ARRIVALS AS OF NOVEMBER 1-30, 2024

Market	Total MTD 2019	Total MTD 2023	Total MTD 2024	% to LY
Philippines	2,756	1,422	1,372	-3.5%

Market	Total CYTD 2019	Total CYTD 2023	Total CYTD 2024	% to LY
Philippines	19,070	12,412	12,291	-1.0%

Market	Total FYTD 2019	Total FYTD 2024	Total FYTD 2025	% to LY
Philippines	4,443	2,422	2,697	11.4%

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!

MNL to GUM Jan 16-20, 2025	MNL to GUM Jan 17-20, 2025	MNL – GUM Jan 25-28, 2025
From US \$906 Round-trip   Business	From US \$1,019 Round-trip   Business	From US \$1,019 Round-trip   Business

<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

Jan 2025	Feb 2025	Mar 2025
From US \$353* Round Trip   Economy	From US \$323* 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



## POPULAR FILIPINO CHEF VISITS GUAM

Chef RV Manabat recently posted a vlog highlighting his birthday trip to Guam. With over **4.1M** followers on social media, Chef RV's content helps promote Guam as an ideal US destination to visit in the new year.

Within 24 hours, Chef RV's YouTube video received over 130K views. Click [here](#) to watch Chef RV's Guam vlog.

- YouTube – 2.07M subscribers
- Facebook – 1.8M followers
- Instagram – 271K followers



GUAM, USA | Chef RV & Family



297K views  
3.5K likes



21.6K views



3.4K likes  
325 comments  
37 shares

228 likes  
62 comments  
8 shares



# MARKETING ACTIVITIES



## UNITED AIRLINES MONTHLY NEWSLETTER

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

The December edition spotlighted Guam as an ideal travel destination for Filipinos in the upcoming year, while promoting United Airlines' Cebu-Narita route as an alternative option for flights from the Philippines to Guam.

**Easily Book a Flight to Guam 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	

**New Year, New Travel Resolution: Embrace Cultural Experiences**

United Airlines offers two convenient routes from the Philippines to Guam: daily direct flights from Manila and daily flights from Cebu with a stop in Narita. As a nearby U.S. territory, Guam is an ideal new destination for Filipinos and a perfect gateway to the United States.

Known for its unique culture and welcoming hospitality, Guam is a true hidden gem of America. Immerse yourself in its history at the Guam Museum, explore parks brimming with ancient artifacts, enjoy a vibrant cultural dinner show, and savor the delicious flavors of CHamoru cuisine for a truly memorable experience.

Begin 2025 with a trip to Guam!

# UPCOMING EVENT



## PTAA'S 10<sup>th</sup> iTTE

GVB is set to participate in the Philippine Travel Agencies Association (PTAA) 10th International Travel Trade Expo, taking place from February 7-8, 2025, at the SMX Convention Center, SM Mall of Asia.

As a seller, the Bureau will have 20 pre-scheduled appointments daily to promote and encourage agents to create and market Guam travel packages. Joining the Bureau at the event will be Guam Plaza.



# 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](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](mailto: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 SEEKS DESTINATION MARKETING SERVICES IN THE PHILIPPINES

[https://go.opengovguam.com/bids/bids\\_list/gvb](https://go.opengovguam.com/bids/bids_list/gvb)

CLICK HERE 



# FY 2025 BUDGET SUMMARY



## Philippines

### FY2025 Actual Spend versus Budget YTD

G/L Code	Account Title	Budget	Paid	Committed	Remaining \$	Remaining %
PRE001	Marketing Representative Fees	\$ -	\$ -	\$ -	\$ -	-
PRE005	Information Office Expenses	\$ -	\$ -	\$ -	\$ -	-
TTC039	Media & Travel Trade Industry FAM Tours	\$ 25,000.00	\$ 2,637.55	\$ -	\$ 22,362.45	89.45%
TTC067	Travel Trade Events / MICE / Consumer Shows	\$ 110,000.00	\$ -	\$ 2,083.97	\$ 107,916.03	98.11%
SMD023	Sales & Marketing Development / Website / Media	\$ 215,000.00	\$ -	\$ 1,245.00	\$ 213,755.00	99.42%
<b>GRAND TOTAL</b>		<b>\$ 350,000.00</b>	<b>\$ 2,637.55</b>	<b>\$ 3,328.97</b>	<b>\$ 344,033.48</b>	<b>98.30%</b>

# NORTH AMERICA MARKET



# VISITOR ARRIVALS



## VISITOR ARRIVALS AS OF NOVEMBER 1-30, 2024

Market	Total MTD 2019	Total MTD 2023	Total MTD 2024	% to LY
US/Hawaii	6,830	6,030	5,852	-3.0%

Market	Total CYTD 2019	Total CYTD 2023	Total CYTD 2024	% to LY
US/Hawaii	83,859	76,557	78,454	2.5%

Market	Total FYTD 2019	Total FYTD 2024	Total FYTD 2025	% to LY
US/Hawaii	14,779	12,902	11,612	-10.0%

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.

# FY 2025 BUDGET SUMMARY



## NORTH AMERICA MARKET

### FY2025 Actual Spend versus Budget YTD

G/L Code	Account Title	Budget	Paid	Pending	Committed	Remaining \$	Remaining %
<b>SMD023</b>	<b>Sales Market Development</b>	\$ 300,000.00	\$ 7,272.66	\$30,000.00		\$ 262,727.34	87.58%
<b>TTC041</b>	<b>Media/Advertising Industry Co-op</b>	\$ 25,000.00	\$ -	\$ -		\$ 25,000.00	100.00%
<b>GRAND TOTAL</b>		<b>\$ 325,000.00</b>	<b>\$ 7,272.66</b>	<b>\$30,000.00</b>	<b>\$ -</b>	<b>\$ 287,727.34</b>	<b>88.53%</b>

# PACIFIC MARKET



# VISITOR ARRIVALS



**MONTH TO DATE: NOVEMBER 1-30, 2024**

Total: 54,231 (-10.9%)

Market	Total MTD 2019	Total MTD 2023	Total MTD 2024	% to LY
CNMI	1,896	1,015	1,044	2.9%
Palau	369	218	299	37.2%
FSM	1,325	1,078	1,031	-4.4%
RMI	122	63	55	-12.7%
Australia	248	68	140	105.9%

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

# VISITOR ARRIVALS



## CALENDAR YEAR TO DATE 2024 JANUARY – NOVEMBER 30, 2024

Total: 671,942 (+15.3%)

Market	Total CYTD 2019	Total CYTD 2023	Total CYTD 2024	% to LY
CNMI	21,002	11,989	12,153	1.4%
Palau	3,926	2,497	3,381	35.4%
FSM	13,423	11,675	11,455	-1.9%
RMI	1,483	671	582	-13.3%
Australia	2,106	1,085	1,244	14.7%

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



# VISITOR ARRIVALS



## FISCAL YEAR TO DATE 2025 OCTOBER – NOVEMBER 30, 2024

Total: 107,308 (-6.7%)

Market	Total FYTD 2019	Total FYTD 2024	Total FYTD 2025	% to LY
CNMI	3,029	1,931	2,081	7.8%
Palau	641	528	704	33.3%
FSM	1,986	1,914	1,971	3.0%
RMI	239	94	107	13.8%
Australia	356	155	181	16.8%

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

# FY 2025 BUDGET SUMMARY



## PACIFIC MARKET

### FY2025 Actual Spend versus Budget YTD

G/L Code	Account Title	Budget	Paid	Pending	Committed	Remaining \$	Remaining %
<b>SMD024</b>	<b>PATA/PATA Micronesia Chapter/Regional Events</b>	\$ 100,000.00	\$ 14,639.45	\$ 22,000.00	\$ -	\$ 63,360.55	63.36%
<b>GRAND TOTAL</b>		<b>\$ 100,000.00</b>	<b>\$ 14,639.45</b>	<b>\$ 22,000.00</b>	<b>\$ -</b>	<b>\$ 63,360.55</b>	<b>63.36%</b>

# NEW MARKETS



# VISITOR ARRIVALS



**MONTH TO DATE: NOVEMBER 1-30, 2024**

Total: 54,231 (-10.9%)

Market	Total MTD 2019	Total MTD 2023	Total MTD 2024	% to LY
Singapore	118	158	51	-67.7%
Europe	260	134	103	-23.1%
Malaysia	42	30	13	-56.7%
India	20	4	5	25.0%
Other	605	382	390	2.1%
<b>TOTAL</b>	<b>1,045</b>	<b>708</b>	<b>562</b>	<b>-20.6%</b>

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

# VISITOR ARRIVALS



## CALENDAR YEAR TO DATE 2024 JANUARY – NOVEMBER 30, 2024

Total: 671,942 (+15.3%)

Market	Total CYTD 2019	Total CYTD 2023	Total CYTD 2024	% to LY
Singapore	1,439	1,020	610	-40.2%
Europe	2,048	1,410	1,337	-5.2%
Malaysia	357	145	136	-6.2%
India	150	104	141	35.6%
Other	5,745	3,409	4,666	36.9%
TOTAL	9,739	6,088	6,890	13.2%

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

# VISITOR ARRIVALS



## FISCAL YEAR TO DATE 2025 OCTOBER – NOVEMBER 30, 2024

Total: 107,308 (-6.7%)

Market	Total CYTD 2019	Total FYTD 2024	Total FYTD 2025	% to LY
Singapore	186	367	116	-68.4%
Europe	396	241	165	-31.5%
Malaysia	69	47	30	-36.2%
India	22	16	14	-12.5%
Other	532	612	734	19.9%
TOTAL	1,205	1,283	1,059	-17.5%

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

# MARKETING ACTIVITIES



## **OneKlik 6<sup>th</sup> 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



**ROUTES ASIA**

Driving growth across Asia Pacific's route networks

25-27 March 2025 / Perth, Australia

Find out more

AVIATION WEEK NETWORK

## Routes Asia Perth, Australia March 25-27, 2025

Previous airlines attendees included

Routes Asia 2025 will facilitate conversations that will continue to rebuild route networks across the region and drive future market growth. It is the only route development event dedicated to Asia Pacific and will provide a platform for the region's airlines, airports, tourism authorities and aviation stakeholders to meet, share best practices and develop network strategies and ensure future route development across Asia Pacific.

Previous attending destinations included

Attendees will receive over 45 available meeting slots, exclusive industry insight and first-class networking opportunities, proving to be a must-attend event for organizations looking to expand their route network.



# 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 17<sup>th</sup>, 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.

# FY 2025 BUDGET SUMMARY



## NEW MARKET DEVELOPMENT FY2025 Actual Spend versus Budget YTD

G/L Code	Account Title	Budget	Paid	Pending	Total Committed	Remaining \$	Remaining %
<b>SMD023</b>	<b>SALES MARKET DEVELOPMENT</b>	\$ 75,000.00	\$ -	\$ 50,000.00	\$ 50,000.00	\$ 25,000.00	33.33%
<b>GRAND TOTAL</b>		<b>\$ 75,000.00</b>	<b>\$ -</b>	<b>\$ 50,000.00</b>	<b>\$ 50,000.00</b>	<b>\$ 25,000.00</b>	<b>33.33%</b>