

NORTH AMERICA, PACIFIC, PHILIPPINES, NEW MARKETS

MARCH 10, 2025 COMMITTEE UPDATE



PHILIPPINES MARKET



VISITOR ARRIVALS



VISITOR ARRIVALS AS OF JANUARY 1-31, 2025

Market	Total MTD 2019	Total MTD 2024	Total MTD 2025	% to LY
Philippines	1,275	1,017	773	-24.0%

Market	Total FYTD 2019	Total FYTD 2024	Total FYTD 2025	% to LY
Philippines	7,687	4,665	4,730	1.4%

FYTD
62% of
2019

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 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

Mar 2025	Apr 2025	May 2025
From US \$380* Round Trip Economy	From US \$359* Round Trip Economy	From US \$359* 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



PHILIPPINE AIRLINES CO-OP

- Manila-Guam seat sale campaign
- Booking period was from Jan 27-Feb 6, 2025 with a travel period on/after March 1, 2025.

- *Heart to Travel Series* Content Promotion
- Boosted content on Facebook/Instagram platforms for 3-week period

Philippine Airlines
Sponsored

Ready for Paradise? 🌴🌺 Say hello to Guam!
Dive into its rich culture, soak in tropical wonders, and jet off with Philippine Airlines!
Book your adventures today at www.philippineairlines.com #FlyPAL

BOOK NOW AND SAVE BIG GUAM

DESTINATION Deals

BOOKING PERIOD: JANUARY 27-FEBRUARY 06, 2025

AS LOW AS **USD 239** ON ROUND TRIP ECONOMY BASE FARE
Exclusive of surcharges/taxes

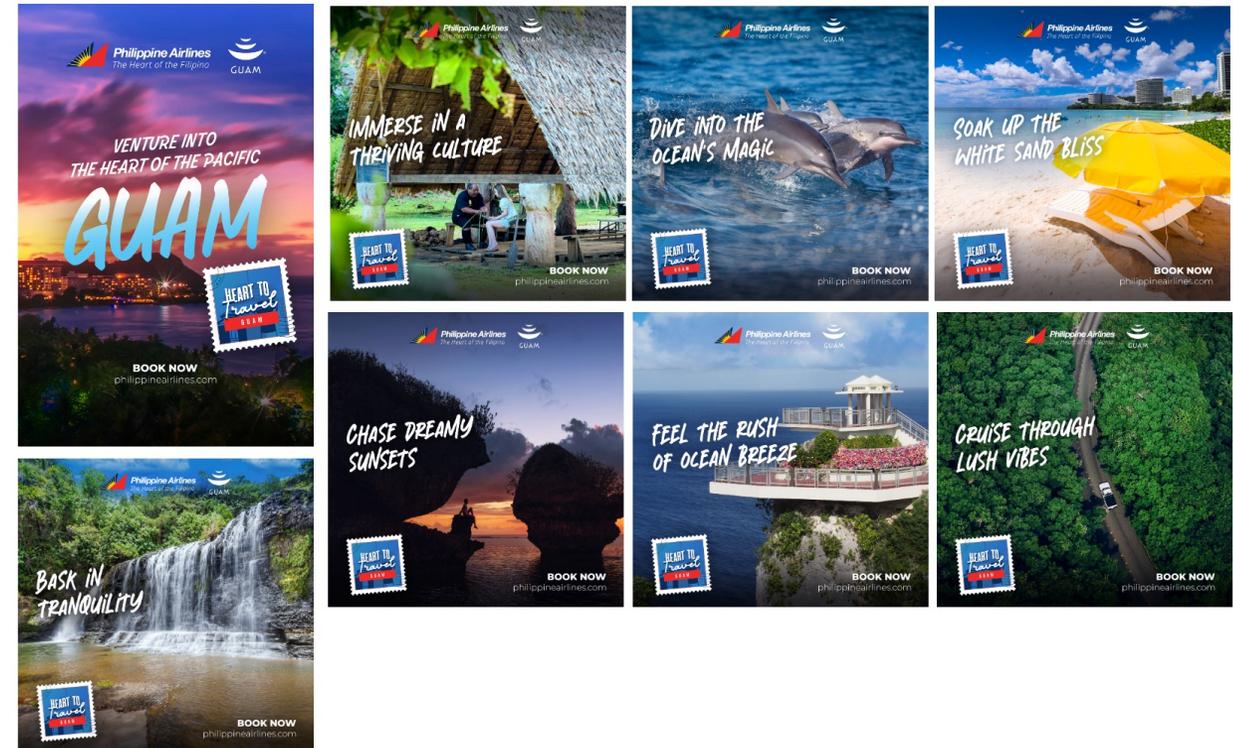
AS LOW AS **USD 709** ON ROUND TRIP BUSINESS CLASS BASE FARE
Exclusive of surcharges/taxes

Travel Class: Manila to Guam
Available in Economy, Comfort and Business Class
Other charges apply

Booking Period: January 27-February 06, 2025 | Travel Period: On/After March 01, 2025 | Published Black Out Dates: Outbound: July 08-August 06, 2025; December 16, 2025; January 16, 2026 | Return: May 30-June 25, 2025; December 09-31, 2025
CAB Approval No.: 0069-BJ-24-4-2025 | ASC Reference Code: XXXXXX

FLIGHTS.PHILIPPINEAIRLINES.COM
Grab low fares & Fly March 1, 2025 onwards

Book now

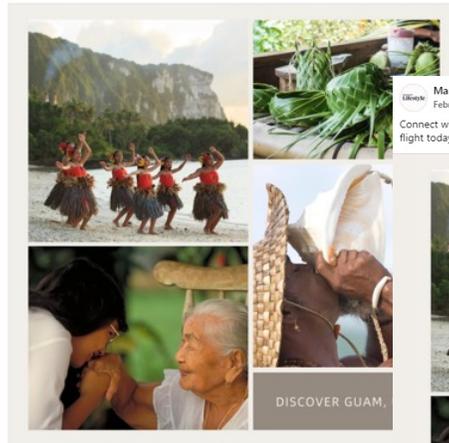


MARKETING ACTIVITIES



MANILA BULLETIN GUAM FEATURE

- February 20, 2025
- Manila Bulletin article feature highlighting luxury in Guam
- Published within MB's *lifestyle section* in both print and online
- February's artcard focused on Guam's rich history and culture



Click [here](#) to access the Manila Bulletin article.

MARKETING ACTIVITIES



GVB TRADE NEWSLETTER

- February 12, 2025
- Sent to a total of 657 contacts, included new connections from PTAA B2B event
- Highlighted places to visit and activities in Guam
- Delivery rate 98.33%; Open rate 42.11%

UNITED AIRLINES NEWSLETTER

- February 28, 2025
- United Airlines monthly newsletter to consumer and travel trade networks
- February's edition showcased Guam's marine adventures

Step into the Colors of Guam 🇧🇩🇵🇪🇨🇵🇪🇨🇵🇪

Guam Visitors Bureau <info@7311845.brevo.com>
Reply-To: info@visitguam.com
To: [REDACTED]

Wed, Feb 12, 2025 at 4:05 PM



STEP INTO THE COLORS OF GUAM



Adding the Guam Museum to the itinerary enhances a visitor's cultural experience. Art, historic artifacts, handicrafts, and photographic collections provide a glimpse of Guam's history.



Vehicle rental allows visitors to fully experience the southern charm of Guam. A drive through lush green mountains leads into many scenic sites, such as this beautiful waterfall cascade in Tafelofa. It is also where Shoichi Yokoi was discovered about 28 years after World War II.



Free-diving allows adventure seekers to move through the ocean while marveling at beautiful coral life and tropical fish. Learning to free-dive is simple; there are a few companies that can assist if interested in a recreational free-diving program.



Local Chamorro cuisine is a feast for the eyes and the palate. Featured are a few traditional staples: red rice, infused with the vibrant color of achote seeds, shrimp kaligagan, bursting with a zesty lemon flavor; marinated and grilled barbecue chicken; crispy fried parrot fish; dried beef; and corn tetyas, similar to a local flatbread.



Go to visitguam.ph to begin preparing your NEW DESTINATION itinerary!



Dive into the Ultimate Ocean Escape!

Guam offers a wide range of ocean activities, both in and out of the water, making it a paradise for marine enthusiasts. Snorkeling and diving at sites like Tumon Bay and Blue Hole reveal vibrant coral reefs teeming with tropical fish, while paddleboarding and kayaking along the island's crystal-clear waters provide a more leisurely way to explore. Thrill-seekers can enjoy jet skiing, parasailing, or even dolphin-watching tours.

For those who prefer to stay dry while still experiencing the wonders of the ocean, attractions like Aquarium of Guam offer a walk-through tunnel with views of marine life, while the Fish Eye Marine Park Observatory allows visitors to descend into an underwater viewing chamber for a glimpse of the ocean without getting wet. Whether in the water or on land, Guam's ocean adventures provide unforgettable experiences for all.

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 and the ultimate ocean escape!



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	
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	8737-800
NRT - CEB	UA 32	5:30 PM	10:05 PM		
UA 192	10:40 PM	6:30 AM	Tue/Fri		
MNL - GUM	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 183 (ROR)	7:55 PM	11:50 PM	Tue/Fri	

MARKETING SERVICES



ADF ENDERUN 101, INC AWARDED IN-MARKET REP FOR PHILIPPINES

- FY2025 contract March - September
- Enderun Marketing expanded into a full-service agency in 2016
- Leverages its Enderun network (Enderun Colleges, Enderun Hotels, Enderun Events, Enderun Extension, and Enderun Coworking)



L to R: Thomas Wenger, Senior Vice President; Tricia Tensuan, Vice President for Marketing; and Cheska Dizon, Associate Director for Marketing

RECENT EVENTS



GVB ATTENDS PTAA B2B IN MANILA

- February 7-8, 2025
- Participated in PTAA's 10th International Travel Trade Expo at the SMX Convention Center in Manila.
- Met with 156 agents and shared infosheets and local delicacies.



GUAM: AMERICA'S HIDDEN GEM

TOUR OPERATORS

FACTOURS, LLC
Ana Marie Francisco - Manager
(871) 645-3222
anfrancisco@factoursinc.com

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Yasuyuki Torigoe - President
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ISLA TOURS/ISLAND
Carmel Carazon - Managing Director
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travel@isph@gmail.com

NAUTECH TRAVEL SERVICES
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Ron Batimaru - Transportation Manager
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KLK 'N' FLY GUAM
Michelle Taylor - President
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AEROTEL, LTD. CORP.
Madel Martin - President
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madel.martin@aerotel.com.ph

GVB TOUR GUIDES

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WILLIAM WILLIAMS:
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DATA SERVICES
Stay connected in Guam.

MOBILE DEVICE
E-COMMUNICATIONS
Make online reservations at guam.com. Connect up to 15 devices. Located in the arrivals lobby at GIAA. (871) 989-7788

PREPAID SIM
(See sites for shop locations)
GTA: gta.net/mobile/prepaid/
TSE: store.la.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 Super Transportation
- Japan Bus Lines
- Lam Lam Tours & Transportation
- LUV Guam
- Turtle Tours
- Zele Tours

GUAM VISITORS BUREAU
401 Pali San Vitores Road, Tumon, GU 96931

SAMPLE ITINERARY

DAY 1	DAY 2	DAY 3
<p>RELAXATION & SHOPPING</p> <p>Morning: Breakfast at your hotel or at a local dine spot. Dennis or King's. Relax at Yasa Beach Park - swim, sunbathe, and enjoy the surroundings.</p> <p>Afternoon: Lunch at Three Squares for Guam-style comfort food.</p> <p>Evening: Dinner at Moponea Hall. Enjoy a variety of local delicacies.</p>	<p>EXPLORING THE ISLAND</p> <p>Morning: Breakfast at your hotel or at a local dine spot. Puka's Cafe or Tuni Cafe. Begin your tour by heading to Hagibita, our capital city.</p> <p>Afternoon: Lunch at Hagibita. Explore the Hagibita area. Visit the Hagibita Cultural Center.</p> <p>Evening: Dinner at Hagibita. Enjoy a variety of local delicacies.</p>	<p>CULTURAL IMMERSION & ADVENTURE</p> <p>Morning: Breakfast at your hotel or at a local dine spot. The Moponea Egg or Puka. Go for a morning dolphin watching and underwater observatory tour - lunch included.</p> <p>Afternoon: Visit the Guam Pacific War Museum and the Guam Museum. Before the museum ends, relax under Tumon Bay or simply enjoy a breakfasting view at Two Towers Park.</p> <p>Evening: Write up the day with a Teatua, the Guam BBO Dinner Show or Fish Eye Island Cultural Dinner Show.</p>
<p>Other Tours and Attractions</p> <ul style="list-style-type: none"> • Chamorro Village Wednesday Night • Market • Valley of the Lapps Jungle River Cruise • Adventure of Guam/Sea Trek • Adventure of Guam/Sea Trek • Kadena Show at Sea/Cruise • Harley American Circus 	<p>OUTDOOR ADVENTURE</p> <p>Morning & Afternoon: Breakfast at your hotel or at a local dine spot. You can opt to go on an adventure with a local guide. Enjoy a morning 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 Sky Dive Guam. For lunch, enjoy a meal at any nearby restaurants.</p> <p>Evening: Enjoy dinner at any American-themed restaurants.</p>	<p>DAY 4</p> <p>Morning & Afternoon: Breakfast at your hotel or at a local dine spot. You can opt to go on an adventure with a local guide. Enjoy a morning 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 Sky Dive Guam. For lunch, enjoy a meal at any nearby restaurants.</p> <p>Evening: Enjoy dinner at any American-themed restaurants.</p>

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

For recommendations, go to visitguam.ph/guamphilippines
401 Pali San Vitores Road, Tumon, GU 96931 | (871) 646-5278/9 | visitguam.ph

UPCOMING EVENTS



10th International Travel Festival Cebu, Philippines March 14-16, 2025

The Cebu ITF is one of the premier travel trade events in the Visayas region, bringing together top travel agencies, tour operators, and tourism stakeholders.

GVB will exhibit in the B2B and B2C event to strengthen relationships with the Visayas travel trade, establish new partnerships, and position Guam as a top-of-mind destination for Filipino travelers.

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	\$ -	\$ 63,043.20	\$ 36,956.80	36.96%
SMD023	Sales & Marketing Development / Digital Marketing	\$ 189,500.00	\$ 1,500.00	\$ 91,648.00	\$ 96,352.00	50.85%
GRAND TOTAL		\$ 350,000.00	\$ 4,426.55	\$ 200,191.20	\$ 145,382.25	41.54%

NORTH AMERICA MARKET



VISITOR ARRIVALS



VISITOR ARRIVALS AS OF JANUARY 1-31, 2025

Market	Total MTD 2019	Total MTD 2024	Total MTD 2025	% to LY
US/Hawaii	7,371	7,128	6,296	-11.7%

Market	Total FYTD 2019	Total FYTD 2024	Total FYTD 2025	% to LY
US/Hawaii	29,969	27,150	24,527	-9.7%

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: JANUARY 1-31, 2025

Market	Total MTD 2019	Total MTD 2024	Total MTD 2025	% to LY
CNMI	1,744	939	951	1.3%
Palau	336	255	219	-14.1%
FSM	897	861	687	-20.2%
RMI	97	52	47	-9.6%
Australia	150	57	79	38.6%

VISITOR ARRIVALS



FISCAL YEAR TO DATE 2025
OCTOBER - JANUARY 31, 2025

Market	Total FYTD 2019	Total FYTD 2024	Total FYTD 2025	% to LY
CNMI	6,738	3,944	4,152	5.3%
Palau	1,361	1,159	1,246	7.5%
FSM	4,001	4,003	3,675	-8.2%
RMI	468	182	201	10.4%
Australia	666	255	316	23.9%

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	\$ 21,171.31	\$ 22,000.00	\$ -	\$ 56,828.69	56.83%
GRAND TOTAL		\$ 100,000.00	\$ 21,171.31	\$ 22,000.00	\$ -	\$ 56,828.69	56.83%

NEW MARKETS



VISITOR ARRIVALS



MONTH TO DATE: JANUARY 1-31, 2025

Market	Total MTD 2019	Total MTD 2024	Total MTD 2025	% to LY
Singapore	85	41	41	0.0%
Europe	211	151	146	-3.3%
Malaysia	20	8	4	-50.0%
India	14	21	22	4.8%
Other	313	501	465	-7.2%
TOTAL	643	722	678	-6.1%

VISITOR ARRIVALS



FISCAL YEAR TO DATE 2025
OCTOBER - JANUARY 31, 2025

Market	Total FYTD 2019	Total FYTD 2024	Total FYTD 2025	% to LY
Singapore	393	498	227	-54.4%
Europe	894	600	465	-22.5%
Malaysia	157	66	45	-31.8%
India	60	41	38	-7.3%
Other	1,207	1,601	1,764	10.2%
TOTAL	2,711	2,806	2,539	-9.5%

MARKETING ACTIVITIES



ASIA DIVE EXPO SINGAPORE APRIL 4-7, 2025



The Guam Visitors Bureau will once again exhibit in the Asia Dive Expo under the Micronesia Pavilion. GVB will be collaborating 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 to be promoted in the expo.

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.

OPERATION NEW LIFE



50th Anniversary of Operation New Life



Operation New Life camp in Orote Point, 1975

In April of 1975, tens of thousands of Vietnamese and other foreign nationals fled from the collapsing country of South Vietnam and its capitol of Saigon. Guam became a refuge in this global episode of mass displacement. With “Operation New Life” (ONL), military and civilian institutions on island received, housed, and processed more than 110,000 refugees.

GVB will commemorate this significant event:

- Work with Dr. Nam C. Kim in his engagement to the community through workshops, gatherings and public lectures to share this part of Guam’s history.
- Press releases and social media posts to highlight “ONL”
- Capture interviews of accounts from the Vietnamese community in Guam.

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	\$ 7,143.86	\$ 23,383.57	\$ 30,527.43	\$ 44,472.57	59.30%
GRAND TOTAL		\$ 75,000.00	\$ 7,143.86	\$ 23,383.57	\$ 30,527.43	\$ 44,472.57	59.30%