

**NORTH AMERICA, PACIFIC, PHILIPPINES, & NEW MARKETS (NAPPNM)  
MARKETING COMMITTEE MEETING MINUTES**

**Monday, May 5, 2025 at 2:00 p.m.**

**GVB Main Conference Room and virtually via Zoom**

<https://us02web.zoom.us/j/87520848609?pwd=4iH2W4aYLesgdvYbUUJ6bAlKbt aUmS.1>

*\*online attendance*

**Members Present:**

1. Israel Fontanilla - PAL/Goodwind Travel & Tours\*

**GVB Chairs/Management/Staff Present:**

1. P. Sonny Ada - Board Director
2. Régine Biscoe Lee - President & CEO
3. Gerald S.A. Perez - Vice President
4. Nadine Leon Guerrero - Director of Global Marketing
5. Sharlene Guerrero - Senior Marketing Manager
6. Mark Manglona - Senior Marketing Manager
7. Akemi Aguon - Marketing Manager
8. Michael Arroyo - Web & IT Coordinator

**I. CALL TO ORDER**

NAPPNM Chairman P. Sonny Ada called the North America, Pacific, Philippines, and New Markets meeting to order at 2:04 p.m.

**II. CHAIRMAN'S REPORT**

No report from chairman at this time, except that it may be his last committee meeting.

**III. MANAGEMENT/MARKET REPORT**

**• PHILIPPINES**

Ms. Sharlene Guerrero presented updates for the Philippines market.

**i. Visitor Arrivals**

Arrival data reflected that the Philippines market is 1% higher than last fiscal year.

## VISITOR ARRIVALS



### Visitor Arrivals as of March 31, 2025

Market	Total MTD 2019	Total MTD 2024	Total MTD 2025	% to LY
Philippines	1,365	1,354	1,229	-9.2%

Market	Total CYTD 2019	Total CYTD 2024	Total CYTD 2025	% to LY
Philippines	3,923	3,257	2,990	-8.2%

Market	Total FYTD 2019	Total FYTD 2024	Total FYTD 2025	% to LY
Philippines	10,326	6,905	6,947	0.6%

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

Note: March 2025 Daily Arrivals reflect Civilian Air arrivals only.

### ii. Marketing Activities

Ms. Sharlene Guerrero shared the recent GVB Philippines Office, Enderun's, familiarization trip to Guam. Enderun experienced cultural and adventure tours in Guam. GVB HQ awaiting feedback and revised strategy for marketing campaigns. Vice President Gerald S.A. Perez shared his discussion with Enderun about their first impressions of Guam before and after visiting the island.

## MARKETING ACTIVITIES



### PHILIPPINES OFFICE VISIT TO GUAM

- April 27-May 3, 2025
- Conducted a familiarization tour of Guam
- Present was the core team representing GVB within the Philippines: Travel Trade, Creatives, Public Relations, Social Media, and overall management
- Participated in tours, visited cultural and historical sites, captured content for marketing efforts



Hike to Priest Pools



Guam Museum/Plaza de España



Latte Stone Park

### iii. Travel Incentive Program

Ms. Sharlene Guerrero shared the recently launched travel incentive program as of May 1, 2025. Philippine travel agencies who register for this program are eligible to earn cash incentives for each traveler sent to Guam between May 1-August 31, 2025. The program details were sent to 1,528 travel agents in the Philippines. To date, 14 agents have already registered. PAL representative Israel Fontanilla shared that they have an industry rate for Manila travel agents. Surveys will be sent to participants to set valuable research on next steps and what Guam can improve on.

## MARKETING ACTIVITIES



### TRAVEL INCENTIVE PROGRAM

- Effective May 1, 2025
- GVB launched an incentive program designed to reward Philippine travel agencies for promoting group travel to Guam.
- Registered travel agencies are eligible to earn up to USD \$20 per traveler.
- Flight dates must be between May 1-August 31, 2025
- Travelers must stay at a hotel or short-term rental.
- The incentive program was sent out to 1,528 trade partners in the Philippines with a link to register.



GVB encourages local tour operators, hotels, and other tourism stakeholders to assist Philippine travel agents in creating packages to Guam.



#### iv. Philippines Budget Summary

Ms. Sharlene Guerrero shared the budget summary for the Philippines – includes all projects and campaigns that have been committed to. The Philippines market will review its current contracts and will strategize how best to use the remaining budget.

## 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%
TYC039	Media & Travel Trade Industry FAM Tours	\$ 24,500.00	\$ -	\$ 16,000.00	\$ 8,500.00	34.69%
TYC067	Travel Trade Events / MICE / Consumer Shows	\$ 117,000.00	\$ 8,530.66	\$ 101,651.23	\$ 6,818.11	5.83%
SMD023	Sales & Marketing Development / Digital Marketing	\$ 163,000.00	\$ 28,719.08	\$ 121,295.62	\$ 12,985.30	7.97%
GRAND TOTAL		\$ 350,000.00	\$ 37,249.74	\$ 284,446.85	\$ 28,303.41	8.09%

- **NORTH AMERICA**

Mr. Mark Manglona presented the updates for the North America Market.

**i. Visitor Arrivals**

Month-to-date visitor arrivals for the North America market is up 2.8% compared to last year; however, both calendar year-to-date and fiscal year-to-date are down 14.1% and 11.6% respectively.

## VISITOR ARRIVALS



**Visitor Arrivals as of March 31, 2025**

Market	Total MTD 2019	Total MTD 2024	Total MTD 2025	% to LY
US/Hawaii	6,170	6,720	6,905	2.8%

Market	Total CYTD 2019	Total CYTD 2024	Total CYTD 2025	% to LY
US/Hawaii	23,964	22,049	18,944	-14.1%

Market	Total FYTD 2019	Total FYTD 2024	Total FYTD 2025	% to LY
US/Hawaii	46,562	42,071	37,175	-11.6%

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

Note: March 2025 Daily Arrivals reflect Civilian Air arrivals only

**ii. Marketing Activities**

Mr. Mark Manglona shared that GVB welcomed a travel content creator from May 1-2, 2025. With 108k Instagram followers, @thewayfaress will create a video to promote her Guam experience. During her short visit, she was able to experience Valley of The Latte and visit several scenic sites located in the southern part of Guam.



## MARKETING ACTIVITIES



### FAM TOUR: @thewayfaress Instagram: 108k

- GVB hosted travel content creator, Alexandra (@thewayfaress) on her brief visit to Guam from May 1-2, 2025
- 108k Instagram followers + Travel Blog
- Traveled through the Marianas, Pohnpei and Guam
- Experienced the Valley of the Latte cultural tour and visited several scenic sites on the southern part of Guam



### iii. IPW Chicago 2025

The North America market will be planning to attend IPW 2025 in Chicago, which is considered one of the largest inbound travel trade shows hosted by U.S. Travel Association.

## 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.

#### iv. North America Budget Summary

### 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	\$ 36,240.86	\$ 110,000.00	\$ -	\$ 153,759.14	51.25%
TTC041	Media/Advertising Industry Co-op	\$ 25,000.00	\$ -	\$ -	\$ -	\$ 25,000.00	100.00%
GRAND TOTAL		\$ 325,000.00	\$ 36,240.86	\$ 110,000.00	\$ -	\$ 178,759.14	55.00%

#### • PACIFIC

Mr. Mark Manglona presented the updates for the Pacific Market.

##### i. Visitor Arrivals

Month-to-date and calendar year-to-date arrival data for the Pacific market is down across the. CNMI and Palau are the only Pacific markets that have an increase for the fiscal year at 1.0% and 0.9% respectively.

##### ii. Marketing Activities

The 1<sup>st</sup> PATA Micronesia Chapter Meeting has been pushed back from May 8-14, 2025, to sometime in June. GVB President & CEO Régine Biscoe Lee shared that Dave Tydingco has been contacted to coordinate and align the PATA Micronesia Chapter Meeting so as not to conflict with the Guam Micronesia Island Fair.

## MARKETING ACTIVITIES



### **PATA Micronesia Chapter Meeting Chuuk, FSM June 2025 (TBC)**



The 1st Tri-Annual Meeting of the PATA Micronesia Chapter will take place in June 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.

### **iii. PATA Annual Summit**

GVB Vice President Gerald S.A. Perez recently traveled to the PATA Annual Summit in Istanbul, Turkey.

## MARKETING ACTIVITIES



### **PATA ANNUAL SUMMIT**

**April 21-23, 2025  
Istanbul, Turkey**

- The Guam Visitors Bureau, Palau Visitors Authority and the Office of Commerce, Investment and Tourism from the Republic of the Marshall Islands, attended the PATA Annual Summit.
- Under the theme, "Timeless Wisdom for a Sustainable Future," the summit explored how enduring cultural insights and sustainable practices can shape the future of tourism.
- Vice President Gerry Perez has served on the PATA Executive Board for three (3) consecutive terms; received award from PATA CEO Noor Ahmad Hamid and PATA Chairman Peter Semone.



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iv. **Pacific Budget Summary**

The remaining balance of the Pacific market's budget will be allocated to upcoming B2B events, conferences, and workshops.

## 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	\$ 42,306.31	\$ -	\$ -	\$ 57,693.69	57.69%	
GRAND TOTAL		\$ 100,000.00	\$ 42,306.31	\$ -	\$ -	\$ 57,693.69	57.69%	

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- **NEW MARKETS**

Mr. Mark Manglona presented the updates for New Markets.

i. **Visitor Arrivals**

Arrivals for New Markets, apart from India, have all increased for the month of March. Calendar year-to-date arrival data shows that Europe, Malaysia, and India show a decrease compared to last year. Fiscal year-to-date arrival data also reflects a decrease for most new markets.

ii. **Marketing Activities**

Mr. Mark Manglona shared that GVB recently attended the Asia Dive Expo in Singapore from April 4-7, 2025 and received many inquiries about Micronesia as a destination.

## 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.

#### iii. Malaysian Association B2B Event

The first day of MATTA Fair was a B2B event. GVB met with many agents that were not aware that Guam is a US destination that allows visa-free travel for Malaysian passport holders.

## MARKETING ACTIVITIES



### Malaysian Assoc. of Tour and Travel Agents B2B Event Kuala Lumpur, Malaysia April 17, 2025



- GVB participated in the first MATTA Fair B2B event in Kuala Lumpur, Malaysia on April 17, 2025.
- Many agents were surprised to learn about visa-free travel to Guam for Malaysians.
- GVB provided a Guam Product Presentation, showcasing the island's unique offerings.
- All agents looking for reliable tour/ground operator in Guam to create travel packages.

#### iv. MATTA Fair

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Over 2,000 visitors. Guam was the only US destination that participated. The delegation promoted visa-free travel for Malaysians.

## 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 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.

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#### v. Guam Product Update with Philippine Airlines

GVB collaborated with Philippine Airlines and invited 300+ travel agents, media, and celebrity guests for a B2B/Guam Product Update. Feedback from agents were that Guam's local tour operators are not responsive.

## MARKETING ACTIVITIES



### Guam Product Presentation w/ Philippine Airlines Kuala Lumpur, Malaysia April 22, 2025

- GVB and Philippine Airlines in Malaysia collaborated to host a Guam Product Presentation on April 22, 2025.
- Over 300 travel companies, media and special VIPs were in attendance.
- GVB shared visa-free travel information and unique attractions in Guam.
- Travel agents were excited to learn about Guam and to have a new product to sell.
- Feedback from some agents: Local tour operators in Guam are not responsive.



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#### vi. New Markets Budget Summary

## 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 %
<b>SMD023</b>	<b>SALES MARKET DEVELOPMENT</b>	\$ 75,000.00	\$ 25,753.40	\$ 23,383.57	\$ 49,136.97	\$ 25,863.03	34.48%
<b>GRAND TOTAL</b>		\$ 75,000.00	\$ 25,753.40	\$ 23,383.57	\$ 49,136.97	\$ 25,863.03	34.48%

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#### IV. OLD BUSINESS

No old business at this time.

## V. NEW BUSINESS

GVB President Régine Biscoe Lee shared that GVB and GIAA are exploring potential routes/charters between Guam and Cebu or Clark. PAL representative Israel Fontanilla confirmed the discussion among PAL head office/management, but did not have any details to share.

## VI. ANNOUNCEMENTS

The next committee meeting is scheduled for Monday, June 2, 2025 @ 2:00 p.m.

## VII. ADJOURNMENT

NAPPNM Chair P. Sonny Ada adjourned the meeting at 2:33 p.m.

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5/6/25

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Minutes Prepared By: Akemi Aguon, Marketing Manager - Philippines

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

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



