More than 600 employees committed to sharing the Håfa Adai Pledge

**LIVING THE HÅFA ADAI PLEDGE**

Marissa Eusebio Borja is known for shining a light on Guam’s success stories as well as for sharing the island’s warmth.

In various media roles, she has highlighted stories about the Chamorro culture and island life. She created a variety show that featured Guam homes, gardens and culture on Guam and off-island for Pacific Home & Garden TV.

At the Marianas Variety, she wrote about the successes of smaller Guam businesses. At DOCOMO PACIFIC, she covered Guam.”

Marissa uses the “Håfa Adai” spirit for enhancing promotions and giving visitors a memorable experience. She built the hotel’s repertoire of entertainment at the Lobby Lounge with Guam-based musicians in support of Guam-centric venues. Now as marketing communications and public relations manager for Dusit Thani Guam Resort, she weaves island hospitality throughout her work.

During the ceremony, General Manager Akihiro Tani shared that the company decided to take the pledge to show its commitment in spreading the Håfa Adai Spirit and culture. Supporting the Håfa Adai Pledge would ultimately help the Chamorro culture at the establishment.

Tourism promotes arts and culture

Guam offers a range of vibrant arts and cultural activities. Tourism helps to fund and support efforts that preserve the Chamorro culture as well as share the “Håfa Adai” spirit through a variety of initiatives and programs.

The Cultural and Heritage Committee is the council that offers opportunities on island projects that are coordinated by different groups. It awards qualified individuals, companies, or organizations with grant money related to promoting and perpetuating the Chamorro culture. Activities and events include the annual Guam Micronesia Island Festival, village festivals, Chamorro Cultural Art Program, the recent Festival of the Pacific Arts and more in turn the talents of local performing, traditional and visual artists take center stage. They help shape each visitor’s memorable experience on Guam.

Tourism works!

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