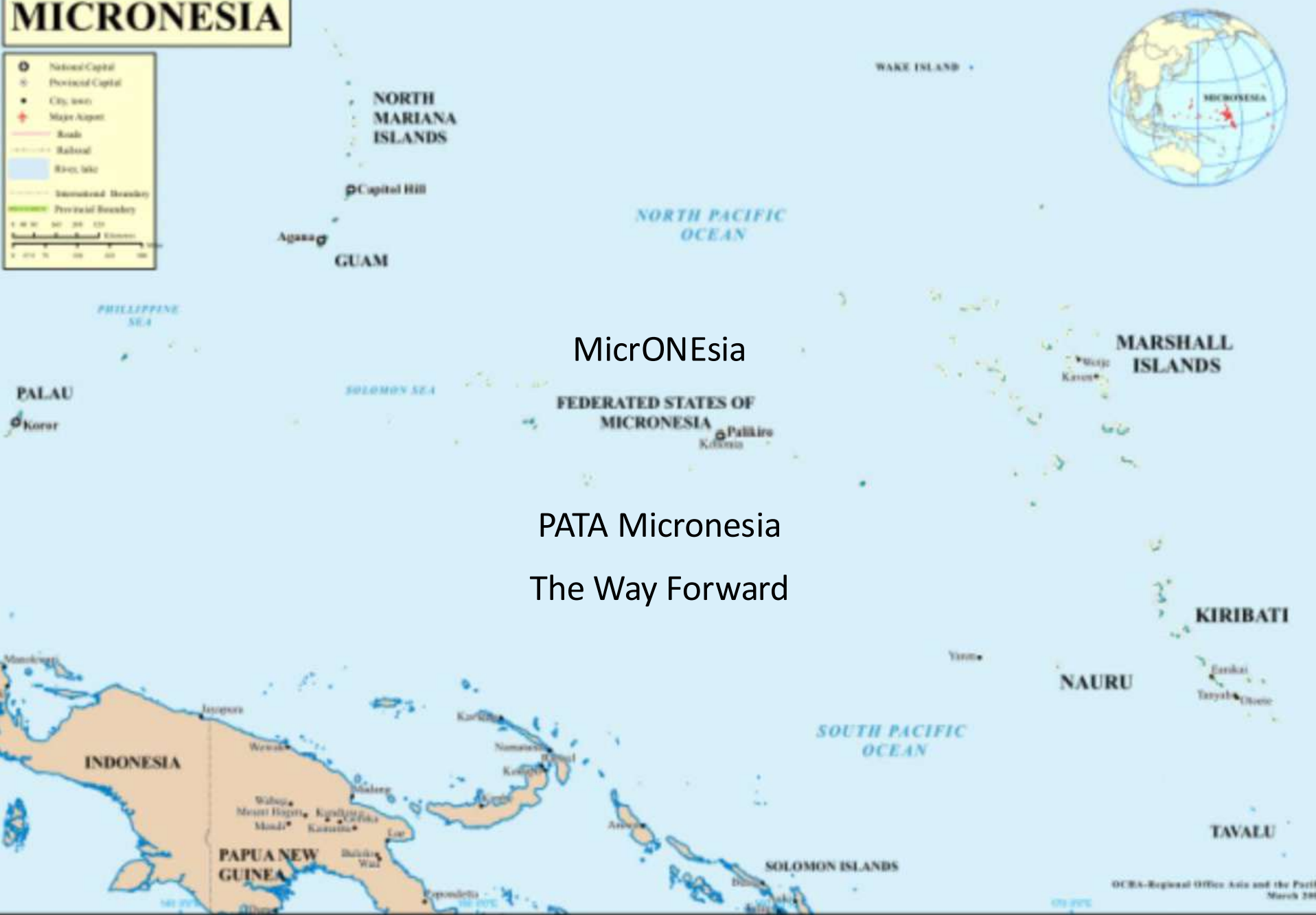


MICRONESIA



MicrONEsia

PATA Micronesia

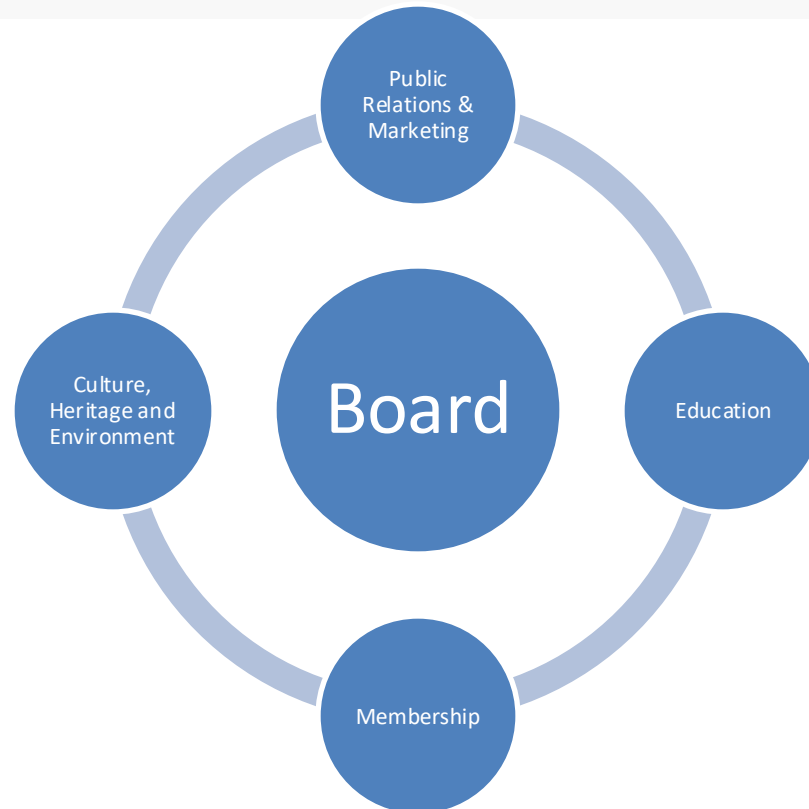
The Way Forward





MISSION STATEMENT

To assist in the development of our regional tourism industry with strategies that are environmentally sensitive, respect Micronesian cultures, adhere to high operational standards and provide opportunity for education, training and gainful employment among the resident populations of our Micronesian membership. These goals will be accomplished through the cohesive cooperation and active participation of all its members.





Updated Regional Strategy is Needed

- Global traveler motivations are changing
- Visitor arrivals to Micronesia have not rebounded post-COVID
- Japanese passport holders dropped from 30% pre-covid to 17%
- US Military presence growing in the Region
- Travel Agents Role diminishing – FIT's Now Make Up Majority of Travelers

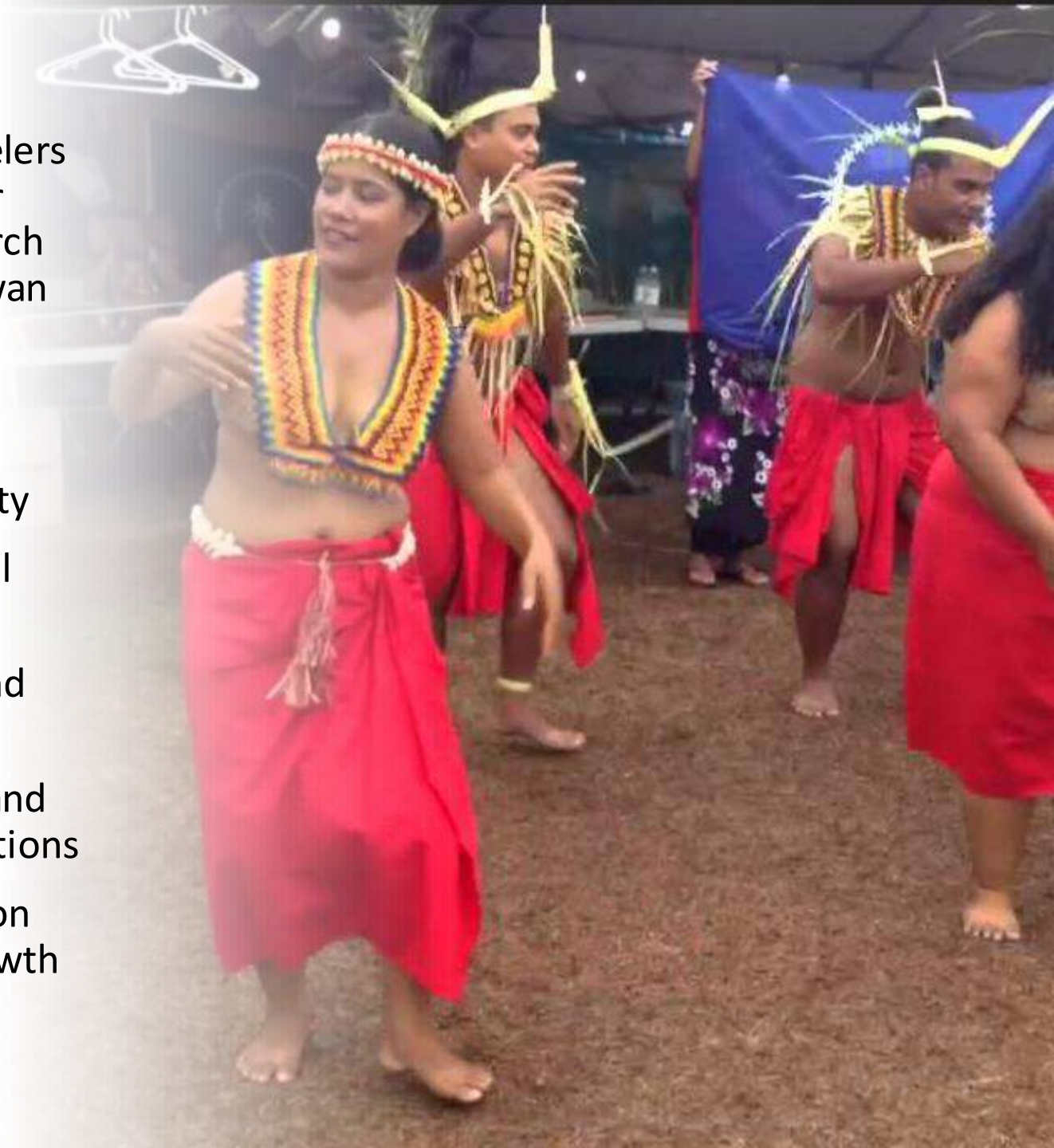
Guam Destination Brand Perceptions

- Prepared for the Government of Guam Bureau of Statistics and Plans by Omnitrak Group, Inc. | April 2025



What Today's Travelers Are Looking For In-Country Research Japan, Korea, Taiwan

- Safety and security
- Authentic cultural experiences
- Nature, space, and cleanliness
- "Undiscovered" and exclusive destinations
- Human connection and personal growth





What do our people want?

- Guam - Safe, Clean, Healthy Environment for Families With Opportunities to Grow
- Recent PDN Article
 - A recent study commissioned by the Guam Government shows that our residents care deeply about how tourism evolves. They support revitalizing the industry but reject unchecked growth that risks environmental harm and cultural erosion.. The message is clear: our people are not against tourism—they are Pro-Guam. We simply want it to be thoughtful, respectful, and rooted in Guam's identity.
- What do the people of your islands' want?



Why MicrONEsia is the Answer

- Aligns with what travelers want!
 - Rich, living, diverse, indigenous cultures
 - Pristine, uncrowded environments
 - Safe and welcoming communities
 - Unique Culinary Experiences



Strategic Opportunity: One Region, Many Stories

- Regional cultural arc branding
- Cross-island bundled itineraries
- Cultural ambassadors and storytellers
- Consistent marketing theme
- Unesco World Heritage Sites

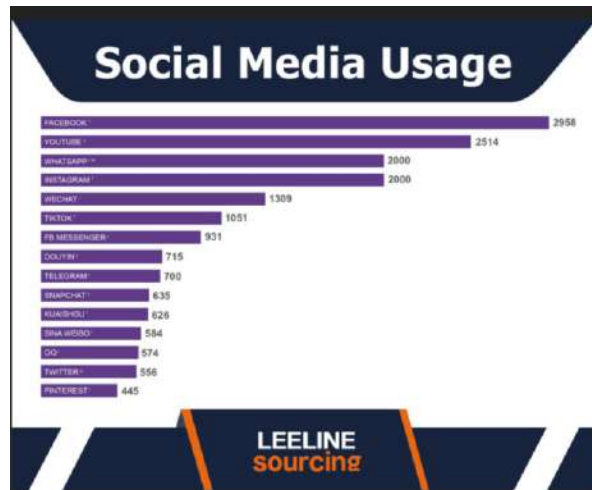


Culture, Heritage and Environment Committee



- Role Critical in Defining What Makes the Region Special
 - Defining the Unique Experiences That will give Guests a “Wow” moment
 - Creating the Narrative that Highlights One Region, Many Stories
 - Providing the Framework to Translate the Narrative into various communications platforms

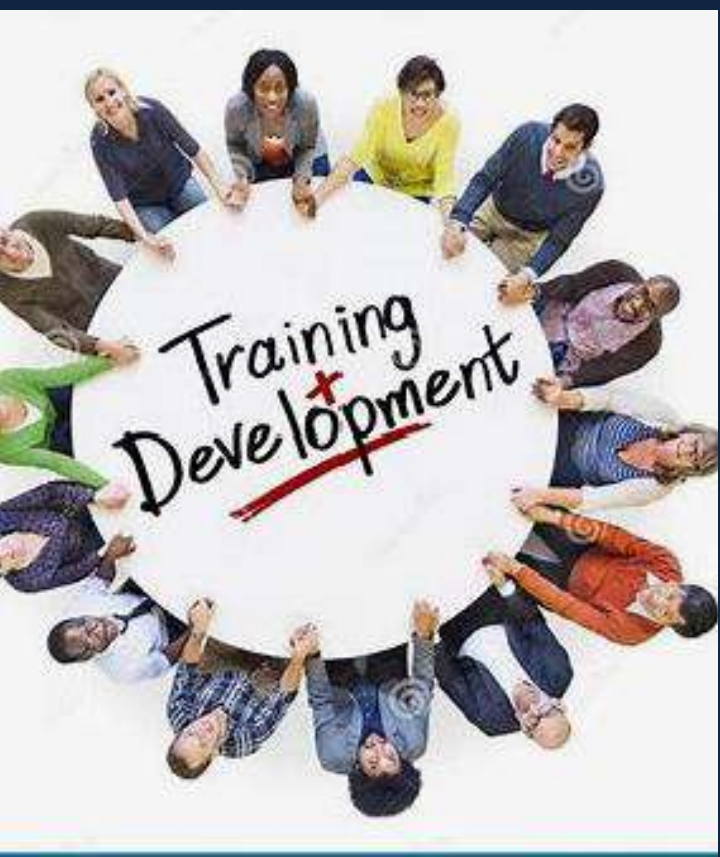




Public Relations & Marketing

- Taking the Narrative Developed and translating it into various communications platforms.
 - Digital Advertising/Social Media Platforms
 - Vloggers
 - Earned Media
 - Paid Media
- Work as a region to piggyback on existing efforts to help other Micronesian Destinations Tell Our Story.
- We must sell ourselves as a “GLOBAL DESTINATION”

Education Committee



- Deliver the Experience
 - Training Essential to meet and exceed guest expectations.
 - Learning must go beyond customer service and operational training
 - Employment of technology, particularly AI will be essential in the overall strategy
- Share Information – The most powerful tool in our arsenal is Information – Share it freely with the region.



Membership

- It will take the entire “Village”...Region to drive our success, and membership will be key.
 - Invite the former members back to renew their membership.
 - Invite the airlines that now serve our region.
- Need to set a goal for each island based on size to bring old members back or bring new members to the Association..



Air/Sea Service Strategy

- Passengers and Freight
 - Lessons from our Past – Continental Air Micronesia had both tuna and garments to subsidize passenger service
- Create Demand...and they will come!
- Analyze Air Connectivity in the Region
 - Where are the Opportunities to Drive Traffic
 - United, Japan Airlines, Air Nauru, Qantas, Korean Air, China Air, Air New Guinea
- Engage the Regional Transportation Committee of the Micronesia Islands Forum (MIF)
- Opportunity to Import/Export products in the region through PATA to Support Cultural Practitioners
- Explore Micronesia Cruise Line Opportunity

An aerial photograph of an aircraft carrier's flight deck. The deck is filled with numerous fighter jets, likely F/A-18 Hornets, parked in neat rows. The carrier is at sea, and a large support ship is visible in the water alongside it. The image is slightly faded and serves as a background for the text on the right.


Call to Action: Engage U.S. Department of Defense

- Work with Joint Region Micronesia
- Advocate for subsidized/additional airlift
- Align military R&R with tourism goals
- Meet with MWR and other Agencies Focused on Military Travel
- Find and Airline Partner to Drive this Market

Engage other Foreign Countries

- China, Korea, Taiwan, Europe as Independent Nations
- You will have support from our Islands
 - One Micronesia





Reviving Japanese Travel – Is Japan Important for your Destination?

- Decline in passport holders (30% to 17%)
- "Rediscover MicrONEsia– Passport to Paradise" campaign
- Partner as a Region to offer Incentives for first-time passport holders



6-Month Implementation Roadmap

- Committees Will Drive Strategy
 - Define/Refine Brand
 - Develop Narrative/Communications Plan – Market as a Region
 - Train/Re-train our Teams and Share Information
 - Re-grow Membership to Share the Vision – Deliver the Experience
- Board Will Engage DOD on airlift strategy
- Board Will Engage MIF – Regional Transportation Committee
- Region Should Consider Japanese pilot campaign to Increase Passport Holders

Together...We Are the Heart of the Pacific

Call to Action:

- Share our living cultures and breathtaking stories.
- Invite the world to experience a region like no other.

We Must Never Forget....We do it first to make life better for our families and our People...The World will see that when they visit

Kinisou, Komol, Sulang, Kalahngan, Kulo, Kamagar, Si Yu'os Ma'ase – Questions?

