

**NORTH AMERICA, PACIFIC, PHILIPPINES, & NEW MARKETS (NAPPNM) MARKETING COMMITTEE MEETING MINUTES**  
**Monday, August 12, 2024 at 2:00 p.m.**  
**GVB Main Conference Room and virtually via GoToMeeting**  
**[www.meet.goto.com/GUAMVISITORSBUREAU/nappnm-meeting](http://www.meet.goto.com/GUAMVISITORSBUREAU/nappnm-meeting)**

*\*online attendance*

<p><b>Members Present:</b></p> <ol style="list-style-type: none"> <li>Akihiro Tani - Fish Eye Marine Park</li> <li>Renny Loren - Fish Eye Marine Park</li> </ol>	<p><b>Guests/Alternate Members Present:</b></p> <ol style="list-style-type: none"> <li>Valerie Carbullido - Sentry Hospitality Corporation</li> </ol>
<p><b>GVB Chairs/Management/Staff Present:</b></p> <ol style="list-style-type: none"> <li>P. Sonny Ada - GVB Board Director</li> <li>Mark Manglona - Senior Marketing Manager</li> <li>Sharlene Guerrero, Senior Marketing Manager</li> <li>Akemi Aguon - Marketing Manager</li> <li>Mike Arroyo - Web &amp; IT Coordinator Assistant</li> </ol>	

**I. CALL TO ORDER**

NAPPNM Chairman P. Sonny Ada called the North America, Pacific, Philippines & New Markets meeting to order at 2:00 p.m.

**II. MANAGEMENT REPORT**

No report from management at this time.

**III. MARKET REPORTS**

• **PHILIPPINES**

Ms. Sharlene Guerrero presented updates for the Philippines market.

**i. Visitor Arrivals**



**VISITOR ARRIVALS AS OF JULY 1-11, 2024**

Market	Total MTD 2019	Total MTD 2023	Total MTD 2024	% of 2019
Philippines	545	416	286	52.5%

Market	Total CYTD 2019	Total CYTD 2023	Total CYTD 2024	% of 2019
Philippines	10,708	7,098	6,763	63.2%

Market	Total FYTD 2019	Total FYTD 2023	Total FYTD 2024	% of 2019
Philippines	17,111	10,701	10,411	60.8%

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

Note: July 2024 Daily Arrivals reflect data for arrivals only.

May arrival data showed a 25% increase while June showed a 30% increase. Although July arrival data shows a 30% decrease, the Philippines market is capturing over 50% of its 2019

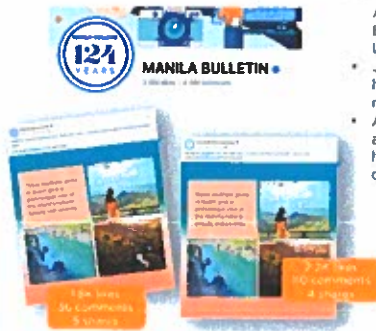
numbers. For month-to-date, 2024 is 52.5% of 2019 at 286; for calendar year-to-date 2024 is 63.2% of 2019 at 6,763; and for fiscal year-to-date, 2024 is 60.8% of 2019 at 10,411. Arrival data is lower than projected, but GVB is hopeful that the arrival data for the rest of the month will increase.

## ii. Manila Bulletin

### MARKETING ACTIVITIES



#### MANILA BULLETIN



- Began campaign in April - Manila Bulletin and MB Lifestyle pages
- July's artcard highlights Guam's natural scenery
- August's artcard and FB album highlights culinary diversity in Guam



GVB Philippines currently has a partnership with Manila Bulletin - one of the Philippines' biggest publications. The social media campaign started in April 2024. Monthly uploads of art cards highlighting Guam as an ideal US destination. Engagement rate for May/June art cards is calculated at 13% each month, whereas July's engagement rate is between 9-13% for the main and lifestyle Facebook pages. Current campaign exceeds the average engagement rate of around 5%. Director Ada asked what constitutes *engagement*. Sharlene responded that engagement is the activity from viewers on each post (likes, comments, shares, etc.)

## iii. Monthly Newsletters

### MARKETING ACTIVITIES



#### MONTHLY NEWSLETTERS

- Monthly EDMs to Philippine travel agents
- Aims to keep Guam top of mind and increase brand awareness among travel trade partners
- July's newsletter highlighted famous Filipinos who have traveled to Guam
  - Comedians, artists and musicians, influencers, and travel writers/bloggers
- Sent to 513 contacts gathered from travel trade shows, business meetings, etc



Sharlene discussed GVB's monthly newsletters. This campaign allows GVB/Guam to stay top of mind among industry partners in the Philippines. For 513 contacts, the open rate is 32.71%, which is very successful. Standard average open rate for newsletters is around 20%. July's newsletter highlights popular Filipino influencers and celebrities who have visited Guam within the last 10 years, showing how other Filipinos can enjoy the island.

iv. Marketing Activities - DJ Yung Bawal for 80<sup>th</sup> Liberation

**MARKETING ACTIVITIES** 

**FILIPINO DJ YUNG BAWAL**

- GVB brought in a popular Filipino-American DJ to perform at the 80<sup>th</sup> Liberation Block Party on 7/20 & 7/21



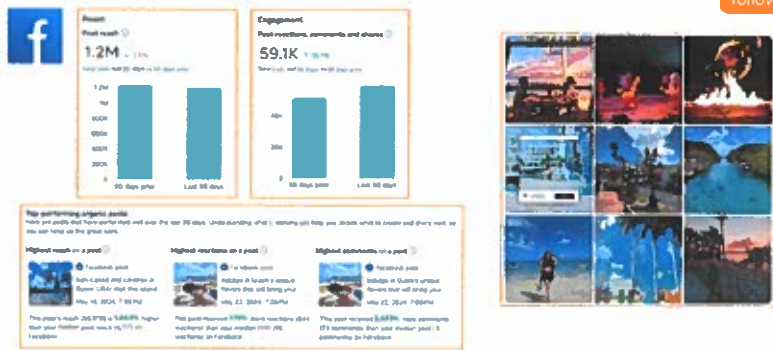
Sharlene shared that GVB Philippines brought a popular Filipino DJ to perform at the 80<sup>th</sup> Liberation Block Party on August 20 & 21. Due to time of performance (9 PM), the crowd response was minimal. GVB is interested in bringing DJ Yung Bawal back to Guam for a different setting/type of event.

v. Marketing Activities - Social Media (Facebook/Instagram)

**MARKETING ACTIVITIES** 

**GUAM, AMERICA'S HIDDEN GEM SOCIAL MEDIA ACTIVITIES**

188 new followers

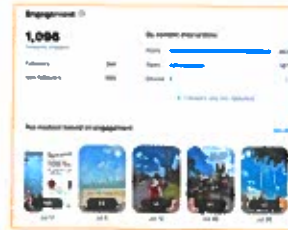


## MARKETING ACTIVITIES



### GUAM, AMERICA'S HIDDEN GEM SOCIAL MEDIA ACTIVITIES

329 new followers



Akemi discussed how the Philippines market is still very active on social media. For the month of July, GVB boosted ads on both Facebook and Instagram resulting in an increase of followers. Boosted ads are a mix of user generated content (UGC) and GVB owned photos from library. For the month of July, Facebook followers increased by 188 and Instagram followers increased by 329. GVB is looking to continue boosting ads on social media for August and September and will incorporate this campaign into FY2025 marketing plan. Sharlene shared that GVB Philippines is looking to continue partnerships with the airlines (PAL and UA) as the team is limited in the marketing campaigns they are able to execute. Director Ada asked how the plane loads are for both carriers. Sharlene responded that although the load factor for both airlines are around 70-80%, only 10% of that number are actual visitors from the Philippines. The rest are returning residents who have traveled to the Philippines. Director Ada asked if the number includes military to which Sharlene responded yes.

### vi. Upcoming Events - Travel Sale Expo

## UPCOMING EVENTS



### 2<sup>ND</sup> ANNUAL TRAVEL SALE EXPO (B2C) AND GLOBAL TRAVEL EXCHANGE AND ROADSHOW (B2B) MEGATRADE HALL IN MANDALUYONG, PHILIPPINES SEPTEMBER 27-29, 2024



- GVB will be attending the Global Tourism Business Association (GTBA) and OneKlik Events Management Services' Travel Sale Expo (B2C) from September 27-29, 2024 and the Global Travel Exchange and Roadshow (B2B) on September 28, 2024.
- Travel Sale Expo is recognized for its pioneering approach to the travel and tourism sector. This year's theme is "Experience the World, Travel is Life!"
- Last year's event had over 100 exhibitors with 180 booths with a total foot traffic of 51,111 attendees.

Sharlene discussed that GVB will be participating in an upcoming Travel Sale Expo from September 27-29, 2024. GVB members Fish Eye Marine Park and Dusit Properties will also participate in the Travel Sale Expo. Director Ada asked if it is a business to consumer event. Sharlene responded that it is both a B2C and B2B. Last year's event garnered 51,111 attendees. In comparison to PTAA which takes place at SM Mall of Asia, this Travel Sale Expo will take place at SM MegaMall in Mandaluyong.



vii. Budget

**FY2024 BUDGET BREAKDOWN** 

Philippines  
FY2024 Actual Spend versus Budget YTD

GL Code	Account Title	Budget	Paid	Committed	Remaining \$	Remaining %
PRE001	Marketing Representative Fees	\$ 54,000.00	\$ 27,000.00	\$ -	\$ 27,000.00	50.00%
PRE005	Information Office Expenses	\$ 3,800.00	\$ -	\$ -	\$ 3,800.00	100.00%
TTC830	Media & Travel Trade Industry FAM Tours	\$ 90,000.00	\$ 14,047.99	\$ 29,773.05	\$ 46,178.96	51.31%
TTC067	Travel Trade Events / MICE / Consumer Shows	\$ 80,000.00	\$ 27,976.52	\$ 24,400.00	\$ 27,623.48	34.53%
SMD023	Sales & Marketing Development / Website / Media	\$ 122,400.00	\$ 54,203.40	\$ 20,571.48	\$ 47,525.11	38.84%
<b>GRAND TOTAL</b>		<b>\$ 350,000.00</b>	<b>\$ 123,317.91</b>	<b>\$ 74,744.54</b>	<b>\$ 151,937.55</b>	<b>43.41%</b>

Sharlene shared the budget breakdown for the Philippines market. No major concerns regarding the FY2024 budget were raised by the committee. NAPPNM Chairman Ada asked if the bureau still faces the issue of finding Tagalog speaking tour guides and operators. Sharlene responded yes but shared that a PI travel partner, Michelle Taylan will be opening up a business in Guam to help with the demand. Director Ada asked if there are any announcements from the airlines regarding seat capacity if either will cut their number of seats for MNL-GUM. Director Ada asked if the Philippines has their budget set for FY2025 to which Sharlene responded not yet. The proposed budget for FY2025 is the same as FY2024, but has not yet been approved. Director Ada asked for the current status on adding the Philippines to the Guam-CNMI Visa Waiver program. Sharlene shared that it has not yet passed in the Senate in the Philippines and is unsure what the plans will be for the US congress.

• **NORTH AMERICA**

Mr. Manglona presented updates for the North America market.

i. Visitor Arrivals

**VISITOR ARRIVALS** 

Visitor Arrivals as of July 1-11, 2024

Market	Total MTD 2019	Total MTD 2023	Total MTD 2024	% to LY
US/Hawaii	3,000	2,710	2,928	8.0%

Market	Total CYTD 2019	Total CYTD 2023	Total CYTD 2024	% to LY
US/Hawaii	52,388	45,326	49,165	8.5%

Market	Total FYTD 2019	Total FYTD 2023	Total FYTD 2024	% to LY
US/Hawaii	74,986	64,465	69,187	7.3%

Source: Guam Customs Borderland Patrol. Prepared by the Guam Visitors Bureau.

Note: July 2024 Daily Arrivals reflect Delta Air arrivals only.



Mark shared that the arrivals out of the North America market all increased compared to last year. For month-to-date, arrivals increased by 8.0% at 2,928; calendar year-to-date increased by 8.5% at 49,165; and fiscal year to date increased by 7.3% at 69,187.

ii. **Guam Liberator's Visit**

## GUAM LIBERATOR'S VISIT



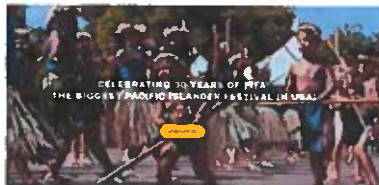
Mark shared a short video of WWII Liberator Frank Wright's visit to Guam for the 80<sup>th</sup> Liberation celebration. He thanked all the GVB members who have shown their support to accommodate Mr. Wright and his group from Stockton. Mark shared that there are more videos to be produced from Mr. Wright's photographer/videographer for GVB to share.

iii. **Upcoming Events – Pacific Islander Festival Association Fair**

## 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.

Mark shared that a GVB delegation will be attending the PIFA fair in San Diego to promote Guam and attract Guamanians and other Pacific Islanders to visit the island. Following the Homecoming Campaign with United Airlines, there is a lot of buzz around how much Guam has changed.

iv. Upcoming Events – IMEX America 2024

**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.



Mark shared that GVB will also participate in IMEX in Las Vegas, Nevada. This event focuses on the MICE market. The GVB delegation will be able to meet with buyers from Guam's source markets. Last year's show had around 15,000 people attend. Dusit Thani attended last year's event. This year Leo Palace Resort Guam will join Dusit Thani and participate in the B2B event.

v. Budget Breakdown

**FY2024 BUDGET BREAKDOWN** 

NORTH AMERICA MARKET  
FY2024 Actual Spend versus Budget YTD

GL Code	Account Title	Budget	Paid	Pending	Committed	Remaining \$	Remaining %
SMD022	Sales Market Development	\$ 300,000.00	\$ 66,852.94	\$ 83,085.19		\$ 150,261.87	50.09%
TTC041	Media/Advertising Industry Co-op	\$ 24,000.00	\$ -	\$ -		\$ 24,000.00	100.00%
<b>GRAND TOTAL</b>		<b>\$ 324,000.00</b>	<b>\$ 66,852.94</b>	<b>\$ 83,085.19</b>	<b>\$ -</b>	<b>\$ 174,261.87</b>	<b>53.78%</b>

The remaining budget will be used for the upcoming shows and campaigns. No questions or concerns were brought up regarding the budget for North America market. Chairman Ada asked if there were any returns or sales from participating in the IMEX show last year. Mark responded that Dusit Thani is able to justify attending due to their sales resulting from the show, including a luxury travel group that included Guam in the *around the world* itinerary.

- **PACIFIC**

Mr. Manglona presented updates for the Pacific market.



i. Visitor Arrivals

**VISITOR ARRIVALS**



**Month to Date July 1-11, 2024**

Market	Total MTD 2019	Total MTD 2023	Total MTD 2024	% to LY
CNMI	941	384	464	20.8%
Palau	174	81	146	80.2%
FSM	495	438	311	-29.0%
RMI	38	34	22	-35.3%
Australia	29	23	19	-17.4%

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

Note: July 2024 Daily Arrivals reflect Customs Air arrivals only

**VISITOR ARRIVALS**



**Calendar Year to Date 2024  
January - July 11, 2024**

Market	Total CYTD 2019	Total CYTD 2023	Total CYTD 2024	% to LY
CNMI	11,908	7,314	6,679	-8.7%
Palau	2,175	1,342	1,837	36.9%
FSM	7,274	6,557	6,751	3.0%
RMI	791	413	349	-15.5%
Australia	1,368	698	793	13.6%

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

Note: July 2024 Daily Arrivals reflect Customs Air arrivals only

**VISITOR ARRIVALS**



**Fiscal Year to Date 2024  
October 2023 - July 11, 2024**

Market	Total FYTD 2019	Total FYTD 2023	Total FYTD 2024	% to LY
CNMI	16,902	11,639	9,684	-16.8%
Palau	3,200	2,351	2,741	27.4%
FSM	10,378	9,124	9,893	8.4%
RMI	1,162	633	479	-24.3%
Australia	1,884	1,021	991	-2.9%

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

Note: July 2024 Daily Arrivals reflect Customs Air arrivals only

Mark shared that the arrivals for the Pacific Market vary as of July 1-11, 2024. While month-to-date arrivals for CNMI and Palau increased 20.8% and 80.2% respectively, FSM, RMI, and Australia decreased 29.0%, 35.3%, and 17.4% respectively.





Australia all decreased compared to last year by -29.0%, -35.3%, and -17.4% respectively. Calendar year-to-date arrival data showed a -8.7% decrease for CNMI at 6,679; 36.9% increase for Palau at 1,837; 3.0% increase for FSM at 6,751; -15.5% decrease for RMI at 349; and 13.6% increase for Australia at 793. Fiscal year-to-date arrivals showed a -16.8% decrease for CNMI at 9,684; 27.4% increase for Palau at 2,741; 8.4% increase for FSM at 9,893; -24.3% decrease for RMI at 479; and -2.9% decrease for Australia at 991. As GVB is still calculating the arrival data for the rest of July, Mark is hopeful that the numbers will show an increase across the board. Chairman Ada asked if Australia's arrivals include military ships that arrive in Guam to which Mark responded yes. Chairman Ada also asked if the arrival data for the outer islands include transit passengers to which Mark responded no, only actual visitors.

ii. Upcoming Events – PATA Travel Mart

## UPCOMING EVENTS

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

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

GVB will be exhibiting alongside the Marianas Visitors Authority (MVA) and Palau Visitors Authority (PVA), under the 'Micronesia Pavilion' to promote travel to the region.

Mark shared that a GVB delegation will be attending the PATA Travel Mart. This will be the first time since the pandemic that GVB will be an exhibitor. This year Guam will be exhibiting under a larger booth with Marianas Visitors Authority and Palau Visitors Authority. Combining booth spaces will allow the Marianas to compete with larger destinations.

iii. Budget Breakdown

## FY2024 BUDGET BREAKDOWN

PACIFIC MARKET  
FY2024 Actual Spend versus Budget YTD

GL Code	Account Title	Budget	Paid	Pending	Committed	Remaining \$	Remaining %
580624	PATA/PATA Micronesia Chapter/Regional Events	\$ 100,000.00	\$ 29,455.89	\$ 13,000.00	\$ -	\$ 57,544.31	57.54%
<b>GRAND TOTAL</b>		<b>\$ 100,000.00</b>	<b>\$ 29,455.89</b>	<b>\$ 13,000.00</b>	<b>\$ -</b>	<b>\$ 57,544.31</b>	<b>57.54%</b>



Mark shared the remaining balance for the Pacific Market's budget. No questions or concerns were brought up regarding the budget.

- **NEW MARKETS**

Mr. Manglona presented updates for New Markets.

**i. Visitor Arrivals**

VISITOR ARRIVALS

Visitor Arrivals as of July 1-11 2024

Market	Total MTD 2019	Total MTD 2023	Total MTD 2024	% to LY
New Markets	382	198	266	34.3%

Market	Total CYTD 2019	Total CYTD 2023	Total CYTD 2024	% to LY
New Markets	4,797	3,461	4,154	20.0%

Market	Total FYTD 2019	Total FYTD 2023	Total FYTD 2024	% to LY
New Markets	6,865	5,082	6,238	22.7%

Source: Guam Customs Registration Form. Presented by the Guam Visitors Bureau.      Note: July 2024 Daily Arrivals reflect Cruise Air arrivals only.

Mark shared the arrival data for New Markets. As of July 1-11, 2024, the month-to-date arrivals increased 34.4% compared to last year at 266. The calendar year-to-date arrivals increased by 20.0% at 4,154. The fiscal year-to-date arrivals increased by 22.7% at 6,238. Chairman Ada asked where the bulk of the new markets visitors come from. Mark responded that New Markets consist of India, Europe, Singapore, Malaysia, Vietnam, etc. Sharlene asked Chairman Ada what his thoughts are on Brunei as one of the Philippines market's travel partners is hoping to bring groups from Brunei to Guam. As Brunei is part of the Guam-CNMI Visa Waiver, that market has potential for Guam.

**ii. Upcoming Events - ITB Asia + MICE Show Asia + Travel Tech Asia 2024**

UPCOMING EVENT

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

3 EVENTS IN 3 DAYS

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 3<sup>rd</sup> 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.

Mark shared that GVB is preparing to attend ITB Asia, Mice Show Asia, and Travel Tech Asia in Singapore. This is a three-part B2B event with buyers from all over Asia, Pacific, Europe, etc. GVB will have two booth spaces and will promote Guam to buyers from its

source markets. GVB will also have a Guam product update with Philippine Airlines and United Airlines in Singapore.

**iii. Budget Breakdown**

**FY2024 BUDGET BREAKDOWN** 

**NEW MARKET DEVELOPMENT**  
FY2024 Actual Spend versus Budget YTD

GL Code	Account Title	Budget	Paid	Pending	Total Committed	Remaining \$	Remaining %
84M023	SALES MARKET DEVELOPMENT	\$ 100,000.00	\$ 32,165.26	\$ 30,320.00	\$ 62,485.26	\$ 37,514.74	37.51%
<b>GRAND TOTAL</b>		<b>\$ 100,000.00</b>	<b>\$ 32,165.26</b>	<b>\$ 30,320.00</b>	<b>\$ 62,485.26</b>	<b>\$ 37,514.74</b>	<b>37.51%</b>

No questions or concerns regarding the New Market Development FY2024 budget was raised by the committee. Chairman Ada asked if any Guam representatives from the airlines accompany GVB to which Mark responded no. GVB usually works with the country managers in Singapore for the product updates. Chairman Ada asked if GVB would consider inviting the Guam Chamber of Commerce to join the delegation for any MICE shows.

**IV. OLD BUSINESS**

No old business at this time.

**V. NEW BUSINESS**

Chairman Ada shared that April 2025 is the 50-year anniversary of the end of the Vietnam War. Director Ada shared that Guam was a stepping stone to freedom for many Vietnamese people. As GVB will be traveling to San Diego, Director Ada shared that there is a large Vietnamese community that GVB can promote Guam to in celebration of the 50<sup>th</sup> anniversary.

**VI. ANNOUNCEMENTS**

- The next Committee Meeting is scheduled for September 2, 2024 at 2:00p.m.

**VII. ADJOURNMENT**

Chairman Ada adjourned the meeting at 2:34 p.m.





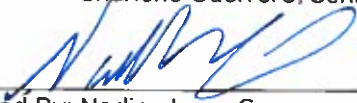
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Minutes Prepared By: Akemi Aguon, Marketing Manager - Philippines



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Minutes Reviewed By: Mark Mangiona, Senior Marketing Manager - North America & Pacific  
Sharlene Guerrero, Senior Marketing Manager - Philippines



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Minutes Approved By: Nadine Leon Guerrero, Director of Global Marketing