



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.



MICRONESIA
Experience the Warmth

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



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



One Day Conference



Two-day B2B Travel Mart



Networking

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