



# Håfa Adai Everyday



## HÅFA ADAI PLEDGE SHINES BRIGHT WITH THE GUAM SUNSHINE LIONS CLUB

More than 60 members join the Håfa Adai Pledge Program

The Guam Visitors Bureau welcomed the newest Håfa Adai Pledge members to the program - Guam Sunshine Lions Club (GSLC) under the LCI District 204 on Wednesday, October 12, 2016. With 65 members in the Guam Sunshine Lions Club under the LCI District 204, they are the first of 24 clubs on Guam, the Commonwealth of the Northern Marianas, Marshall Islands, and the Republic of Palau to join the Håfa Adai Pledge program.

Unique ways in which the club stands committed to promoting and perpetuating Guam's cultural identity is through their club's special project "caring for the sick and the elderly" to "Inadahen I Manmalångu Yan I Manåmko" by providing

financial assistance and supplies for their care and well-being throughout the island. Members also participate in various community and environmental projects such as renovating bus stops, cleaning beaches, roadways, and donating to various disaster relief efforts.

Photo ID: **Ana Cid** (Guam Visitors Bureau, Director of Tourism Research) and **Senator Tina Muna Barnes** (33rd Guam Legislature and Tourism Chairperson) join **Theresa "Ewy" Taitano** (Guam Sunshine Lions Club District 204, President) and members of the Guam Sunshine Lions Club as they proudly display their newly signed Håfa Adai Pledge certificates at the Sinajana Community Center on Wednesday, October 12, 2016.

### The Håfa Adai Spirit Ambassador Coin



The Håfa Adai Spirit Ambassador Coin serves as a tangible symbol of the act of hospitality and giving. The coin was created by the Guam Visitors Bureau as an extension of Håfa Adai Pledge program, which is the cornerstone of GVB's local community branding campaign. Now in its seventh year, the Håfa Adai Pledge program has grown steadily in the number of participants, with nearly 650 pledge participants representing more than 32,500 individuals. We are proud to perpetuate Guam's culture and Håfa Adai Spirit. If you know someone who you would like to recognize please contact **Leann Abonales** at **635-1126**.

Håfa Adai Spirit Ambassador Coin carries not only the gratitude of the leadership at GVB for a job well done, but it is also filled with the pride of the people of Guam. This medal recognizes the receiver exemplary and selfless service in and for the hospitality industry. Coins are given out by leaders in the tourism industry to commend individuals for a job well done; for living the Håfa Adai Pledge; and for perpetuating the Håfa Adai Spirit for Guam's residents and our valued visitors.

### LIVING THE HÅFA ADAI PLEDGE With Integrity

Lourdes Peiso has been a Room Attendant at the Westin Resort Guam for almost three years. Although her primary role as a Room Attendant is to ensure that guest rooms are kept spotless and fresh, Lourdes approaches her work with the mindset that she has a greater responsibility - to take good care of her guests' personal belongings.

Recently, in the process of cleaning a guest room, Lourdes found a diamond ring and immediately reported it to the security team. The guest who lost the ring was contacted and came back to the hotel grateful for what the team had done. Upon returning to her home country the guest took the time to send the hotel's management team a thank you note and recognize Lourdes for a job well done.



Lourdes Peiso, The Westin Resort Guam. Photo courtesy of GHRA.



### The Importance of Promoting Tourism to our Local Community

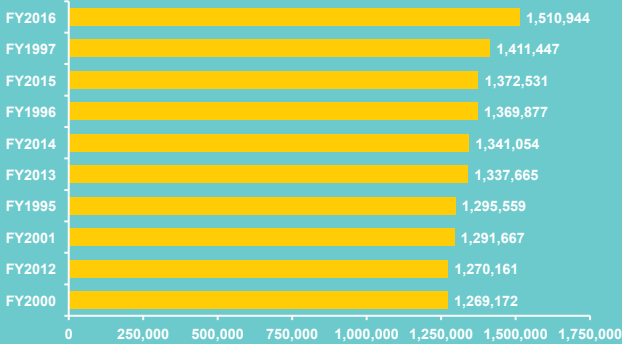
Tourism supports Guam in many ways. Revenues from tourism generate tax revenue for the government of Guam which helps to build our economy. Additionally tens of thousands of local jobs support the visitor industry and Guam's families. In many ways tourism helps bring our people together by working towards a common goal of sharing Guam's beauty and culture to our visitors who ultimately share it overseas.

Among our local community, there are those who play a key role each and every day, supporting tourism. From our airport greeters to taxi drivers to the servers in our restaurants to local artists, everyone plays a vital role in sharing the Håfa Adai Spirit.

It is through community involvement that visitors can experience our local language, our warm welcoming hospitality, as well as the talents of our local people. Tourism has surely proven to be a cultural conduit between the local community and our visitors! Tourism not only provides our community the opportunity to educate our visitors about our culture but to also learn about our visitor's cultures as well. Guam's visitors come from all over the world but largely from Japan, Korea, Taiwan, and China. Nearly 1.5 million people visit Guam every year and they all love to experience Guam's Håfa Adai Spirit! Stay tuned to the Håfa Adai Everyday newsletter and local media outlets for upcoming news and information on how you can continue to support Guam's number 1 industry.

#### Fiscal Year 2016 smashes all time records

Guam's Top 10 Banner Fiscal Year Visitor Arrivals



Source: Guam Customs Declaration Forms. Processed by the Guam Visitors Bureau.

### LEARN CHAMORRO



*Hafa tatatmanu hao?*  
How are you?

Download the Learn Chamorro App



OCTOBER 30, 2016  
**REGISTER NOW!**

[www.guamkokoroadrace.com](http://www.guamkokoroadrace.com)



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



Like Guam Visitors Bureau on Facebook

