



Håfa Adai Everyday

Tourism works!

Tourism industry impacts



The tourism industry is one of the major sources of income for Guam. In 2015, jobs in Tourism represented 33% of total employment on island, with visitors directly supporting more than 14,650 jobs. 1-in-3 jobs in Guam are sustained by visitor spending in industries such as airport transport, gasoline stations, business services, restaurants and more!

Some of these jobs are hourly-wage positions, while others are management and supervisory. Beyond these jobs, there are a multitude of positions (accountants, doctors, engineers, landscaping services, advertising agencies etc.) which all provide support for businesses and individuals in Guam's tourism industry. In turn, with the continued growth of visitors and increased demand of services and facilities, the tourism industry seeks to bring in more businesses which would provide the opportunity for more jobs.

Due to the demands of tourism in the past few years, Guam was able to bring in new hotels such as the Dusit Thani Guam Resort as well as new airlines. All with opportunities of providing more jobs for the island. If we are to look into the amount of visitor spending, it would take about \$79,000 in visitor spending to support one direct job on Guam. That means it takes the spending of about 70 visitors to support a single visitor industry job.



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New members uniquely spread the Håfa Adai Spirit across the world



Photo ID: (L-R) **Josh Tyquiengco** (Guam Visitors Bureau, Public Information Officer), **Francis Valencia** (Guam Weekly, Co-Owner), **Bertran "Bert" Palacios** (Guam Weekly, Co-Owner), **Senator Tina Muna Barnes** (33rd Guam Legislature and Tourism Chairperson), **Telo T. Taitague** (Guam Visitors Bureau, Vice President) and **Nicole M. Andre** (CTSI Logistics, Inc., HR & Marketing Manager).

Guam Weekly and CTSI Logistics Inc. join Håfa Adai Pledge

On October 14, the Guam Visitors Bureau (GVB) welcomed its newest Håfa Adai Pledge members to the program - Guam Weekly and CTSI Logistics, Inc. Guam Weekly is an Instagram account that displays the daily lives of individuals from Guam to the world. On its way to 10,000 followers, Guam Weekly has grown its network in just a year reaching audiences from Guam, Asia, Europe and more. Its ultimate goal of sharing how individuals from Guam live has grown into a positive way of showcasing Guam's beauty, people and culture. To learn and see more, visit www.instagram.com/guamweekly.

CTSI Logistics, Inc., honored to have called Guam home for the past 27 years, is a logistics provider with expertise in contract logistics, warehousing, trucking, international freight forwarding, relocation and Guam's specialized markets. The company has over 22 stations placed in 12 different countries across the world. Considered as the hub of Micronesia, CTSI Logistics Guam believes in going beyond corporate giving and donations as a way of giving back and cultivating relationships. It strives to promote cultural awareness through the simple "Håfa Adai" spirit and genuine hospitality in its services throughout Micronesia and Asia.

LIVING THE HÅFA ADAI PLEDGE



Mary Ann M. Clark, Hotel Nikko Guam (third from left). Photo courtesy of GHRA.

Small gestures of Håfa Adai spirit leave lasting impressions

With more than 30 years of housekeeping management experience, Mary Ann M. Clark demonstrates the Håfa Adai spirit by directly supporting day-to-day hotel operations at the Hotel Nikko Guam. She has touched the lives of nearly 8 million guests and continues to service those who pass through Guam. "I believe that the little things you do for people help to leave a lasting impression of Guam's Håfa Adai spirit and culture to the tourists that I meet every day," says Mary Ann. Every Christmas, she tries to bring life and warm hospitality by hanging Christmas stockings filled with candy canes on the room doors of every guest.

Sharing the people of Guam's generosity is what drives Mary Ann to perform her ultimate best. In 2015, she received the Manager of the Year awards for Hotel Nikko Guam and has earned that award through her outstanding contributions to society such as participating in the annual United Plane Pull charity competition, visiting children in the pediatric ward of the Guam Memorial Hospital, and serving as co-chair of the company's Employee Quality Team (EQT), a committee of management staff that seeks ways to improve customer service in all departments.

Making Guam a better place to live, work, and visit!



Take the Håfa Adai Pledge today! For more information, call **646-5278** or email HåfaAdai@visitguam.org.

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