



Håfa Adai Everyday



StayWell Insurance takes Håfa Adai Pledge

(Friday, March 31, 2017) – The Guam Visitors Bureau is proud to announce that it welcomed StayWell Insurance to the Håfa Adai Pledge program on the last day of Chamorro Month. StayWell took the pledge at a ceremony on March 31 at its Hagåtña office and held a special luncheon to close out its Mes Chamoru festivities. From left: **A.J. Rosario**, Web and IT coordinator at GVB; **Dafne Shimizu**, vice president of finance at StayWell; **Ana Cid**, director of tourism research at GVB; **Maria Taitano**, vice president of administration at StayWell; **Maureen Sablan**, vice president of business development at StayWell; **Nico Fujikawa**, senior tourism research analyst at GVB; and **Chris Lizama**, contracts administrator at GVB.

Tourism works!



Tourism helps keep seafaring traditions afloat

Traditional seafaring is riding a wave of revival, thanks in part to tourism. Guam's visitor industry supports efforts to preserve the practices of building and sailing traditional vessels, such as the Chamorro flying proa and galaide.

Tourism funds financed the Festival of Pacific Arts 2016, the biggest cultural event in Guam's history. FestPac honored the skills and bravery of traditional seafarers from Guam and other Pacific islands. Guam residents and visitors saw canoe building and navigating as well as heard tales about adventures in the open ocean.

The annual Guam Micronesia Island Fair (GMIF) is another event where residents and visitors can learn more about traditional seafaring. At this signature cultural event for the Guam Visitors Bureau, traditional sailing experts from different islands come together to share their practices. The 29th GMIF will take place May 3-7, 2017, at Paseo de Susana in Hagåtña.

In addition to financing events, tourism funds help groups and nonprofit organizations that practice seafaring traditions. The Tourist Attraction Fund supports Traditions Affirming Our Seafaring Ancestry (TASA) and Traditions About Seafaring Islands (TASI).



Upcoming Event:
**29TH ANNUAL
GUAM / MICRONESIA
ISLAND FAIR**
May 3-7, 2017

LIVING THE HÅFA ADAI PLEDGE

Darrell San Nicolas



Tourists leave Guam with suitcases full of souvenirs and hearts full of fond memories.

Those who revisit the island enjoy seeing again the visitor safety officers (VSOs) of the Guam Visitors Bureau, contracted with G4S security services, a global security company. Those tourists remember getting help from VSOs like Darrell San Nicolas for directions, photos, and recommendations for things to do.

Darrell says they try to help tourists have “an easier stay, a better day and good memories.” The Dededo resident has been with G4S for three years and a VSO for about two years.

“I like seeing people happy,” Darrell says. “If I can make them happy – even just a little bit – then I’ll do it. Sometimes I’ll see a tourist look sad, I’ll go up and high-five. I’ll say, ‘Where’s your smile?’ Then they’ll smile.”

Tourists appreciate Chamorro hospitality, Darrell says. “They love Guam. Some of them don’t want to leave, but I say you can always come back.”

Darrell is one of the VSOs who have multipurpose roles as concierges, security officers and tour guides. The VSOs play a key role in ensuring that Guam is a safe and family-friendly destination.

“Tourism is important to Guam,” Darrell says. “It helps Guam build income. Look at the hotels and local sightseeing places.”

By giving tourists a warm welcome, Darrell is an example of living the Håfa Adai Pledge. High five!

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