

# MARKETING COMMITTEE REPORT



## COMMITTEE GOALS & OBJECTIVES

- 1. Improve Chapter's participation in regional and international travel events
  - a) Encourage participation from other NTOs/STOs and Chapter Members
- 2. Collaborate with NTOs/STOs to promote travel to Micronesia
  - a) Support regional familiarization tour
  - b) Work with media influencers
  - c) Create One Micronesia promotional video
- 3. Take advantage of PATA's resources and share with Chapter members
  - a) Reports and statistics: travel trends, insights, forecasts
  - b) Networking opportunities with travel industry professionals
  - c) B2B events, Conferences, etc.



## REGIONAL MARKETING PROMOTIONS

#### PATA TRAVEL MART 2024 BANGKOK, THAILAND AUGUST 25-30, 2024

- PATA's signature and premier B2B travel event.
- Micronesia Pavilion represented by Guam Visitors Bureau (GVB), Marianas Visitors Authority (MVA) and Palau Visitors Authority (PVA)









## REGIONAL MARKETING PROMOTIONS

#### ASIA DIVE EXPO SINGAPORE APRIL 4-7, 2025

- ADEX is the largest and longest-running dive show in Asia.
- Guam Visitors Bureau, Marianas Visitors
  Authority and Palau Visitors Authority
  exhibited under the "Micronesia Pavilion" to
  promote diving and travel to the region.









## REGIONAL MARKETING PROMOTIONS

#### PATA ANNUAL SUMMIT ISTANBUL, TURKEY APRIL 21-23, 2025

- The Guam Visitors Bureau, Palau Visitors Authority and the Office of Commerce, Investment and Tourism, 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.







## UPCOMING PROMOTION









Two-day B2B Travel Mart



Networking

#### PATA TRAVEL MART 2025 BANGKOK, THAILAND AUGUST 26-28, 2025

- 1,000+ Delegates from 60+ destinations
- 30+ open slots for appointments across 2 days
- Full-day knowledge forum for latest travel and trade insights and updates
- Networking opportunities



## PATA DESTINATION MARKETING FORUM



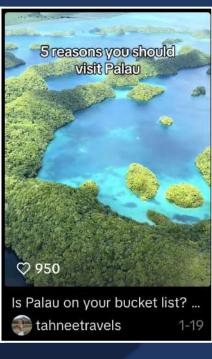
#### DESTINATION MARKETING FORUM CHIANG RAI, THAILAND DECEMBER 1-3, 2025

- Three-day event designed to empower emerging destinations.
- Forum offers a collaborative experience, blending local exploration with practical sessions.
- Connect with industry experts dedicated to the growth of Asia Pacific Tourism.

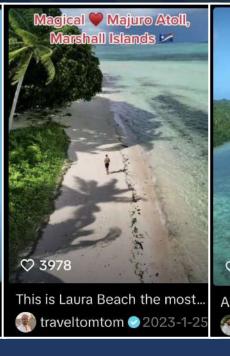


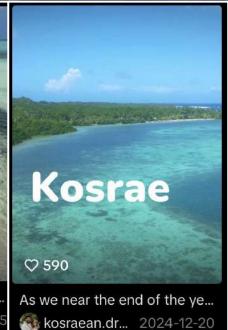
# REGIONAL MARKETING PROMO VIDEO













# REGIONAL MARKETING PROMO VIDEO

- Collaborate with NTO/STOs and tourism partners (hotels, dive operators, airlines, tour operators, etc.)
  - Contribute raw footages/images
- Produce short videos/reels to be distributed to mainstream media, social media, bloggers and influencers
- Create new PATA Micronesia Chapter resource; new content for website and destination/chapter social media platforms



# CHAPTER WEBSITE



- Work closely with website service provider to update information, photos and videos found on the site and its social media platforms.
- Collaborate with NTO/STOs and members to provide assets and information to keep website updated.



# MARKETING COMMITTEE BUDGET REQUEST

PROGRAM	DESCRIPTION	AMOUNT
PATA Travel Mart	Support for booth design costs	\$5,000.00
Asia Dive Expo (ADEX)	Support for booth design costs	\$5,000.00
Regional Marketing Promotion	Collaborate with media influencer to create travel content and increase awareness of our region as a unique destination; Produce a "Visit Micronesia" Travel Video	\$5,000.00 NTO/STO support
TOTAL		\$15,000.00

