

Minutes of the Meeting

Date: April. 27, 2022

PATA General Membership Meeting

Time ended: 1:30 PM

DETAILS

Agenda:

- *Agenda from previous meeting (Approval)
- *Chairwoman's Report
- *Key Note Speaker Dr. Sanchez
- *Treasurer's Report
- *Report from each of the Committees (Cultural Heritage and Environmental, Education, Marketing, Membership, Public relation)
- *Report from National Tourism State Offices
- *Old Business
- *New Business
- *Pending Items
- *Announcement on the Next Tri Annual Meeting

Agenda from previous meeting

- *Approval of agenda from previous meeting 15October2021

Chairwoman's Report

- *We can now see some glimpse of tourism and some sense of new normal
- *In Guam we can now see some source of travel from Japan, Korea, Taiwan, Philippines and USA.
- *Guam is offering free PRT Test
- *Palau hosted Ocean Conference-April 13-14
- *Conservation of National Environment leader: Palau
- *CNMI will host in June 17-25 the 11th Pacific Minigames
- *2 islands are covid free

Key Note Speaker- not included

Treasurer Report

Statement from Jan 1, 2021-December 31, 2021)

Total Support Revenue: \$78,100.18
Total Expenditures: \$12,590.10
Revenue After Expenses: \$65,510.08

*Final Statement from last year

*Waive the membership fees for 2 years

*Finally do the online banking

*Publicized in Guam

*Easier to do financial statement reports through that online banking

Statement from January 1, 2022-April 27, 2022

Total Support Revenue: \$65,510.08
Total Expenditures: \$38.00
Revenue after Expense: \$65,472.08

*Invoices for the membership will be sent out for this 2022 after the meeting

For national tourism offices (Current rates)

Guam- \$3000
CNMI- \$2000
FSM- \$1500
RMI- \$600
Palau- \$500

Proposed Rates fro CY 2022:

50,000-99,000 visitors= \$1500
10,000-49,999= \$1000
5,000-9,999= \$325
0-4,999= \$225

*So we can help the national tourism offices.

*To be a resource for one another

*To get the tourism back on each of the region

*Based on 2021 visitor arrivals

*Francis Carlos Domnick, 2021 PATA Micronesia Chapter Treasurer

Q1: implication of the new proposed rates with regard to our revenue?

A: Not based on revenues but tourist arrivals.

*FSM: Feb2020-April 2021: zero tourist

*Next year the fees will be assessed by the new board members

*FSM is proposing to waive the membership for this year too -Bermace

*Vice-Chair: to hear first the committee report. What the expenses is moving forward.

Committee Report -Culture, Heritage and Environment

*Primary Objective: To promote sustainable tourism environment through education and awareness of Micronesia unique cultural heritage and environment

*Feature in Chapter's Quarterly Newsletter: Pacific Preservation Summit on May 24-26 (hybrid). TECH -Technology Empowering Cultural Heritage

*Navigate post pandemic recovery

Committee Report -Education

*Testing waters with several colleges in Micronesia

*CNMI-certificates, assessment, training opportunities,

*College of Micronesia- online training (Ocean 10)

*Training for different types of industries

*Will have certificates in the end.

*To have recognize credentials that can be put in the resume

*Start-up Micronesia -judging this Friday.

*Meetings with other colleges with Micronesia- Lead with Micronesia- Center for Enterprenuership network -meeting college representatives

*Entrepreneurship program become more of the connection to the business community. But we are starting it inside the education institution so that there will be a way to be able to have standards and documentation for this type of programds.

Budget: same as last year. Very minimal. Focusing on online training right now.

*Others: Safe travel certification

Speaker: Denise

Committee Report -Marketing

*Travel Trends in the Asia Pacific

*Travelers are more interested in travelling again

-Travel-related searches by APAC travelers rose by 35% and continues to grow.

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

-cancellation reduced

*Desire to travel further, but domestic travel remains strong

*How people travel varies between countries

-Australians- mixed of long and short trips (1st half of 2022)

-Japanese- more frequent but shorter trips

-travelers looking for less dense destinations (general)

*Recommendation for Achieving a Successful Reopening:

-Safe Destination and Products

-Destination Enhancement and Improvements

-Shift in Demand from Density Dependent Products

*PATA Destination Marketing Forum (PDMF)- Aug 2-4 Songkhla, Thailand.

*PATA Annual Summit – October 25-27- Ras Al Khaimah, UAE

*ADEX 2022 -Sept 16-18, 2022 – Singapore

*ITB Asia/Mice Show Asia/Travel Tech Asia- October 19-21, 2022 -Singapore

*Largest b2b show in singapore

Budget: 2020-\$42,500

2022-\$13,500

*DEMA 2022- November

*In the past we have support in the chapter to help offset cost of the booth, booth design, booth material to exhibit as a Micronesia region

*Chair asked mark to send the presentation to all in attendance. Including the dates of the events.

Committee Report -Membership

Budget Report/Request: \$ 3,853.75

*look forward to holiday gift giving again

*For 2022, we need to update the Online Member's Directory

-<https://patamicronesia.org/members-directory>

*Complete the survey form: (GuamWebz to insert survey link here)

And return to: support@patamicronesia.org

Membership Status

As of April 4, 22 members in good standing and 84 awaiting renewals.

Pata Membership Count:

10 island Nation/Country Groups/ 106 Membership Accounts/ 188 head Count

*The gift from the 188, we would like to bring it all back.

*A question was raised regarding the purchases of masks due to the relieve of the mask dilemma. -to reduce in the budget

***Benefits:** Attending all our quarterly meeting in different islands.
10 island that participates (minus US and Australia)
Allow discounts (airfare, hotels, etc)
Shopping discounts
Gift giving
Collaborating the different individuals (sharing)
Avail conferences and seminars
Chapter Support to Micronesia
Avail PATA rates (summit, pata summit marts, etc)
Branding and advertising opportunity on the website for the business

*Recommendation of Vice Chair: to promote PATA Micronesia to entice. To put the benefits of being a member on the website (to boost the membership)

*To collaborate with Webmasters to update some information on the website.

*To send the members of RMI in email (2 paid and 11 is pending).

Committee Report -Public Relation**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 of Chapter activities, member highlights and news relevant to local, regional and international travel;
3. Liase with local media on each of the islands destinations throughout Micronesia to promote Chapter meetings, programs, activites and members;

*The Marshall Islands Journal

*Pacific Daily News- Guam

*Saipan Tribune

*Tia Belau -Palau

*The Kaselehlie Press

*The Guam Daily Post

4. Provide Chapter news, pictures and reports of activities for publication in PATA International Newsletters

*Social Platforms: FB-PATA Micronesia

Budget (Graphic and Design Layouts):

2021: \$400

2022: \$500

Proposed Implementation

*Press Release and Newsletter were released last April

-Another press release on May, Aug, Sept, Nov and Dec

-Another Newsletter release: Aug and Dec

*Members should inform any event and activities to help them disseminate

*Recruit members to help with various committee tasks.

National and State Tourism Office -Palau

*Continue night market (local expats)

*Putting extra flights during conference, it really helps a lot.

*Ambassador program: Denver Travel Show: April 30-May 1 (virtual and in person)

*Scuba Show long beach: May 14-15 (in-person)

*America: Friendship show (San Francisco Bay Area): may 21-22

*Tourism Ambassador from Chicago and Washington to attend the travel adventure shows

*Japan: Jata Tourism Expo: Sept 22-25

*Taiwan: ITF (still waiting; TBA)

*PBA: Events and Hospitality Committee: outreach programs, beach clean ups, challenge pool, building generation exhibit,

*Ocean Feast- fashion show (dresses, hats, etc)

*ROC Conference- 2 day conference April 14-15: 16.45 Million (2nd highest commitment; 7th conference) more than 600 participants, representing 74 delegations, 150 non state actors.

*day market/night market, vendors using non plastic

*Rock Island ___ -island affected by climate change (show)

*National Gym- can be venue for (e.g. MICE, PATA)

*Carbon Calculator- how much carbon footprint they have; educating the traveler

*Chicago Travel Adventure Show- recommended show; good divers

*Joint promotion: As Micronesia: in Travel Shows

*ADEX: Singapore: September

National and State Tourism Office -Yacht Visitor Bureau (YBV)

*Yacht was shutdown since March 2020; no mask; no covid

*Tourism enhancement projects- all people should be involved in the project and not just hotels

*Ready to open up -earliest before August

*Develop 1st island market: showing local food, handicraft production, etc

*The handicrafts are now available but among themselves

*Last PATA meeting; will retire in June; Don- will continue membership as private entity

National and State Tourism Office -Marianas

*Tinian Hot Pepper Festival: usually February but pushed back- annual event of the MVA (Marianas Visitors Authority)

*Saipan Marathon 2022 (half Marathon, 10k and 5k): 327 registrants

***Upcoming Events:**

- Proclamation signing ceremony declaring May as Tourism Month

- Student logo contest

- Tourism Trivia contest on radio stations and cable stations

- Fit to Lead Fun Run (May 14, 2022)

- Tourism Month Clean up- May 25-27, 2022 on Saipan, Rota and Tinian

- Photo Contest highlighting the island's natural, historical and cultural

attractions

- Tourism Canvas Painting on Rota

*23rd Annual Taste of the Marianas International; Food Festival & Beer Garden- June 18, 19, 24-26 at Garapan Fishing Base. Organized by MVA. The event dates also coincides with the Northern Marianas Pacific Mini Games 2022

*4th Annual Gilita Chamorro Festival "Silebra hit"- June 2022

***Market Update:**

- Korea- travel bubble agreement; Jul-Oct 2021 (3 weekly flights), Nov=Dec 2021 (4 weekly flights), Jan 2022 (2 weekly flights due to omicron), Feb 2022 (7 weekly flights), Mar 2022 (8 Weekly flights), and April 2022 (12 Weekly flights).

- Japan- will control covid situation; plan to flights to resume on July

*1603% visitors arrival in March 2022 (4155 visitors in March 2022 vs 244 visitors in March 2021); slow recovery; to boost primary market which is tourism; to re-booth some market.

National and State Tourism Office -Guam

*Covid 19 updates: 136,000 fully vaccinated; 1% considered active cases

*Safe Travel Stamp Program: 104 approved businesses with stamp

*Free PCR Testing for Visitors (run the program for the rest of the fiscal year)

*Visitor Arrival Stat: March: 153% (from previous year)

*Visitors: Hawaii, Korea, Japan, Philippines, etc

*October 2020-Aug 31, 2021: Total 52,784 (-93.0%)

*October 2021-March 31, 2022: Total: 48,567 (+174.3%)

*Overseas Campaign: Gogo Guam Campaign: Ready Set, Guam.; delay in Visa

*VFR/Military Awareness Campaign: Visit#Guam: Reach: 184,753, Impressions: 888,729, Video Views 261,562, Link Clicks 1,696

*Promote travel to Guam to the US VFR and military market

*Work with military.com (10 Million members), Stars & Stripes (15k circulation), and MWR to target the military community

*Ad placement on Google and Facebook

*SEAMLEI 8th Commanders' Forum: annual commanders forum: 45 attendees (delegates from Malaysia, Philippines, and Vietnam -in-person) and Thailand & Indonesia -virtual.

*IPW 2022: US largest B2B event (June 4-8, 2022): Orlando, Florida

*PATA Destination Marketing Forum 2022 (August 2-4): Songkhla, Thailand

*PATA Annual Summit 2022 (October 25-27); Ras Al Khaimah, UAE

*InstaGuam: Unique photos or videos: What you love about Guam? -\$100/ weekly to winner

*Fandanña Friday- in partnership with DPR and GVB at Ypao Beach Park

*MWR Go Local Fair: May 26, 2022: Sunrise Conference Center Andersen AFB; B2C table-top event

*Looking ahead: -Free PCR Test Program, Air Service Development Incentive Program, Frontline Travel Sales Incentives, Upskilling Tourism Workforce.

*MWR is an opportunity for the chapter for individual businesses as per the Chair.

*The contents of the upcoming activities must be included in the website

National and State Tourism Office -Chuuk

*Upcoming Local Events

- May 2: Tuna Day
- May 8: Mother's Day
- May 10: FSM Constitution Day
- May 30: US Labor Day
- June 19: Father's Day
- June 27-July 1: FSM Fair

*All FSM State will come to Pohnpei State to showcase all the products and services. For each respective state.

*Nothing for upcoming overseas events

*Jan 24-28: FSM Event in Chuuk: Working Together to build a sustainable resilient tomorrow.

*Operation Hailstone: 78th anniversary: Feb 18

*FSM Culture Day; March 31

*Earth Day: April 22

*No announcements

*Visitors arrival: zero

National and State Tourism Office -Marshall Islands

*State Tourism Grant (October 2021)- awarded 1.6 million dollars on January 2022

*Duration of the grant is for 5years. It will support tourism, travel and outdoor recreation activities to Build Back Better

*Dive Packages, Picnic Flights, Atoll Profiling, Hotel Safety and Assurance Initiative

*Restoration of Wan Aeion in Majoi

*New Destination: Ao Kapijuknen

*My Homeland Project: IOM: April 7, 2022: 2 out of 40 single women granted with 10,000 each. Launched in Ao Kapijuknen

***Upcoming Events:**

-Mini Night Market and Dance Competitions: successful for the past 2 years (Oct and Dec): new products, food and handicrafts, etc

*Australian Embassy & OCIT

-Miss Marshall Islands 2022: Sept 24-Oct 1, 2022) tentative; Recruitment of Contestants (May 1-June 3, 2022); Bob Festival in celebration of World Torusim Day & Manit Day; One island One Product

***Virtual Membership drive (inaudible)

**Build membership fact sheet- provide to NTOs or current members- recommendation of Madam Chair

**Marshall Island is asking help to open the boarders. To convince the government. -Carlos

**National government has secured some tourism fund that helping the tourism industry since the locked down in 2020 -Bermace.

**Quarantine: 3-5 days in Guam and 7 days from other states.

**Private Sector is ready, but the government is reluctant to open due to the covid situation.

**Share the best practices and advice; tapped the education committee; support of the chapter; share the protocols

**Determining factors: re-opening of the vaccination rates as well. 96% (40 years and above). Trying to slowly open in August.

**CNMI: booster shots; different community levels (lifted quarantine, check upon arrival, testing on the 5th day) now, testing on the 5th day is optional, closed alternative care site, home test kits were provided. Try to learn how to live with covid. Mask is very optional. -Vice Chair

**Sustainability: Economic, Social and Environment (balance of all three). Try to balance some balance. Look holistically.

Others: *Madam chair is looking for NTO report for Pohnpei and Kosrae

*Ask to email the details to the group

Old Business

None

New Business

*Adjusted Membership Fees: we do need into agreement; in terms of waiving it completely (annual fee with Guam webs, operating fees, etc -need to review the fees before deciding).

*Bermance withdraw his motion to waive fees

Next Tri Annual Meeting

*Island host- CNMI on Sept or October; email the details

*22 members in good standing (to date)

Adjourn: 1:30PM; April 27, 2022