



Pilar Laguaña
President and CEO

As a seasoned tourism-marketing executive, Pilar Laguaña became President and CEO of the Guam Visitors Bureau (GVB) in February 2019.

She began her career at GVB in 1977 and advanced through many roles at the Bureau, including serving as GVB's Deputy General Manager in 1982. She successfully oversaw the GVB Marketing Department as the Director of Global Marketing since 1987, drawing from over four decades of leadership and managerial experience in international tourism. Her passion is promoting and branding Guam as a premier travel destination.

Laguaña drove the opening of the Korea market in the early 1980's and grew international markets including Japan, Taiwan, North America, Canada, Hong Kong, Philippines, Micronesia, Russia, Australia, Europe, China, Southeast Asia, and Malaysia. She has also led efforts for niche and lucrative market segments, such as scuba diving, LGBTQ travel, adventure travel, shopping tourism, religious travel, and Meetings, Incentives, Conferences & Exhibitions (MICE).

Her background also includes more than 30 years of Micronesia regional tourism marketing, business development, government relations, international advertising and public relations, and global brand development & management. Laguaña provides additional leadership support to national and state tourism offices in the island nations of Micronesia.

She is an active member of Pacific Asia Travel Association (PATA), a global organization that awarded her the prestigious PATA Award of Merit in 2009. Laguaña also holds the longest tenure in the PATA Micronesia Chapter, serving as its immediate past chairwoman. She also served on the PATA Executive Board in 2017-2018.

Most recently, she was awarded the 2017 Lifetime Achievement in Travel and Tourism Award by USA's Women in Travel and Tourism International (WITTI) in Washington D.C. Laguaña developed, managed, and supervised award winning global campaigns such as the Shop Guam e-Festival, which has attracted two million visitors to Guam since 2012 and has generated over \$80 million in media value.

She attended George Washington High School on Guam and graduated from Governor Wallace Rider Farrington High School in Hawaii. Laguaña received her college education at the International Business College and Canon's Business College in Hawaii. She also pursued her professional Japanese language and cultural training from the Tokyo School of Japanese Language - Institute for Research in Linguistic Culture in Japan.

She spent her childhood in the villages of Sinajana and Ordot, and now resides in the village of Tamuning. In her spare time, she enjoys socializing, gardening and spending time with her family.