



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

Monday, January 5, 2026 at 2:00 p.m.

GVB Main Conference Room and virtually via Zoom

<https://us02web.zoom.us/j/87520848609?pwd=4iH2W4aYLesgdvYbUUJ6bAikbtaUmS.1>

*\*online attendance*

<p><b>Members Present:</b></p> <ol style="list-style-type: none"> <li>1. Maritess Woodall - Dusit Thani Guam Resort/Dusit Beach Resort Guam *</li> <li>2. Dorene Kanoh - Goodwind Corp*</li> <li>3. Israel Fontanilla - Philippine Airlines*</li> <li>4. Robert Paulino - Emerald Pacific Group Corp *</li> <li>5. Connie Mayers - Goodwind Travel &amp; Tour</li> <li>6. Uta Miyazawa - Don Don Donki Guam</li> </ol>	<p><b>GVB Board/Management/Staff Present</b></p> <ol style="list-style-type: none"> <li>1. Régine Bisco Lee - President &amp; CEO</li> <li>2. Robert Hofmann - Board Director</li> <li>3. Gabbie F. Baza - Acting Director of Global Marketing</li> <li>4. Sharlene Guerrero - Senior Marketing Manager</li> <li>5. Mark Manglona - Senior Marketing Manager</li> <li>6. Breeana Q. Garrido - Marketing Manager</li> <li>7. Akemi Aguon - Marketing Manager</li> <li>8. Mike Arroyo - Web &amp; IT Assistant</li> </ol>
<p><b>Members Absent:</b></p> <ol style="list-style-type: none"> <li>1. Sheila Baker - Hilton Guam Resort &amp; Spa</li> <li>2. Valerie Carbullido - Sentry Hospitality Corporation</li> <li>3. Mami Manlucu - Crowne Plaza Resort Guam*</li> <li>4. Monty McDowell - Advance Management Inc. James Rosenberg - Stroll</li> </ol>	<p>GVB Philippine Representatives</p> <ol style="list-style-type: none"> <li>1. Cheska Dizon</li> <li>2. Ginina Torreliza</li> </ol>

**I. CALL TO ORDER**

NAPPNM Chairman Robert Hofmann called the North America, Pacific, Philippines, and New Markets Marketing Committee meeting to order at 2:02 p.m.

**II. CHAIRMAN'S REPORT**

Chairman Robert Hofmann thanked the GVB staff and the NAPPNM committee for their involvement and efforts in 2025. He also gave a special thank you to Connie and the Philippine Airlines (PAL) team and shared they are hopeful for the new Cebu-Guam route. Chairman Hofmann shared expanding on the golf and healthcare niche markets.

**III. MANAGEMENT/MARKET REPORT**

**• PHILIPPINES**

Ms. Sharlene Guerrero, GVB Senior Marketing Manager - Philippines provided updates for the Philippines market. Ms. Guerrero also said a special thank you and congratulations to PAL and the team regarding the new Cebu-Guam route.



**i. Visitor Arrivals**

**ARRIVALS** 

**Visitor Arrivals as of November 30, 2025**

Market	Total MID 2019	Total MID 2024	Total MID 2025	% to LY
Philippines	2,754	1,372	1,596	16.3%

Market	Total CYID 2019	Total CYID 2024	Total CYID 2025	% to LY
Philippines	19,068	12,284	13,489	9.8%

Market	Total FYID 2019	Total FYID 2025	Total FYID 2026	% to LY
Philippines	4,694	2,697	2,981	10.5%

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

Note: November 2025 Daily Arrivals reflect CMIran Air arrivals only

Arrivals from the Philippines reflected an increase across the board for month-to-date, calendar year-to-date, and fiscal year-to-date

**ii. Marketing Activities**

**INAUGURAL CEB-GUM FLIGHT** 

**PAL now flies direct to Guam**  
Inaugural flight: Dec 16, 2025

- Group of 12 travel agents and two media representatives visited Guam to familiarize themselves with the destination's offerings, with the goal of promoting Guam and developing travel packages



To celebrate the new Cebu-Guam route, a group of 12 travel agents and 2 media representatives visited Guam for a FAM tour to experience Guam's offerings with the goal of promoting the island and developing travel packages.

## MARKETING STRATEGIES



### TRAVEL AGENT INCENTIVE

For both Manila and Cebu routes

- Aims to motivate agents and drive immediate December and Q2 sales
- Holiday Edition: From Dec 4 to Dec 30, 2025, covering all roundtrip tickets sold & flown outbound with the travel period of Dec 4 to Dec 31, 2025
- New Year Sprint: Until Feb 28, 2026, covering all roundtrip tickets sold & flown outbound with the travel period of Dec 4 to Mar 31, 2026

**GO FOR  
GUAM  
CHALLENGE**  
**WIN PHP 25,000 CASH!**

[visitguam.com/ph/traveltrade/](http://visitguam.com/ph/traveltrade/)

## MARKETING STRATEGIES



### CSR INITIATIVE

Collaboration with PAL Foundation

- Deliver relief goods directly to affected families in Liloan and Compostela, Cebu
- Comprised of basic first aid kit, hygiene products, and canned foods
- Distribution scheduled for January 24, 2026



Ms. Cheska Dizon, GVB Philippines Marketing Representative shared there will be a total of 500 relief goodie bags delivered to affected families in Liloan and Compostela, Cebu scheduled for January 24<sup>th</sup>.

iii. Philippines Budget Summary

**PHILIPPINES 2026 BUDGET**



Philippines  
FY2026 Actual Spend versus Budget YTD

GL Code	Account Title	Budget	Paid	Committed	Remaining \$	Remaining %
PRE001	Marketing Representative Fees	\$ 60,000.00	\$ -	\$ 60,000.00	\$ -	0.00%
PRE005	Information Office Expenses	\$ 6,000.00	\$ -	\$ 6,000.00	\$ -	0.00%
TTC039	Media & Travel Trade Industry FAM Tours	\$ 50,000.00	\$ -	\$ 490.00	\$ 49,510.00	98.02%
TTC067	Travel Trade Events / MICE / Consumer Shows	\$ 130,000.00	\$ 5,164.25	\$ 5,332.82	\$ 119,482.93	91.91%
BMD023	Sales & Marketing Development / Digital Marketing	\$ 154,000.00	\$ -	\$ 26,170.42	\$ 127,829.58	83.01%
<b>GRAND TOTAL</b>		<b>\$ 400,000.00</b>	<b>\$ 5,164.25</b>	<b>\$ 97,993.24</b>	<b>\$ 296,822.51</b>	<b>74.21%</b>

Ms. Sharlene Guerrero shared that the Philippines market budget for FY2026 is \$400,000. Of the \$400,000, slightly more than \$5,000 has been paid in trade events and to date \$97,993.24 has been committed. There were no questions or objections regarding the budget from committee members.

- NORTH AMERICA**

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

i. Visitor Arrivals

**ARRIVALS**



Visitor Arrivals as of November 30, 2025

Market	Total MTD 2019	Total MTD 2024	Total MTD 2025	% to LY
USA	5,874	5,751	4,696	-18.3%

Market	Total CYTD 2019	Total CYTD 2024	Total CYTD 2025	% to LY
USA	82,903	78,243	70,866	-9.4%

Market	Total FYTD 2019	Total FYTD 2025	Total FYTD 2026	% to LY
USA	13,136	11,511	9,600	-16.6%

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

Note: November 2025 Daily Arrivals reflect Civibus Air arrivals only.

Visitor Arrivals in North America compared month-to-date, calendar-year-to-date, and fiscal-year-to-date experienced a decrease as of November 30, 2025, however we are hopeful to see an increase in numbers in 2026.

ii. Marketing Activities

**JRM – QUALITY OF LIFE EXPO 2026**



**Quality of Life Expo**  
February 21, 2026  
Leo Palace Resort Guam

- Primary objective of the QoL Expo is to create fresh connections, strengthen existing partnerships in the community, and uplift the well-being of the service members and their families stationed in Guam.
- GVB will provide information on signature events, things to do, places to visit, and all other information about Guam.
- GVB will reach out to its tourism industry partners to request for special military rates that they can offer.



Mr. Manglona shared that the GVB team will be participating in the JRM's Quality of Life Expo scheduled for February 21, 2026 at the Leo Palace Resort. At the event, GVB will be able to provide information on signature events and all other info about Guam to military families and attendees. GVB will also reach out to our partners and inquire with JRM on how we would best be able to highlight our membership at the expo.

iii. North America Budget Summary

**FY 2026 BUDGET**



NORTH AMERICA MARKET  
FY2026 Actual Spend versus Budget YTD

GL Code	Account Title	Budget	Paid	Pending	Committed	Remaining \$	Remaining %
SMD023	Sales Market Development	\$ 300,000.00	\$ -	\$ -	\$ -	\$ 300,000.00	100.00%
TTC041	Media/Advertising Industry Co-op	\$ 25,000.00	\$ -	\$ -	\$ -	\$ 25,000.00	100.00%
<b>GRAND TOTAL</b>		<b>\$ 325,000.00</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 325,000.00</b>	<b>100.00%</b>

Mr. Manglona shared that the North America marketing budget for FY2026 is \$325,000. Expenses will come mid-year as expos and events begin to take place. There were no questions or objections regarding the budget from committee members.

- **PACIFIC**

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

**i. Visitor Arrivals**

Month-to-date, calendar year-to-date, and fiscal year-to-date arrival data for the Pacific market experiences a decrease across the board for the Pacific market.

**ARRIVALS** 

**November 1-30, 2025** **Total: 49,929 (+26.3%)**

Market	2019	2024	2025	% vs LY
CNMI	1,894	1,036	1,039	0.3%
Palau	369	299	221	-26.1%
FSM	1,325	1,031	839	-18.6%
RMI	122	55	57	3.6%
Australia	170	140	138	-1.4%

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

Note: November 2025 Daily Arrivals reflect Civilian Air arrivals only

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**ARRIVALS** 

**Calendar Year to Date 2025** **Total: 686,129 (+2.3%)**  
**January – November 30, 2025**

Market	2019	2024	2025	% vs LY
CNMI	21,000	12,133	11,129	-8.3%
Palau	3,926	3,380	2,688	-20.5%
FSM	13,423	11,422	9,404	-17.7%
RMI	1,483	581	427	-26.5%
Australia	2,028	1,242	1,208	-2.7%

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

Note: November 2025 Daily Arrivals reflect Civilian Air arrivals only

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# ARRIVALS



**Fiscal Year to Date 2026** **Total: 111,721 (+20.6%)**  
**October 2025 – November 30, 2025**

Market	2019	2025	2026	% vs LY
CNMI	3,159	2,073	1,942	-6.3%
Palau	726	704	518	-26.4%
FSM	2,307	1,971	1,554	-21.2%
RMI	254	107	97	-9.3%
Australia	374	181	212	17.1%

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

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

## ii. PATA Micronesia Chapter Meeting

# PATA MICRONESIA CHAPTER 3rd TRI-ANNUAL MEMBERSHIP MEETING




### PATA Micronesia Chapter 3rd Tri-Annual Meeting December 8-10, 2025

The 3<sup>rd</sup> Tri-Annual meeting held in Guam from December 8-10, 2025 was a success. Over 60 Chapter members from across the Micronesia region and Guam were in attendance.

Members were treated to presentations covering various important topics such as, cruise line industry, MWR quality of life opportunities, prevention of human trafficking in the hospitality industry, and marketing opportunities with United Airlines.

The next Chapter meeting will take place in March 2026 at the island of Pohnpei, FSM.



Guam was the host for the 3<sup>rd</sup> Tri-Annual PATA Micronesia Chapter meeting from December 8-10, 2025. Over 60 Chapter members from Micronesia and Guam attended the meeting. The next Chapter meeting will take place in March 2026 in Pohnpei, FSM.

iii. Pacific Budget Summary

**FY 2026 BUDGET**



**PACIFIC MARKET**  
FY2026 Actual Spend versus Budget YTD

GL Code	Account Title	Budget	Paid	Pending	Committed	Remaining \$	Remaining %
SMD024	PATA/PATA Micronesia Chapter/Regional Events	\$ 100,000.00	\$ 363.17	\$ 37,833.47	\$ -	\$ 61,803.36	61.80%
<b>GRAND TOTAL</b>		<b>\$ 100,000.00</b>	<b>\$ 363.17</b>	<b>\$ 37,833.47</b>	<b>\$ -</b>	<b>\$ 61,803.36</b>	<b>61.80%</b>

Mr. Manglona shared that the Pacific marketing budget for FY2026 is \$100,000. There were no questions or objections regarding the budget from committee members.

- NEW MARKETS**

Mr. Mark Manglona presented the updates for New Markets.

i. Visitor Arrivals

**ARRIVALS**



**November 1-30, 2025**

**Total: 70,469 (+30.4%)**

Market	2019	2024	2025	% vs LY
Singapore	118	51	95	86.3%
Europe	260	103	149	44.7%
Malaysia	42	13	19	46.2%
India	18	5	8	106%
Other	603	384	791	106%
<b>TOTAL</b>	<b>1,041</b>	<b>556</b>	<b>1,062</b>	<b>91%</b>

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

Note: November 2025 Daily Arrivals reflect Civilian Air arrivals only

# ARRIVALS



**Calendar Year to Date 2025**  
January – November 30, 2025

**Total: 665,589 (+1.4%)**

Market	2019	2024	2025	% vs LY
Singapore	1,439		1,257	106.1%
Europe	2,048		1,390	2.7%
Malaysia	357		194	42.0%
India	148		138	-0.7%
Other	5,743		6,053	27.8%
<b>TOTAL</b>				

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

Note: November 2025 Daily Arrivals reflect Civilian Air arrivals only

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# ARRIVALS



**Fiscal Year to Date 2026**  
October 2025 – November 30, 2025

**Total: 132,261 (+23.5%)**

Market	2019	2025	2026	% vs LY
Singapore	208	116	404	248.3%
Europe	422	165	264	60%
Malaysia	85	30	30	0.0%
India	30	14	17	21.4%
Other	852	728	1,558	114%
<b>TOTAL</b>	<b>1,597</b>	<b>1,023</b>	<b>2,273</b>	<b>122.2%</b>

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

Note: November 2025 Daily Arrivals reflect Civilian Air arrivals only

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New Markets visitor arrivals experienced an overall increase month-to-date, calendar-year-to-date, and fiscal-year-to-date. Marketing efforts will continue through 2026 in New Markets.

ii. **Marketing Activities**

**GIDF MEDIA FAM TOUR**



**Malaysia GIDF Fam  
Tour  
Media Coverage  
December 4-8, 2025**



GVB hosted media and cultural performers from Malaysia for the 1<sup>st</sup> Guam International Dance Festival (GIDF) from December 4-8, 2025. Media coverage is ongoing and the group has shared positive feedback with the GVB team since returning back to Malaysia.

**KO'KO ROAD RACE 2026**



**Ko'Ko Road Race  
April 11-12, 2026**

- Shared the race information with travel agent partners in Malaysia to help promote.
- Reached out to 7 of the best run clubs in Malaysia to invite them to participate in the race:
  - God Speed Run Club
  - Journey.run
  - Brand New Waves Run Club
  - Chalio Run Club
  - ARC (ASICS Running Club)
  - Antz Colony
  - KL Front Runners



GVB has shared the 2026 Ko'Ko Road Race information with travel agent partners in Malaysia to help promote the event. Our TA partners reached out to 7 of the best running clubs in Malaysia inviting them to participate in this year's road race.

iii. Upcoming Events

## UPCOMING PROMOTIONS



### MATTA FAIR - Malaysia April 3-5, 2026



- GVB will be exhibiting in the MATTA Fair 2026 in KL, Malaysia.
- MATTA is the largest consumer fair in Malaysia and one of the largest in Asia with over 300,000 attendees.
- GVB to conduct Guam Product Update Presentation.

### ADEX - Singapore April 10-12, 2026



- GVB and tourism partners, Palau and Marianas, plan to exhibit under the "Micronesia Pavilion" in ADEX, the premier dive show in Asia.
- GVB to local dive partners to participate and provide collateral materials for distribution.

MATTA Fair will take place from April 2-5, 2026. It is the largest consumer fair in Malaysia with over 300,00 attendees. Mr. Manglona added that information regarding participation in MATTA Fair will be shared with the membership soon.

iv. New Markets Budget Summary

## FY 2026 Budget Summary



**NEW MARKET DEVELOPMENT**  
FY2026 Actual Spend versus Budget YTD

GL Code	Account Title	Budget	Paid	Pending	Total Committed	Remaining \$	Remaining %
SMD023	SALES MARKET DEVELOPMENT	\$ 125,000.00	\$ 15,476.97	\$ 16,993.36	\$ 32,470.33	\$ 92,529.67	74.02%
<b>GRAND TOTAL</b>		<b>\$ 125,000.00</b>	<b>\$ 15,476.97</b>	<b>\$ 16,993.36</b>	<b>\$ 32,470.33</b>	<b>\$ 92,529.67</b>	<b>74.02%</b>

Mr. Manglona shared the New Markets marketing budget for FY2026 is \$125,000. There were no questions or objections regarding the budget from committee members.



**IV. OLD BUSINESS**

No old business at this time.

**V. NEW BUSINESS**

Chairman Hofmann questioned why arrivals are still being compared to 2019 as the dynamic of the world has changed since then, including exchange rates, airlines, world affairs, hotels, etc., it is no longer necessary to use 2019 as a benchmark. President Lee advised NAPPNM moving forward arrivals do not need to be compared to 2019 but rather 2025 (or the previous year).


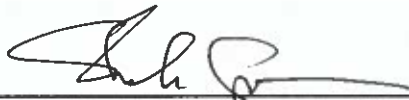
**VI. ANNOUNCEMENTS**

- The next committee meeting is scheduled for February 2, 2026, at 2:00 p.m. in the GVB main conference room and online via zoom.
- Ko'Ko Road Race is scheduled for April 11 & 12, 2026.

**VII. ADJOURNMENT**

NAPPNM Chair Robert Hofmann adjourned the meeting at 2:35 p.m.

  
Minutes Prepared By: Breeana Q. Garrido, Marketing Manager - North America, Pacific & New Markets

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

  
Minutes Approved By: Gabbie F. Baza, Acting Director of Global Marketing

