

NORTH AMERICA, PACIFIC, PHILIPPINES, NEW MARKETS

APRIL 16, 2025 COMMITTEE UPDATE

PHILIPPINES MARKET



VISITOR ARRIVALS



VISITOR ARRIVALS AS OF FEBRUARY 28, 2025

| Market | Total MTD 2019 | Total MTD 2024 | Total MTD 2025 | % to LY |
|-------------|-------------------|-------------------|-------------------|---------|
| Philippines | 1,281 | 886 | 988 | 11.5% |

| Market | Total CYTD 2019 | Total CYTD 2024 | Total CYTD 2025 | % to LY |
|-------------|--------------------|--------------------|--------------------|---------|
| Philippines | 2,558 | 1,903 | 1,761 | -7.5% |

| Market | Total FYTD 2019 | Total FYTD 2024 | Total FYTD 2025 | % to LY |
|-------------|--------------------|--------------------|--------------------|---------|
| Philippines | 8,961 | 5,551 | 5,718 | 3.0% |

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 Apr 20-27, 2025 | MNL to GUM Apr 24-28, 2025 | MNL – GUM May 01-05, 2025 |
|---------------------------------------|---------------------------------------|---------------------------------------|
| From US \$434 Round-trip Economy | From US \$322 Round-trip Economy | From US \$322 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 include 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

| Apr 2025 | May 2025 | Jun 2025 |
|--|--|--|
| From US \$353* Round Trip Economy | From US \$374* Round Trip Economy | From US \$412* 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



GVB TRADE NEWSLETTER

- March 14, 2025
- Highlighted Mes Chamoru and Guam's vibrant culture
- Sent to a total of 764 contacts
- Delivery rate 96.34%; Open rate 45.38%



GVB ATTENDS 10TH CEBU ITF

- March 14-16, 2025, Waterfront Cebu City Hotel
- GVB participated in the 10th International Travel Festival (B2B & B2C) - A Decade of Travel Inspirations
- Collaborated with United Airlines to create an exclusive travel flyer promoting both Manila and Cebu (via NaritaO routes; distributed to travel agents and consumers)
- Met with 80+ travel agents
- 100 exhibitors, about 200 booths

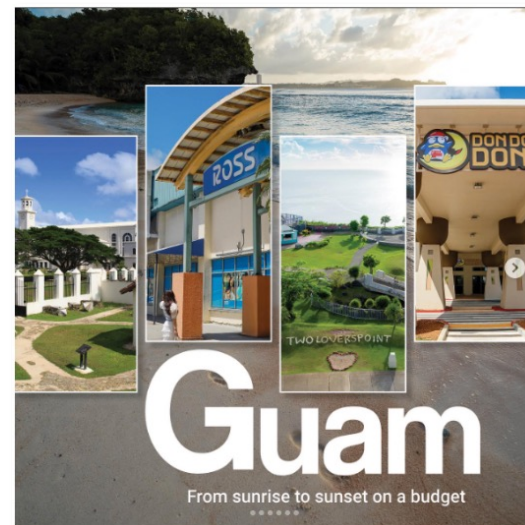
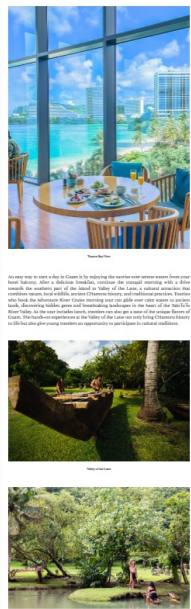
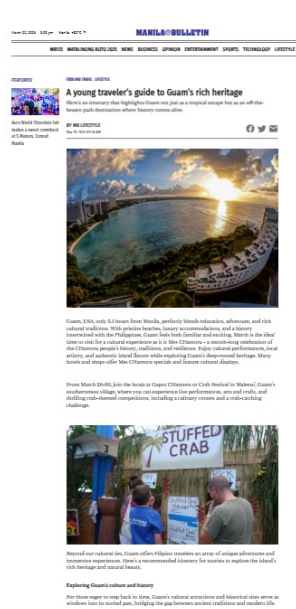


MARKETING ACTIVITIES



MANILA BULLETIN COLLAB

- March 11, 2025 - MB Online: Lifestyle Travel
[A young traveler's guide to Guam's rich heritage](#)
*Included an Facebook album
- 1,013 page views on MB website; reached ~190k on FB
- March 19, 2025 - Artcard featured experiencing Guam on a budget; reached ~278k on FB



UNITED AIRLINES NEWSLETTER

- March 21, 2025
- United Airlines monthly newsletter to consumer and travel trade networks
- March's edition showcased upcoming Guam events



Plan your Guam trip around an exciting local event!

Make your Guam trip even more memorable by planning it around one of the island's exciting local events! Whether it's the adrenaline-pumping Ko'ko' Road Race in April or the culture-rich 36th Guam Micronesia Island Fair in June, these events offer a unique chance to experience Guam's rich traditions, mouthwatering cuisine, and warm hospitality. Mingling with locals, enjoy traditional performances from Guam and other Micronesian islands and create unforgettable memories as you celebrate alongside the community.

United Airlines provides two convenient routes from the Philippines to Guam: nonstop daily flights from Manila and daily flights from Cebu with a stop in Narita. Experience the friendly skies on your way to Guam, your ideal gateway to the United States. Immerse yourself in an adventure!



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

| Route | Flight No. | Departs | Arrives | Frequency | Aircraft |
|---------|------------|---------|---------|---------------------|----------|
| MNL-GUM | UA 184 | 22:55 | 04:40+1 | Mon/Wed/Thu/Sat/Sun | B737-800 |
| | UA 196 | 12:40 | 06:25 | Wed/Sat | |
| | UA 192 | 22:40 | 06:30+1 | Tues/Fri | |
| GUM-MNL | UA 183 | 19:55 | 21:50 | Daily | |
| | UA 193 | 19:55 | 23:50 | Tues/Fri | |
| CEB-NRT | UA 33 | 09:30 | 15:15 | Daily | |
| | UA 197 | 17:00 | 21:45 | Daily | |
| NRT-GUM | UA 805 | 17:55 | 22:40 | Mon/Wed/Fri/Sat | |
| | UA 874 | 21:05 | 01:45+1 | Daily | |
| GUM-NRT | UA 828 | 07:00 | 09:55 | Daily | |
| | UA 196 | 12:45 | 15:35 | Daily | |
| NRT-CEB | UA 864 | 13:35 | 16:25 | Tue/Thu/Sat/Sun | |
| | UA 32 | 17:30 | 22:05 | Daily | |

Follow [Visit Guam](#) for more exciting destinations and adventures!
Email info@visitguam.com for trade related inquiries.

MARKETING ACTIVITIES



GVB PHILIPPINES OFFICE VISIT

- March 25-27, 2025
- GVB met with its newly contracted in-market representative, Enderun and introduced Régine Biscoe Lee as GVB's President & CEO to the travel trade industry
- Discussed marketing strategies for FY2025
- Guam Media Event & Product Update, March 27



COURTESY VISIT TO U.S. EMBASSY

- March 26, 2025
- GVB met with the U.S. Embassy Nonimmigrant Visa Chief, Long Nguyen
- Introduced Enderun as its Philippines representative
- Provided insights to U.S. visa applications, interview availabilities, and processing time



MARKETING ACTIVITIES



MEDIA EVENT + PRODUCT UPDATE

- March 27, 2025
- 305 attendees – 278 travel agents and associations; 10 media publications; 17 travel & lifestyle influencers/bloggers
- Celebrity guest speakers promoted Guam as an ideal destination
- Presented Guam product update and launched travel agent incentive program
- Raffled roundtrip tickets to Guam for two (2)



Celebrity Guest Speakers: Dingdong Avanzado, Jessa Zaragoza, and Herbie Arabelo



Celebrity Guest Appearance: Rocco and Melissa Nacino

MARIANAS PRO MANILA

- April 5-6, 2025 – Alabang Festival Mall
- GVB attended the Marianas Pro Manila, the largest jiu-jitsu tournament in Philippine history (5k-6k spectators, about 1k competitors)
- Provided general information about Guam travel
- Conducted a survey among event attendees
 - 25% of participants were U.S. visa holders
- Raffled promotional items to survey participants



GVB Philippines Associate Director – Cheska Lagera Dizon; Account Manager – Gabrielle Dofitas



Marianas Pro participant – Rocco Nacino

PHILIPPINES BUDGET SUMMARY



Philippines

FY2025 Actual Spend versus Budget YTD

| G/L Code | Account Title | Budget | Paid | Committed | Remaining \$ | Remaining % |
|-------------|---|---------------|--------------|---------------|---------------|-------------|
| PRE001 | Marketing Representative Fees | \$ 42,000.00 | \$ - | \$ 42,000.00 | \$ - | 0.00% |
| PRE005 | Information Office Expenses | \$ 3,500.00 | \$ - | \$ 3,500.00 | \$ - | 0.00% |
| TTC039 | Media & Travel Trade Industry FAM Tours | \$ 15,000.00 | \$ 2,926.55 | \$ - | \$ 12,073.45 | 80.49% |
| TTC067 | Travel Trade Events / MICE / Consumer Shows | \$ 100,000.00 | \$ - | \$ 64,853.76 | \$ 35,146.24 | 35.15% |
| SMD023 | Sales & Marketing Development / Digital Marketing | \$ 189,500.00 | \$ 7,876.12 | \$ 86,546.88 | \$ 95,077.00 | 50.17% |
| GRAND TOTAL | | \$ 350,000.00 | \$ 10,802.67 | \$ 196,900.64 | \$ 142,296.69 | 40.66% |

NORTH AMERICA MARKET



VISITOR ARRIVALS



VISITOR ARRIVALS AS OF FEBRUARY 28, 2025

| Market | Total MTD 2019 | Total MTD 2024 | Total MTD 2025 | % to LY |
|-----------|-------------------|-------------------|-------------------|---------|
| US/Hawaii | 7,258 | 6,822 | 5,639 | -17.3% |

| Market | Total CYTD 2019 | Total CYTD 2024 | Total CYTD 2025 | % to LY |
|-----------|--------------------|--------------------|--------------------|---------|
| US/Hawaii | 15,794 | 15,329 | 12,039 | -21.5% |

| Market | Total FYTD 2019 | Total FYTD 2024 | Total FYTD 2025 | % to LY |
|-----------|--------------------|--------------------|--------------------|---------|
| US/Hawaii | 38,392 | 35,351 | 30,270 | -14.4% |

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.

The Guam Visitors Bureau will be exhibiting in IPW and will engage in one-on-one meetings with pre-selected international buyers from both source markets and new markets, as well. GVB will also participate in the media marketplace to meet with international and domestic media to pursue opportunities that will highlight Guam as a new and exciting destination.

U.S. BUDGET SUMMARY



NORTH AMERICA MARKET

FY2025 Actual Spend versus Budget YTD

| G/L Code | Account Title | Budget | Paid | Pending | Committed | Remaining \$ | Remaining % |
|-------------|----------------------------------|---------------|--------------|---------------|-----------|---------------|-------------|
| SMD023 | Sales Market Development | \$ 300,000.00 | \$ 23,490.86 | \$ 110,000.00 | \$ - | \$ 166,509.14 | 55.50% |
| TTC041 | Media/Advertising Industry Co-op | \$ 25,000.00 | \$ - | \$ - | \$ - | \$ 25,000.00 | 100.00% |
| GRAND TOTAL | | \$ 325,000.00 | \$ 23,490.86 | \$ 110,000.00 | \$ - | \$ 191,509.14 | 58.93% |

PACIFIC MARKET



VISITOR ARRIVALS



MONTH TO DATE: FEBRUARY 1-28, 2025

| Market | Total MTD 2019 | Total MTD 2024 | Total MTD 2025 | % to LY |
|-----------|-------------------|-------------------|-------------------|---------|
| CNMI | 1,480 | 810 | 800 | -1.2% |
| Palau | 224 | 218 | 178 | -18.3% |
| FSM | 854 | 960 | 598 | -37.7% |
| RMI | 118 | 40 | 16 | -60.0% |
| Australia | 519 | 133 | 76 | -42.9% |

VISITOR ARRIVALS



CALENDAR YEAR TO DATE 2025
JANUARY 1 - FEBRUARY 28, 2025

| Market | Total CYTD 2019 | Total CYTD 2024 | Total CYTD 2025 | % to LY |
|-----------|--------------------|--------------------|--------------------|---------|
| CNMI | 3,225 | 1,750 | 1,751 | 0.1% |
| Palau | 560 | 473 | 397 | -16.1% |
| FSM | 1,751 | 1,822 | 1,285 | -29.5% |
| RMI | 215 | 92 | 63 | -31.5% |
| Australia | 740 | 423 | 166 | -60.8% |

VISITOR ARRIVALS



FISCAL YEAR TO DATE 2025
OCTOBER – FEBRUARY 28, 2025

| Market | Total FYTD 2019 | Total FYTD 2024 | Total FYTD 2025 | % to LY |
|-----------|--------------------|--------------------|--------------------|---------|
| CNMI | 8,219 | 4,755 | 4,952 | 4.1% |
| Palau | 1,585 | 1,377 | 1,424 | 3.4% |
| FSM | 4,855 | 4,964 | 4,273 | -13.9% |
| RMI | 586 | 222 | 217 | -2.3% |
| Australia | 1,256 | 621 | 403 | -35.1% |

MARKETING ACTIVITIES



PATA Micronesia Chapter Meeting Chuuk, FSM May 8-14, 2025



The 1st Tri-Annual Meeting of the PATA Micronesia Chapter will take place in May in the island of Chuuk. The PATA Micronesia Chapter serves as the marketing arm of the region and appointed as the Regional Tourism Committee by the Micronesia Island Forum (MIF) leaders.

GVB is a member of the PATA Micronesia Chapter Executive Committee as the Chair of the Marketing Committee. Additionally, GVB Vice President Gerry Perez is also on the PATA International Executive Board.

PACIFIC BUDGET SUMMARY



PACIFIC MARKET

FY2025 Actual Spend versus Budget YTD

| G/L Code | Account Title | Budget | Paid | Pending | Committed | Remaining \$ | Remaining % |
|-------------|--|---------------|--------------|--------------|-----------|--------------|-------------|
| SMD024 | PATA/PATA Micronesia Chapter/Regional Events | \$ 100,000.00 | \$ 22,271.31 | \$ 22,000.00 | \$ - | \$ 55,728.69 | 55.73% |
| GRAND TOTAL | | \$ 100,000.00 | \$ 22,271.31 | \$ 22,000.00 | \$ - | \$ 55,728.69 | 55.73% |

NEW MARKETS



VISITOR ARRIVALS



MONTH TO DATE: FEBRUARY 1-28, 2025

| Market | Total MTD 2019 | Total MTD 2024 | Total MTD 2025 | % to LY |
|-----------|-------------------|-------------------|-------------------|---------|
| Singapore | 114 | 50 | 54 | 8.0% |
| Europe | 198 | 230 | 97 | -57.8% |
| Malaysia | 68 | 17 | 6 | -64.7% |
| India | 15 | 7 | 5 | -28.6% |
| Other | 402 | 397 | 587 | 47.9% |
| TOTAL | 797 | 701 | 749 | 6.8% |

VISITOR ARRIVALS



CALENDAR YEAR TO DATE 2025
JANUARY 1 – FEBRUARY 28, 2025

| Market | Total CYTD 2019 | Total CYTD 2024 | Total CYTD 2025 | % to LY |
|-----------|--------------------|--------------------|--------------------|---------|
| Singapore | 199 | 91 | 95 | 4.4% |
| Europe | 409 | 383 | 423 | -36.6% |
| Malaysia | 88 | 25 | 10 | -60.0% |
| India | 29 | 28 | 27 | -3.6% |
| Other | 715 | 912 | 1,053 | 15.5% |
| TOTAL | 1,440 | 1,439 | 1,428 | -0.8% |

VISITOR ARRIVALS



FISCAL YEAR TO DATE 2025
OCTOBER – FEBRUARY 28, 2025

| Market | Total FYTD 2019 | Total FYTD 2024 | Total FYTD 2025 | % to LY |
|-----------|--------------------|--------------------|--------------------|---------|
| Singapore | 507 | 548 | 281 | -48.7% |
| Europe | 1,092 | 832 | 562 | -32.5% |
| Malaysia | 225 | 83 | 51 | -38.6% |
| India | 75 | 48 | 43 | -10.4% |
| Other | 1,609 | 2,012 | 2,352 | 16.9% |
| TOTAL | 3,508 | 3,523 | 3,289 | -6.6% |

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

MARKETING ACTIVITIES



ASIA DIVE EXPO SINGAPORE APRIL 4-7, 2025

The Guam Visitors Bureau exhibited once again exhibit in the Asia Dive Expo under the Micronesia Pavilion. GVB collaborated with the Marianas Visitors Authority and Palau Visitors Authority to promote diving in Micronesia and all the unique attractions and activities each island has to offer.

With Guam being the hub of Micronesia, travel to the region for diving brings opportunities for Guam's tourism industry. GVB reached out to local dive operators for dive packages that were promoted in the expo.



MARKETING ACTIVITIES



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



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.

*MATTA Fair 2023

NEW MARKETS BUDGET SUMMARY



NEW MARKET DEVELOPMENT

FY2025 Actual Spend versus Budget YTD

| G/L Code | Account Title | Budget | Paid | Pending | Total Committed | Remaining \$ | Remaining % |
|-------------|--------------------------|--------------|--------------|--------------|-----------------|--------------|-------------|
| SMD023 | SALES MARKET DEVELOPMENT | \$ 75,000.00 | \$ 10,916.02 | \$ 23,383.57 | \$ 34,299.59 | \$ 40,700.41 | 54.27% |
| GRAND TOTAL | | \$ 75,000.00 | \$ 10,916.02 | \$ 23,383.57 | \$ 34,299.59 | \$ 40,700.41 | 54.27% |