



Håfa Adai Everyday



From left: **Amit Sachdev**, founder and CEO of Stroll Guam, and **Ana Cid**, GVB director of tourism research.

Stroll Guam Inc. takes Håfa Adai Pledge

(Wednesday, May 24, 2017) - The Guam Visitors Bureau (GVB) welcomed Stroll Guam Inc. to the Håfa Adai Pledge program today. The company took the pledge at GVB's office in Tumon. Stroll Guam is a transportation network that provides ride services to residents and tourists on island. Customers use the Stroll Guam app to register, to arrange for a ride, and to pay.

Tourism works!



Visitor industry supports musical talent

Guam is turning up the volume on its music scene, and local residents and visitors are enjoying it.

To the delight of music makers and fans, the island holds events that feature different sounds. Those events range from cultural festivals to concerts.

The Guam Visitors Bureau (GVB) organized the Guam Live International Music Festival, held June 3 at Governor Joseph Flores Memorial Park in Tumon. The 4th annual event featured musical artists and groups from Guam, Canada, South Korea and the United States. It has attracted thousands of music fans from Guam and visitor markets each year.

An upcoming GVB-supported event is the 5th annual Electric Island Festival (EIF). This electronic music extravaganza is set for June 24 at the Guam International Raceway Park in Yigo. To stay tuned for details, go to www.electricislandfestival.com!

In addition to supporting on-island music festivals, tourism dollars help local groups finance their overseas performances.

The Tourist Attraction Fund provides money to the Guam Territorial Band, which recently performed at Carnegie Hall. The band won gold there during the New York Invitational Music Festival on March 24.

As tourism dollars support opportunities on and off island for local musicians, Guam's talent pool expands. More residents are discovering a musical interest, developing a talent and sharing their craft. That news is music to our ears.

LIVING THE HÅFA ADAI PLEDGE

Rowena Rafan

Many schoolchildren are learning the ABCs of tourism, thanks to teachers like Rowena Rafan.

Rowena, a teacher at F.B. Leon Guerrero in Yigo, plays a key role in the Tourism Education Council. TEC sponsors the WAVE (Welcome All Visitors Enthusiastically) Club Program, which helps students learn about the visitor industry.

As the TEC board member representing schools' WAVE Clubs, Rowena helped the council participate in the Guam Visitors Bureau's Tourism Works Poster/Video Contest in May.



With TEC Executive Director Heidi Ballendorf, Rowena worked with teachers who are WAVE Club coordinators to make the contest a success. As a liaison between those coordinators and contest organizers, Rowena facilitated participation, which resulted in more than 100 entries.

The contest is one of many WAVE Club activities that help children think about tourism. Other initiatives include field trips to hotels and tree plantings.

For Rowena, seeing the excitement on children's faces is the best part. "I like the expressions on our WAVE Club members' faces when they learn new information and how excited they get when they're participating in an event or field trip," she says.

Rowena sees benefits in helping Guam's future leaders learn how the visitor industry has affected the local economy and how it has evolved. "Our children should be exposed early, and the WAVE Club Program allows our members who are in the elementary level to gain that hands-on experience," she says.

In addition to helping students learn about tourism, Rowena models the Håfa Adai spirit. Leading by example, she greets others with "Håfa Adai" as she passes through her school's hallways or answers the phone in her classroom.

As Rowena knows, it takes more than a greeting to convey the Håfa Adai spirit. "The Håfa Adai spirit is significant to Guam because it showcases our warmth and generosity to others as they walk through the doors of businesses, schools or even our homes."

Through her efforts to educate students about the Håfa Adai spirit and tourism, Rowena has shown she is a class act.

For more information about WAVE Clubs, call Rowena Rafan at 787-8928



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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