

Minutes of the Meeting

Date: September 29, 2022

Time: 9:01-11:38 AM Guam Time

PATA (Pacific Asia Travel Association) Micronesia Second Tri-Annual General Meeting

Location: via Zoom

DETAILS

Attendance:

Chair- Paula Monk

Vice-Chair- Priscilla Iakopo

Secretary and Vice Chair for Marketing- Ed Arriola Jr.

Treasurer- Francis Carlos Domnick

Membership Chair- Victoria Blas-Toves

Vice Chair for Public Relations- Lou Aguon--Schulte

Vice Chair for Membership- Beverly Borja

Vice Chair for Education- Dr. John Rivera

Chair for Education- Denise Mendiola

Vice Chair for Culture, Heritage and Environment- Sandra Okada

Chair for Marketing- Mark Manglona

Committee Member for Public Relations- Anastasia Dujmovic

Carol Cruz, Connie, Ross, Neli Mori, Paula, Beth, Donna Wong, Eskella Joseph, Sen. Tina Muna-Barnes, Sam Scott, Bermance Aldis, Brenda Alik, Fred Granillo, Guamwebz, Megan Scheibe, PVA, Rhaj Sharma, Ron Laguá'ña, Susan Gooliyan.

Roll Call → Virtual Photo → Agenda (Chairwoman's Report & Treasurer's Report) → Moment of silence for the passing of the honorable Lieutenant Governor Feliciano Herman of state in the federated states of Micronesia → Vice Chair short speech – Treasurer short speech → Secretary short speech → Agenda (Report of the Committee) → Old Business → New Business → Adjourn

*Chairwoman: Approval of the minutes of the meeting of the previous meeting held virtually via Zoom link. April 27, 2022

Agenda:

1. Chairwoman's Report
2. Treasurer's Report
3. Report of the Committee
 - Public Relations
 - Membership
 - Marketing
 - Education
 - Culture, Heritage and Environment
4. National and State Tourism Offices

- Marshalls
- Kosrae
- Pohnpei
- Chuuk
- CNMI
- Guam
- Yap
- Palau

5. Old Business
6. New Business (Nominees for New Board of Directors)
7. Confirmation of Next Tri-Annual Meeting (include Board of Directors Election)

Chairwoman's Report

We are starting to see our borders actually re-open.

Japan will be opening their borders on October 11. There will be more details to follow and what entry requirements.

We are a resilient group and we will persevere and we will rise above all challenges brought by pandemic. We can grow and evolve from this pandemic. Chuuk is still experiencing community spread.

Movement in Travel and Tourism

1. Demand for Travel is increasing
2. Destinations must remain competitive
 - *Attend travel/trade events and meet buyers
 - *Product updates
 - *Be visible

-Micronesia must remain competitive in terms of the other world out there.

-We need to be relevant in people's mind

-Be visible in terms of our website (Great we have Guam Webz)

-Website- a platform that promotes each of our businesses and promote the region and chapter

-Travelers are interested in traveling again. Seeing folks booking not too far ahead.

-As our borders start to reopen, we're gonna start to see an increase in travel.

-CNMI recently started service to Japan.

-Marianas Southern Airways started service to operate between Guam, Tinian, Rota and Saipan.

-Continue island hoppers through Majuro and through the other islands.

Travel Trends in the Asia Pacific

1. Travelers are more interested in traveling again.
 - *The omicron variant had not so much affected the desire to travel in travelers from APAC. Travel-related searches by APAC travelers rose by 35% and continue to grow week-on-week, especially as destinations update their travel restrictions and protocols.

-Our travel behavior has changed.

-Many are looking at more environmentally friendly destinations or places where they can detach from technology.

-We have been challenged with destinations being closed and we're starting to see the light at the end of the tunnel there.

-Our portal is a great portal where we can update entry requirements for each of our regions.

2. Travelers aren't booking too far ahead, but weren't put off.

*APAC travelers aren't looking or booking too far ahead. But as destinations around the world start opening up and restrictions being removed, booking patterns may change.

-We are starting to see some upward trends

3. Destinations to travel further, but domestic travel remains strong.

*Data shows that there's a noticeable shift in the destinations chosen by APAC-based travelers. Four of the top 10 most in-demand destinations were located outside of the APAC region (NY, Dubai, Honolulu, and London). Interest split between cities and coastal destinations.

-Attributed to Asia Pacific borders being closed. Not just Micronesia but Japan and China as well.

4. How people travel varies between countries

*Australians anticipate taking a mix of long and short trips in the first half of 2022.

Japanese travelers were more intent on taking more frequent, shorter trips. Travelers in general are looking for less dense destinations.

-But we'll start to see an upward trend. After 180 days we will see a more gradual and consistent trend.

*Asia Pacific visitors arrivals will next exceed 2019 levels in 2024, according to a new forecast from PATA.

*Based on its most optimistic scenario, arrivals in 2024 will reflect 116.21% of pre-pandemic levels

*However, the most conservative forecast shows arrivals would only reach 71% of 2019 levels.

*The latest scenario forecasts into 39 Asia Pacific destinations between 2022 and 2024 show a strong growth rate

*PATA predicts that Asia will return "to a significant level of dominance", supplying more than 64% of all international visitor arrivals into Asia Pacific in 2024, followed by the Americans and Europe.

*According to PATA CEO Liz Ortiguerra, "International travel recovery to and within the Asia Pacific region is projected to return moderately over the next three years."

*She also added that, "Recovery will be uneven into the various sub-regions and destinations and will most likely remain volatile over the next few years."

*Destination management and marketing is now more critical and complex as ever. Destinations and their stakeholders must work together and be able to deliver key messages to the travel industry stakeholders.

Things we can look at in terms of recommendations for achieving a successful reopening are:

1. Safe Destination and Products

*Upscaling vaccination efforts

*Hygiene and health conditions represent essential factors in travel decision

*Sustain and expand WTTC and local safe travel certifications

*Messaging is key; demonstrate measures taken to provide visitors sense of security

2. Destination Enhancements and Improvements

- *Migrate services to more digitized format
 - *Touchless experience (mobile check-in & customs declaration)
 - *Upgrading facilities
3. Shift in Demand from Density Dependent Products
- *Visitors likely to avoid traveling in large groups and being in crowded places

Upcoming PATA Events

1. PATA Annual Summit 2022
 Asia Pacific Forum for Travel
 - Board Meetings: October 25, 2022
 - Conference: October 26-27, 2022
 - Ras Al Khaimah, UAE
 - GVB Vice President Gerry S.A. Perez- sits on the PATA executive board representing Guam and the entire region of Micronesia

2. AsiaPac Pacific Travel Summit. PATA in partnership with the Global GBTA, we'll be hosting the inaugural PATA and GBTA APAC Travel Summit in Bangkok, Thailand- Dec 8-9
 - Queen Sirikit National Convention Center (QSNCC)
 - Defining a Responsible, Sustainable Future for Business, Tourism and MICE

3. PATA Micronesia chapter elections- December
 - Reminder to renew your chapter membership
 - Active members have privilege to vote for the following positions:
 - *Board of Directors: Chairperson, Vice Chairperson, Treasurer, Secretary and Alternate Board of Director
 - *Committee Chairs and Co-Chairs: Public Relations, Membership, Marketing, Education and Cultural, Heritage and Environment
 - Nominees must contact Denise Mendiola who will lead the election nomination process.

Treasurer's Report

PATA Micronesia Chapter
 Financial Statement of Activities
 Statement from January 1, 2022-September 27, 2022

Total Support and Revenue:	\$68,650.08
Checking Balance as of 12/31/2021:	\$65,510.08
Membership Dues:	\$ 3,050.00
Total Expenditures:	\$ 921.10
Bank Charges	\$ 68.30
Membership Business Plan	\$ 552.80 (Membership Card)
Marketing Business Plan	\$ 300.00 (PATA Gold awards)
Revenue After Expenses:	\$67,638.98

Prepare by Francis Domnick, PATA Micronesia Treasurer

-We have two pending invoices and must be paid very soon.

*Outstanding invoices from Guam Webz \$11,000

*US Postal Service of \$432.

-Guam Webz will help in terms of doing follow ups with the membership dues and they will be paying on our behalf for some of the expenses on a reimbursable basis.

-The \$500 falls under the Public Relations Business Plan for newsletter/press release design & layouts. The \$52.80 falls under membership, those are the membership cards that go back to 2019. So that should be a membership business plan expense.

Committee Report

Public Relations

-Chair: Perdus Ehsa Jr (from Pohnpei)- wasn't able to join due to passing of a family member

-Vice Chair: Lou Aguon-Schulte

-Committee Member: Anastasia Dujmovic (from Marshall Islands)

Committee Mission:

To prepare and implement a program of publicity and public relations designed to position our chapter as a leading organization within our industry, not only locally, but throughout the entire region. One of our objectives is to ensure that we share the information quickly with one another on all our platforms, so that together we can rise and rebound sooner.

Continue our pledge

1. Draft and disseminate press releases that create the most impact for Chapter meetings, programs and activities that reach the widest audience throughout the region.
2. Produce, publish and circulate Chapter newsletters designed to inform PMC members and Chapter activities, member highlights and news relevant to local, regional and international travel.

-Micronesia Newsletter: Issue 1-April 2021, Issue 2: August 2021, Issue 3: December 2021, Issue 4: April 2022, and Issue 5: August 2022

-Micronesia Press Releases: April 2022, June 2022, Aug 2022, Sept 2022, Soon for Nov and Dec 2022

-Member Highlights: Sam's Tours Palau, Guampedia.com, Pohnpei Airport Port Authority, AMI, Kosrae State Historic Preservation Office

3. Liaise with local media, as approved by the Board, on each of the island destinations throughout Micronesia to promote Chapter meetings, programs, activities and members.

-Saipan Tribune, POST, Pacific Daily News, Kaselehlie Press, The Marshall Islands Journal, Tia Belau

4. Provide chapter news, pictures and reports of activities for publication in the PATA international newsletters. And we also upload them to the PMC Website and we share them on all of the social media platforms.

Continue to Do:

1. Share Member Press Releases and Updates on all Chapter platforms;
-So in order for us to share, we need you to send to us what information you want our region to receive
2. Produce and disseminate Chapter Newsletters;
3. Promote Chapter Members and their events and activities;
4. Network and collaborate with Chapter members to assist with their tourism needs; and
5. Recruit members to help with various committee tasks.

Pohnpei- Kalahngan

Yap- Kammagar

Chuuk- Kinisou

Kosrae- Kulo

Micronesia Expo and in Pohnpei new term- KaKaKiKu (a different way of saying “thank you” from the whole of FSM”

Marshall Islands- Kommol Tata

Palau- Sulang

Marianas- Olomwaay

Guam- Si Yu’os Ma’ase

Committee ReportMembership

-Chair: Victoria Blas-Toves

-Vice Chair: Beverly Laguaña Borja

No. of Entities

<u>Type of Membership</u>	Count
Business	47
Education Group	5
Individual	34
Non-Profit	5
NOT/STO	9
Other Government	9

Grand Total: 109

<u>Island/Origin</u>	Count
Australia	2
Chuuk	3
Chuuk/Guam	1
Chuuk/USA	1
CNMI	8
Guam	45
Kosrae	7
Palau	13
Pohnpei	13
RMI	13
USA	2

Yap	1
Grand Total	109

No. of Entities (RENEWAL and Awaiting RENEWALS)

<u>Type of Membership</u>	Renewal Count	Awaiting Renewal Count
Business	18	29
Education Group	2	3
Individual	6	28
Non-Profit	1	4
NOT/STO	5	4
Other Government	4	5
Grand Total:	36	73

<u>Island/Origin</u>	Renewal Count	Awaiting Renewal
Australia	1	1
Chuuk	3	-
Chuuk/Guam	-	1
Chuuk/USA	1	-
CNMI	5	3
Guam	13	32
Kosrae	1	6
Palau	1	12
Pohnpei	7	6
RMI	3	10
Yap	1	2
Grand Total	36	73

*There are 73 awaiting renewals that will be added to the 36 mentioned which will total to the 109.

**Submitted a budget request on June 16th of this year, and that budget request was compiled with the support and the recommendations of the board in the last board meeting. It wasn't acknowledged, I just wondered if the board received that request and that number reflected three items in membership in our submission. And that submission involved a survey that would be a collaborative effort with the marketing committee and then the second one would be a welcome gift bag for our PATA membership general meeting, whenever that would be. And then the third one would be the, the elusive Christmas gift idea and I guess, I just wanted to the record to show that we did submit a budget request in June at the June meeting,"

-Treasurer Carlos said that he will bring that to the board and will respond within next week.

-Lou: 36 members are the only ones allowed to decide the leadership for this organization for the next two years. We need to get the renewals of the outstanding 73.

Committee Report

Marketing

-Chair: Mark Manglona

-Vice Chair: Ed Arriola, Jr.

The PATA Gold awards , now in its 38th year, recognizes the best in marketing,creativity and innovation tailored for the Asia Pacific region and beyond.

*2 categories: Tourism Destination Resilience (Global)
Tourism Destination Resilience (Asia Pacific)

*2 Grand Title Winners will be awarded in each of the following categories

1. Marketing and,
2. Sustainability

PATA International Events

-PATA Annual Summit 2022 -in UAE (October 25-27)

-APAC Travel Summit 2022- in Bangkok, Thailand (Dec 8-9)

Overseas International Travel Trade Events

-MATTA Fair- in Malaysia (March 17-19, 2023) at Malaysia International Trade & Exhibition Centre -B2B

-DEMA Show 2022- in Orlando, Florida (November 1-4) at Orange County Convention Center

-3 events in 3 days: ITB Asia/MICE Show Asia/Travel Tech Asia

*Pre-pandemic we had a booth called Micronesia. What it does is that it helps elevate our presence in these huge international events.

*We were able to stand out and attract a larger audience and also share the beauties and wonders of Micronesia

*Something that we would like to consider moving forward in some of the events that we do attend.

-Our budget plans for next year is something that the marketing committee would definitely look into is to try to see if we could set aside funding to help alleviate some of the expenses for participation in these events.

*Lou: In producing these newsletters that we send out, I think it's important if we can get a write up on how chapter members who are not international members participate in these overseas international events.How to join?

-Housing can be discounted, the event itself can be discounted but not the airfare.

-Chair: Discussed in the board recently in regards to having our chapter assist in paying for any travel fares in attending any of the PATA forums, etc.

-For the DEMA Show on November 1-4, if we can get more than 10 participants to attend the show, then we can put together a discount program that the members can avail of. It is highly recommended to attend the DEMA show. We could purchase one of the table top locations that's reserved for the Micronesia region.

Committee Report

Education

-Chair: Denise Mendiola

-Vice Chair: Dr. John Rivera

Mission: To provide education and training opportunities to build capacity in the hospitality and tourism industry in Micronesia, promote destinations in Micronesia, advocate for sustainable local economies in Micronesia and create an information network of organizations and communities in Micronesia.

-We are also looking at recruiting actively more members into the education committee. These are the folks that are coming from the education institutions.
-This is called a lead in network of folks from the colleges throughout Micronesia that we think will be able to provide some great value in the way of upskilling and providing new skills to our businesses and organizations in our local communities.

Budget

-Previously requested \$1000 for possible airfare for the trainer and other budget was social media and technology training for the committee and members.

Activities

-More training and also plan to provide an end of year survey to the members.
-October 6: To be able to provide conversations, specific to Covid recovery in our region. They are planning on having representatives from three areas from Guam, CNMI and Palau to talk about their experiences dealing with the Covid 19 pandemic and some of the best practices in working towards recovery. 18:00
-To check if we have Zoom available to accommodate the capacity.
-The next one is planned for December

Challenges

-One of the challenges that we have whenever we're trying to coordinate a new training program or activity is making sure that the information that we're going to provide is something that the members want or need.

*Chair: In order for us to be efficient, we need to have a pretty decent number of attendees to host the virtual forum.

Committee Report

Culture, Heritage and Environment

-Chair: Rita Pangelinan Nauta
-Vice Chair: Sandra Iseke Okada

*Collaborated with Education Committee
*Done most of the activities on a virtual format

*Sandra: "We're so unique as Micronesia that we really cannot compete on the same platform as these huge destinations, but we're not simply a sun surf and sand destination. We wanna champion the uniqueness of our heritage and our people in Micronesia. We're an ancient culture. One thing that really unites all of the islands of Micronesia is the seafaring identity. We're all descendants of Great Voyager, and this is a very unique identity. Our sustainable practices, our traditions."

-Requesting that a formal report will be submitted in writing. They will provide a rich report to record the highlights and all activities this year.

National and State Tourism Offices Report

Marshalls NTO by Brenda

-Their borders had just been opened last two weeks

- The most populated highlands are still zero with covid.
- has been out doing a lot of activities and making sure that the spirit of the businesses and tourism are still alive in the Marshall Islands.
- They did more than two major net markets in the past two years. It was the first time that they had introduced the concept and the idea to the business community and it turned out very successfully.
- Doing a lot of training for our business sector, for women in business and also hospitality and tourism.
- Custom week (this week)- doing a lot of virtual celebrations
- Eric Naru will start servicing the islands on October 15
- Also back with the Ms. Marshall Island Initiative. 24 contestants from each of the 24 islands postponed to Feb 2023.
- Experiencing post covid: protocols in the hotels and others (safety, hygiene, health)
- OCIT Tourism has awarded a new grand, it's called DEA Grand from the United States
- There might be 14 projects that will be implemented next year to boost tourism in the Marshall islands.
- Also are planning to open our airport shops, to sell a lot of souvenirs.
- 5-10 people would like to be new member: to connect to Vicky and Bev to get them registered

Kosrae STO

-n/a

Pohnpei STO

-n/a

Chuuk STO by Neli

- In the process of hiring a new director
- October 1st, supposedly to Constitution Day and supposed to have a track and field day for all the islands, including the other islands, but due to the outbreak of Covid 19 everything has been canceled,
- October 8th, teachers appreciation day holiday for the state of Chuuk.
- November 3rd, we'll be having an independence day
- November 24, Thanksgiving Day
- December, Christmas Eve and Christmas

- October- micro island forum in Pohnpei
- Nov 1-4 Dive operators, Pula Resort and Truck Stop Hotel always join this event.

- July- Micronesia Expo in Pohnpei
- September 10- Chuuk's first year to celebrate world coconut day -the outcome was very good. FSM Petrol is one of the sponsors.
- September 13- Micronesia clean up with the great partnership with the Chuuk Women Council : sell whatever local product that they have from food all the way to crafts.

- September 15-16- Annual Women Conference; it was successful. Discussed Roles and Responsibilities.

-November 1st, supposedly two quarter will be open or earlier

CNMI NTO by Priscilla

-There is some huge funding that was able to assist them to reboot tourism in the Marianas.

-Visitors Arrival: 1,669% compared to last year.

-This August, 10,000 visitors primarily from South Korea and few from Japan and very minimal from Guam and US.

-Jan-Aug: 61,278 visitors

-Aug- 75 flights from South Korea

-Done a lot of investment

-Secured direct flights from Narita Japan to Saipan; thankful for United Airlines

-Skymark Airlines- focusing on their domestic flights but did show their commitment

-Investment with Japan market- provided several incentive benefits -Mariana promotion. 3 rounds of golf, free diving, partnering up with a lot of online travel agencies (expedias, JTP, etc)

-Free transportation from airport to the hotel and back as well as shopping shuttle from the major hotels to the DFS area.

-Conducted several tours from travel agencies, media, and influencers.

-The more exposure the better

-Saipan Horse course- new activity to tour around the beach

-JATA Tourism Expo- attended; marketing strategy; 120,000 participants

-Showcase the benefits

-Marianas Southern Airways- air service for inter island

-June- Pacific Mini-games: successful

-May-June: Taste of the Marianas

-Sept: Tourism day

-Every Tues and Thurs: Hafa Adai Tirow Cultural Experience

-Friday: Museum Full Fiesta Fridays (Night)

-October: Culture

-December: Christmas

*Planning to participate in PATA in UAE

*Planning to participate DEMA Show

Guam NTO by Mark

-4 sites: Free covid testing to anyone departing Guam that needed PCR Test

-Instaguam: issuing out hundred dollars a week to any resident of Guam that provides uploads of their favorite photos of Guam. The best photo each week get voted and the winner is awarded (wrapping up).

-To build GBB image library photos to help further promote Guam.

*Visitor Arrival for September 1-18: nearly 500% increase compared to previous year

*Arrival: On a calendar to year basis: 250% increase

*Arrival: Fiscal year: 250% increase

*Seeing increases in core markets: Japan, South Korea, US and Pacific as well.

*Monitor covid situations of Japan, South Korea, Taiwan and Philippines as this help in planning the future for possible opportunities to promote Guam

*Vaccination: 99% inactive vs 0.53% are active

*Booster shots: 50% have yet to receive their booster
*Have seven major companies who have all resumed packaged sales for travel to Guam.
*Social SNS Performance- continue to remain active mostly on Instagram (popular platform in market): visitors and influencers
*TV Production collaboration with Hype Beast Channel and Smart News: Trip to Guam in this 3rd campaign
*Continue to share Press Releases
*Airline schedule from the major carriers that provide almost daily to few days a week services to and from Guam and Korea.
*Very active in social media (40 influencers, TV Production and actors)
*Participated in Taiwan Taipei Expo early September to continue promoting Guam as a destination. Work with several agencies and travel trade partners in Taiwan in anticipation and in hopes of direct flights to Guam in the future.
*In the Philippines- continue to remain active on social media, work with influencers and other YouTubes who we were able to welcome and invite to create content and share news about Guam's reopening.
*Worked with a local Youtuber who is based in New York who has a pretty good number of followers. Jed Caluag. He helped produce a one minute destination video that we are looking forward to launching across all markets.
(SHOW 1 MINUTE VIDEO)

-Participated in JADA and PIFA

*Upcoming Events:

-Plan attend IMEX next few weeks in Las Vegas

-ITB Asia

-Plan to attend ITB/MICE in Travel Tech Asia

*Plan to do a product update once again with some of our airline and travel agent partners in Singapore

*Lou: How can PATA Micronesia be tagged so our region can get some coverage as well from GBB programs?

Ans by Mark: "Something that we can do with our director of global marketing and the team and see. Excellent role in not just promoting Guam but of course promoting the region of Micronesia."

*InstaGuam extension? They are looking into bringing it back having different theme depending on the budget.

Palau

-To send their presentation

- Yap STO presented by Ed

-Slowly opening their borders and awaiting regular UA flights.

-Tourism Enhancement Projects- getting the community involved in all types of projects and not just the hotels.

-Island markets are held every last Friday of the month (but postpones)

-Pacific Micronesia Aviation has scheduled flights from YAP to Palau and Palau to Yap.
-There are projects to restore and enhance dive sites, potential sites, and expand dive sites to the outer islands.
-Handicrafts are now available among themselves
*Don has resigned and been replaced by Susan.

OLD Business

-Nominees for new board of directors by Denise
*She will send an email to all members with a call for nominations with a deadline
*Included in the email will be the guidelines for the nominations and elections.
*Keep in mind, to be in good standing as members
*Election will be in December
*The position is for 2 years
*Will send out Monday by latest
*Members of the executive committee, which would be the board, are equally distributed between government carrier, corporate industry, and associate industry categories. So this will all be in the email. Candidates must be committed to fulfilling the job description of the officer's position.
*Will also send the PATA Micronesia chapter Board of Director and committee chairperson governance information.
*All Pata Micronesia chapter members are eligible for election as chapter officers. However, the chapter must ensure that its chapter chairperson and at least one of the other officer positions are members of PATA International.
*A member can only nominate one member of the chapter, and a member can nominate himself or herself.
*The membership committee will be following up with additional invoices for those who are still pending on dues.

NEW Business

*Discussed about our next tri-annual membership meeting: Week of Dec 5
*Although we have spoken about having an in-person general membership meeting in consideration to everybody's economic finances. Looking for a possible location for hosting.
*Gearing toward 3rd Annual Membership Meeting virtually
-Madam Vice Chair agrees. CNMI is open to hosting but understands and respects every destination's current status.
*Will get back to the members regarding the schedule via email.

Chair call the motion to adjourn the meeting

*Vice Chair: So moved in motion to move to adjourn

*Lou: Second.

Motion to adjourn the meeting at 11:38 AM Guam time, September 29th, 2022.

