HÅFA ADAI PLEDGE CEREMONY

Guam Visitors Bureau hosted a special Håfa Adai Pledge ceremony recognizing Guam’s talented local musicians and artists who took part in the Guam Summer Beach Fest on Saturday, July 16 at the Gov. Joseph Flores Memorial Park (Ypao Guam). The event celebrates Guam’s talented local musicians and artists who have contributed to the annual Guam Summer Beach Fest.

LIVING THE HÅFA ADAI PLEDGE

Chen extends the Håfa Adai Pledge internationally

Charlene Chen is the Chinese Sales Manager and Revenue Manager at Pacific Islands Club. As a Revenue Manager, Charlene is responsible to balance the inventory and take of Guam’s largest hotel. Her grasp of all the market segments is the key to being successful. Charlene’s role has helped PIC better plan ahead to help GVB, GHA, and community events. Since her move from Las Vegas, Nevada, she has allowed a role in developing the China market for PIC and Guam. “When I first moved to Guam, I didn’t expect to stay here for as long as I have, but working with such a dynamic hotel and a culture of people really made me feel as if Guam was my new home. To me, living the Håfa Adai Pledge means more than saying Håfa Adai. The Håfa Adai Pledge is a reminder for me to spread the Guam love and culture,” said Chen.

Chen has taken the Håfa Adai Pledge above and beyond just a promise. She lives the pledge by calling Guam home and boosting Guam tourism from Taiwan and Hong Kong through the gateway of the GVB Taiwan and Hong Kong’s grown exponentially. She is often called upon from both offices for support and consultation. Charlene also plays an active role in the China Market Committee here on Guam.

With Charlene’s strong relationship in Taiwan and Hong Kong, she has helped to more than double the Chinese participation in the Guam International Marathon. She exemplifies the Håfa Adai Pledge by actively promoting Guam and all the events it has to offer visitors. By participating in GVB sponsored events, Charlene is better able to keep abreast of activities that Guam’s visitors can take advantage of.

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Spend your summer on the beach with GVB

Guam Visitors Bureau (GVB) is bringing back “I’m Proud of You! Guam” this summer. This program encourages visitors to share their “I’m Proud of You! Guam” moments that happen while visiting Guam.

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