

NORTH AMERICA, PACIFIC, PHILIPPINES, NEW MARKETS

JULY 7, 2025 COMMITTEE UPDATE

PHILIPPINES MARKET



VISITOR ARRIVALS



VISITOR ARRIVALS AS OF MAY 31, 2025

Market	Total MTD 2019	Total MTD 2024	Total MTD 2025	% to LY
Philippines	2,228	988	1,267	28.2%

Market	Total CYTD 2019	Total CYTD 2024	Total CYTD 2025	% to LY
Philippines	8,584	5,317	5,962	12.1%

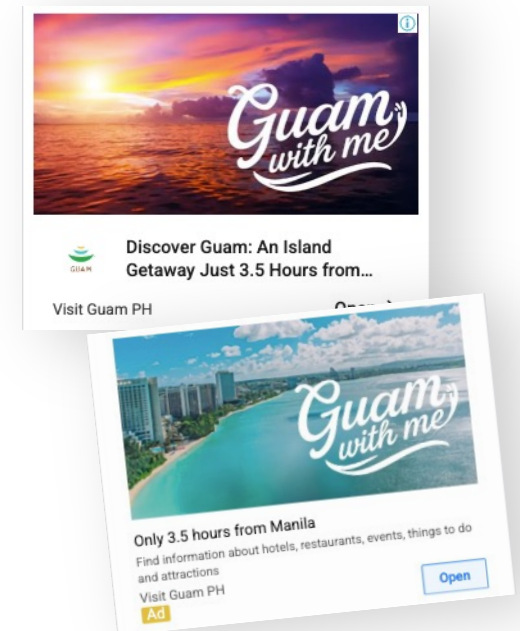
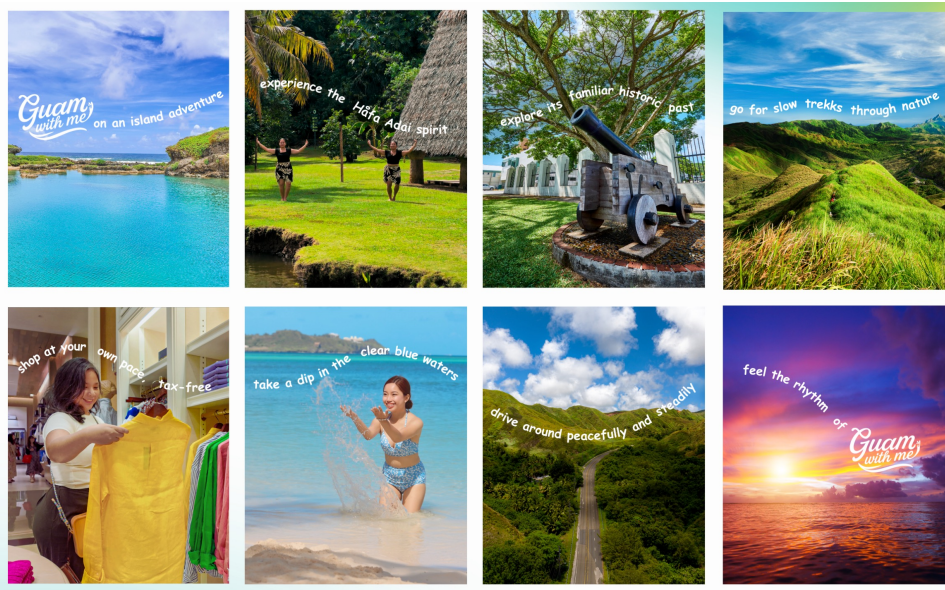
Market	Total FYTD 2019	Total FYTD 2024	Total FYTD 2025	% to LY
Philippines	14,987	8,965	9,919	10.6%

MARKETING ACTIVITIES



#GUAMWITHME CAMPAIGN LAUNCH

- Launched campaign to entice Filipino travelers to experience the beauty, culture, and spirit of Guam
- Clever wordplay on “come with me” communicates warmth, adventure and connection
- Executed static carousel, omnibus video, and Google ads; influencer FAM visit and on-ground activation to follow



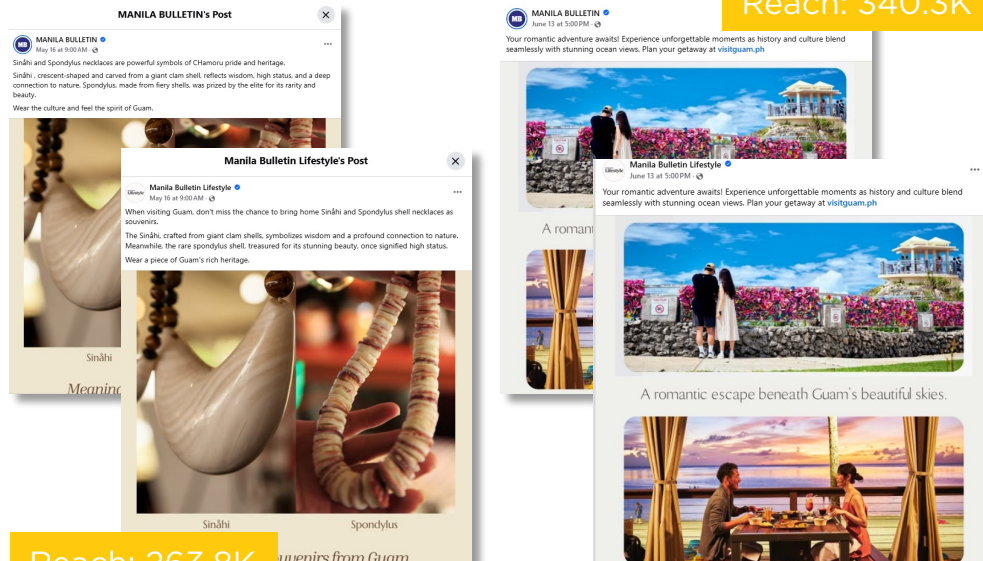
MARKETING ACTIVITIES



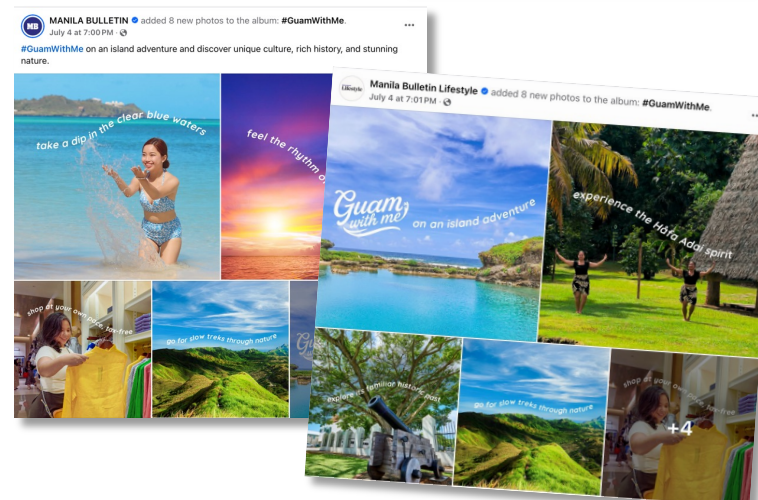
MANILA BULLETIN COLLABORATIONS

- GVB continues its partnership with Manila Bulletin with social media artcards, FB & IG albums, online/print articles, Tiktok and FB videos
- Highlight Guam as an ideal destination for Filipinos emphasizing its scenic attractions, warm hospitality, rich history and culture

Reach: 340.3K



Reach: 263.8K



Pageviews: 2K



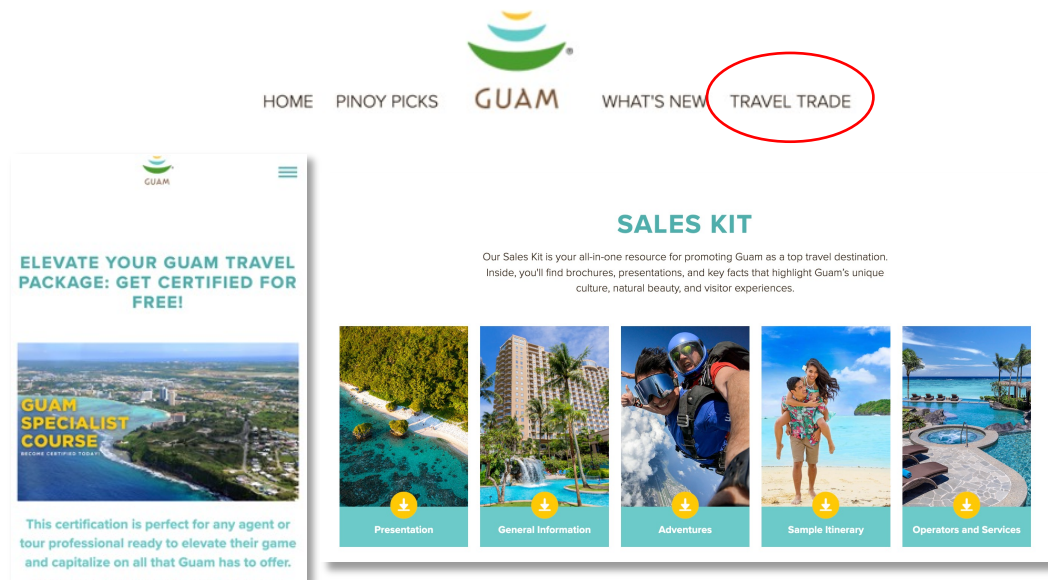
Reach: 146.1K

SALES ACTIVITIES



TRAVEL TRADE PORTAL

- Introduced a dedicated travel trade section on our visitguam.ph website
- Provides access to information on incentive program, Guam Specialist Course, sales kit, and newsletter sign-up



GUAM SPECIALIST ONLINE COURSE

- Launched a free program to equip travel agents with in-depth knowledge of Guam, focusing on how to best position the destination in travelers' minds
- Upon successful completion of course, agencies will receive a digital badge for use on their Guam packages, a storefront sticker, & a corporate gift



RECENT EVENTS



15TH WITM B2B EVENT

- May 31-June 3, 2025
- Three-city tabletop B2B event (Cebu, Clark, Manila)
- Sales Manager Philip Gejon met with a variety of travel agents, professionals, tour operators, and tourism leaders across all three days
- GVB shared its travel incentive program, presented Guam product updates, and distributed general information flyers



QCTAA GENERAL MEMBERSHIP MEETING



- June 30, 2025
- GVB attended the Quezon City Travel Agents Association's general membership meeting at Ardenhills Suites
- GVB networked with agents within Manila's largest city, a prime target for reaching Filipino travelers with US visas

ITATOA GENERAL MEMBERSHIP MEETING

- July 5, 2025
- GVB attended the Independent Travel Agencies and Tour Operators Association's B2B and general membership meeting at the Heritage Hotel
- Participation allowed GVB to maintain presence among Philippine travel agents and associations



PHILIPPINES BUDGET SUMMARY



Philippines

FY2025 Actual Spend versus Budget YTD

G/L Code	Account Title	Budget	Paid	Committed	Remaining \$	Remaining %
PRE001	Marketing Representative Fees	\$ 35,000.00	\$ -	\$ 35,000.00	\$ -	0.00%
PRE005	Information Office Expenses	\$ 3,500.00	\$ -	\$ 3,194.67	\$ 305.33	8.72%
TTC039	Media & Travel Trade Industry FAM Tours	\$ 24,500.00	\$ 6,983.77	\$ 4,446.33	\$ 13,069.90	53.35%
TTC067	Travel Trade Events / MICE / Consumer Shows	\$ 117,000.00	\$ 19,411.89	\$ 67,166.58	\$ 30,421.53	26.00%
SMD023	Sales & Marketing Development / Digital Marketing	\$ 170,000.00	\$ 33,148.08	\$ 105,378.19	\$ 31,473.73	18.51%
GRAND TOTAL		\$ 350,000.00	\$ 59,543.74	\$ 215,185.77	\$ 75,270.49	21.51%

NORTH AMERICA MARKET



VISITOR ARRIVALS



VISITOR ARRIVALS AS OF MAY 31, 2025

Market	Total MTD 2019	Total MTD 2024	Total MTD 2025	% to LY
US/Hawaii	6,973	6,218	6,120	-1.6%

Market	Total CYTD 2019	Total CYTD 2024	Total CYTD 2025	% to LY
US/Hawaii	39,955	36,992	31,380	-15.2%

Market	Total FYTD 2019	Total FYTD 2024	Total FYTD 2025	% to LY
US/Hawaii	62,553	57,014	49,611	-13.0%

MARKETING ACTIVITIES



USTA IPW Tradeshow Chicago, IL June 16-18, 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.



Over the course of 3-days, GVB met with over 60 travel agents and 30 media representatives from our source markets to include Taiwan, Korea, Japan, the Philippines, Malaysia, and Singapore, as well as India and Vietnam. More than 5,000 delegates from 60+ countries, including nearly 1,800 international and domestic buyers and media, convened to showcase the best that America has to offer. As the industry's leading inbound travel trade show, IPW drives real impact: this year's event is projected to generate an estimated \$26 billion in future travel to the U.S. and introduce thousands of buyers to new destinations, accommodations and attractions.

MARKETING ACTIVITIES



Pacific Islander Festival Association (PIFA) Fair San Diego, CA September 20-21

This year marks the 31st year of PIFA.

PIFA is the longest running event attracting the biggest NHPI audience in the US. With an event size such as this, community and services-based organizations have unmatched opportunities to engage attendees. Many of our participants including dignitaries, entertainers, vendors, and attendees travel from all over the country to participate in this amazing festival.



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	\$ 52,333.17	\$97,623.29	\$ -	\$ 150,043.54	50.01%
TTC041	Media/Advertising Industry Co-op	\$ 25,000.00	\$ -	\$ -	\$ -	\$ 25,000.00	100.00%
GRAND TOTAL		\$ 325,000.00	\$ 52,333.17	\$97,623.29	\$ -	\$ 175,043.54	53.86%

PACIFIC MARKET



VISITOR ARRIVALS



MONTH TO DATE: MAY 1-31, 2025

Market	Total MTD 2019	Total MTD 2024	Total MTD 2025	% to LY
CNMI	1,980	1,023	825	-19.4%
Palau	444	335	330	-1.5%
FSM	1,365	1,030	791	-23.2%
RMI	135	58	44	-24.1%
Australia	117	115	110	-4.3%

VISITOR ARRIVALS



CALENDAR YEAR TO DATE 2025
JANUARY 1 – MAY 31, 2025

Market	Total CYTD 2019	Total CYTD 2024	Total CYTD 2025	% to LY
CNMI	9,063	4,786	4,522	-5.5%
Palau	1,591	1,364	1,286	-5.7%
FSM	5,402	5,100	3,871	-24.1%
RMI	582	237	184	-32.6%
Australia	1,232	690	454	-34.2%

VISITOR ARRIVALS



FISCAL YEAR TO DATE 2025
OCTOBER – MAY 31, 2025

Market	Total FYTD 2019	Total FYTD 2024	Total FYTD 2025	% to LY
CNMI	14,057	7,791	7,723	-0.9%
Palau	2,616	2,268	2,313	2.0%
FSM	8,506	8,242	6,859	-16.8%
RMI	953	403	338	-16.1%
Australia	1,748	888	691	-22.2%

MARKETING ACTIVITIES



PATA Micronesia Chapter 1st Tri-Annual Meeting Chuuk, FSM June 2-6, 2025

The 1st Tri-Annual Meeting of the PATA Micronesia Chapter was held in Chuuk, FSM from June 2-6.

2nd Trip Annual Meeting - scheduled for October 20-24, 2025 in Yap.

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.



MARKETING ACTIVITIES



PATA Travel Mart Bangkok, Thailand August 26-28



PATA Travel Mart is one of Asia Pacific's longest-standing international travel trade exhibitions featuring unparalleled networking and contracting opportunities to help travel and tourism organizations access decision-makers, meet new clients, expand their networks, establish new relationships and consolidate existing business partnerships.

The event includes a one-day conference, two-day B2B travel mart, and networking opportunities.

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	\$ 43,900.10	\$ 3,679.78	\$ -	\$ 52,420.12	52.42%
GRAND TOTAL		\$ 100,000.00	\$ 43,900.10	\$ 3,679.78	\$ -	\$ 52,420.12	52.42%

NEW MARKETS



VISITOR ARRIVALS



MONTH TO DATE: MAY 1-31, 2025

Market	Total MTD 2019	Total MTD 2024	Total MTD 2025	% to LY
Singapore	107	44	120	172.7%
Europe	160	134	117	-12.7%
Malaysia	28	8	33	312.5%
India	9	17	9	-47.1%
Other	382	436	544	24.8%
TOTAL	686	639	823	28.8%

VISITOR ARRIVALS



CALENDAR YEAR TO DATE 2025
JANUARY 1 – MAY 31, 2025

Market	Total CYTD 2019	Total CYTD 2024	Total CYTD 2025	% to LY
Singapore	482	260	341	31.2%
Europe	1,018	769	657	-14.6%
Malaysia	195	49	74	51.0%
India	71	75	78	4.0%
Other	1,844	2,128	2,619	23.1%
TOTAL	3,610	3,281	3,769	14.9%

VISITOR ARRIVALS



FISCAL YEAR TO DATE 2025
OCTOBER – MAY 31, 2025

Market	Total FYTD 2019	Total FYTD 2024	Total FYTD 2025	% to LY
Singapore	790	717	527	-26.5%
Europe	1,701	1,218	976	-19.9%
Malaysia	332	107	115	7.5%
India	117	95	94	-1.1%
Other	2,738	3,228	3,918	21.4%
TOTAL	5,678	5,365	5,630	4.9%

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

MARKETING ACTIVITIES



Malaysia FAM Tour & Trade Event June 25-28, 2025

In collaboration with Philippine Airlines (PAL), GVB hosted 24 travel agents and 14 media representatives from June 25-28 for a FAM tour and trade event. The group's arrival is a result of GVB's ongoing efforts to promote Guam in Malaysia and working closely with Philippine Airlines.

Mini trade event on Friday, June 27th at the Guam Museum with 14 participating members.

Special thanks to:

- Hilton Guam Resort & Spa
- The Guam Museum
- Valley of the Latte
- Fish Eye Marine Park
- Nautech
- Halal-friendly restaurants (Habibi's Mediterranean, Island Falafel, Panda Express, Benkay Japanese Restaurant at Hotel Nikko)
- and the Muslim Association of Guam

MARKETING ACTIVITIES



Malaysian Association of Tour and Travel Agents (MATTA Fair) Kuala Lumpur, Malaysia September 5-7

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.



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	\$ 35,435.59	\$ -	\$ 35,435.59	\$ 39,564.41	52.75%
GRAND TOTAL		\$ 75,000.00	\$ 35,435.59	\$ -	\$ 35,435.59	\$ 39,564.41	52.75%