



# Håfa Adai Everyday

## Guam Visitors Bureau is proud to present Håfa Adai Pledge Kids - Raising kids with Håfa Adai!

The Håfa Adai Pledge (HAP) program welcomed its youngest signer Cali Fejeran (age 9) along with the Hagåtña Library Toddler Program to the HAP Kids Program in September 2017. Cali and the toddler program pledged to learn, practice and use the native Chamoru language and inspire other children and their families to practice Chamoru. To continue this exemplary movement, we'd like to invite kids of all ages to take the pledge and share the Håfa Adai spirit. Let's encourage our youth to live with the Håfa Adai spirit in their everyday lives!

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Cali Fejeran, left, became the youngest Håfa Adai Pledge member on Sept. 20, 2017.

## LIVING THE HÅFA ADAI PLEDGE: Austin "AUSTIMON" Domingo

Austin "AUSTIMON" Domingo is a Guam native who creates works of art that are inspired by nature and highlights local culture through various symbols. He is commonly known for his "mandala" art style-giant circles with geometric patterns. He often uses local symbols to share Guam's unique features and hope that it sparks interest with both locals and visitors.

Austin's passion for the arts started at a very young age. At age four, he began to draw and color. In 2012, he graduated with a Fine Arts Degree from the University of Guam and has worked in retail, advertising and marketing. During those times, he experienced struggles in finding his path as an artist, but he was able to take what he learned from these experiences and apply them into his art. He networked as an artist and took every opportunity to showcase it through live art shows at local events such as the Guam Micronesia Island Fair; painting bus stops with "I Love Guam", and participating in the Guam Art Exhibit. It was at the 2015 GAX show that Austin became an official member of the Håfa Adai Pledge Program and committed to incorporate local symbols to represent Guam's culture in his art. Through his art, Austin is proud to be able to share what he loves most about Guam and hopes that his viewers can learn about Guam's unique offerings.

Austin's artwork can also be seen around the island - the Piti mural; at the Guam Power Authority and Guam Waterworks Authority building; Hagåtña Children's Library; Matson's new corporate office; and at the Guam Seawalker Tours' Office. Austin notes that his most memorable experiences as an artist are painting large murals such as the Piti Retaining wall, which features his mandala style of a carabao with nature elements and the GTA PowWow Guam wall.

"I love that moment where I am high up on the scaffolding looking at the mural. Right before I complete the mural, I take a moment to look around, enjoy the view of my surroundings and feel thankful," shared Austin.

Austin hopes to continue his projects, learn more of his craft, and start sharing his experiences with others. He added, "I'm looking forward to doing more talks for the youth for their career days, maybe painting more for the community. I hope to add to the already-growing appreciation for the arts here on island by painting more for others to help them develop their art/voice in sharing their own passions." Austin's biggest advice for Living in the Håfa Adai Pledge is to "do what you love". He said, "I believe that when you put your heart into something, and it doesn't affect anyone negatively, then good shall follow."



## Tourism works!

### Guam MegaFam Tour - Celebrating 50 years of friendship



Due to recent economic and market conditions, Guam Visitors Bureau and its industry partners developed a recovery plan to put together a familiarization tour called the "Guam MegaFam Tour." Familiarization tours are often used as a strategy to create greater awareness of a destination by providing firsthand experiences.

The main objective of the Guam MegaFam Tour is to offer participants of travel agents, tour operators, and media from Japan a personal Guam experience. This experience will include face to face interactions with Guam vendors, through a tradeshow expo and tours. The overall theme for this event is the celebration of friendship between Japan and Guam with 50 years of direct service. This event will welcome about 300 participants, making this Guam's largest familiarization trip ever from Japan to Guam.

Japan has been the largest market to enter Guam, with the first flight from Tokyo to Guam in 1967 that brought 109 travel agents and media to the island.

Today, Japan continues to be Guam largest visiting marketing which is a primary contributor to Guam's tourism industry and economy. With events such as the Guam MegaFam Tour, Guam will be highlighted as a safe tourist destination and will celebrate Guam and Japan's ongoing relationship.

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