



GUAM VISITORS BUREAU (GVB) RESOLUTION NO: 2020-003

RELATIVE TO HONORING MS. PILAR LAGUAÑA FOR HER CONTRIBUTIONS TO THE GUAM VISITORS BUREAU, GUAM TOURISM INDUSTRY, THE PEOPLE OF GUAM, AND CONGRATULATING HER ON HER RETIREMENT.

BE IT RESOLVED BY THE SETBISION BISITAN GUÅHAN:

WHEREAS, Ms. Pilar Laguaña began her career at the Guam Visitors Bureau in 1977 as a participant in the newly formed tourism management internship program;

WHEREAS, in 1982, Ms. Pilar Laguaña served as the Deputy General Manager of the Guam Visitors Bureau;

WHEREAS, she successfully oversaw the Guam Visitors Bureau's marketing department as the Director of Global Marketing since 1987 and led the opening and developing of several international markets to include Australia, China, Europe, Hong Kong, Micronesia, North America, Philippines, Russia, South Korea, and Taiwan;

WHEREAS, Ms. Pilar Laguaña received personal accolades such as a three-time recipient of the Outstanding Young Woman of America award, Institute of Japanese Studies Awardee, recognition in a Guam Legislative Resolution for her involvement in the Jack de Mello Music & Legends of Guam, and received the Governor of Guam's Honorary Ambassador-at-Large;

WHEREAS, Pilar Laguaña dedicates her civic time to the Guam Sunshine Lions Club (District #204) as a Board member and Chairwoman of their International Relations Committee since 2016, whose mission is to help Guam's sick and elderly;

WHEREAS, Ms. Pilar Laguaña has served as an active member in the Pacific Asia Travel Association (PATA) since 1979 and served Guam's tourism industry as a whole in various capacities to include membership of the PATA Task Forces for Guam's Tourism Vision 2005, the Micronesia Cruise Development in 2016, and PATA Executive Board Member from May 2016 - May 2018;

WHEREAS, Ms. Pilar Laguaña was very instrumental in the establishment of the Pacific Asia Travel Association Micronesia Chapter in 1987 and served as an active member of the chapter from 1991-1995 then continued on as the Chapter's Chairwoman from 1995 - 1997;

WHEREAS, Ms. Pilar Laguaña served as a member in the Pacific Asia Travel Association Micronesia Chapter Marketing Committee beginning in 1991 and as Chairwoman from 1995-1996, 1998, 2005-2006, and 2008;

WHEREAS, in 2010, Ms. Pilar Laguaña was appointed as the Chairwoman of the United States National Tour Association (NTA) International China Advisory Task Force to organize



and provide leadership to the travel trade in the establishment of the China Market for tourism to the United States;

WHEREAS, in 2012, Ms. Pilar Laguaña developed the award-winning Shop Guam e-Festival showcasing Guam as a shopping paradise with modern, fashionable, diverse, customer centric destination;

WHEREAS, in 2016, Ms. Pilar Laguaña on behalf of the Guam Visitors Bureau received the prestigious President's E-Award for Export Service, the highest recognition any United States entity can receive for making a significant contribution to the expansion of U.S. exports;

WHEREAS, also in 2016 the Guam Visitors Bureau submitted a winning bid to host the PATA Annual Summit on Guam with successful execution under Ms. Pilar Laguaña's leadership role as a member of the GVB Summit Planning Executive Team;

WHEREAS, in 2017, Ms. Pilar Laguaña with the Guam Visitors Bureau, coordinated an historic event commemorating the 100th Anniversary of the SMS Cormoran II, a famed WWI German shipwreck laying on the seafloor in Guam's harbor by which Ms. Laguaña participated in a ceremonial deep-sea wreath laying dive;

WHEREAS, in 2018, under Ms. Pilar Laguaña's leadership, the Guam Visitors Bureau receive the PATA Gold Award for the Shop Guam e-Festival Mobile Campaign in the Marketing Media - Mobile Travel Application MA category;

WHEREAS, during Ms. Pilar Laguaña's time as Director of Global Marketing, the Bureau was the recipient of several international awards to include but is not limited to;

- 2018 CTrip Top 20 Global Female Safety Travel Destination Award
- 2018 Korea Modetour Travel Mart Appreciation Award
- 2018 Korea World Travel Fair Best Booth Design Award
- 2018 Pacific Asia Travel Association Gold Awards for #instaguam Campaign
- 2018 Philippines Travel Agencies Association - Travel and Tours General Assembly Loyalty Award
- 2018 Korean Air Dragon Boat Competition 1st Place Award and Cup of Korean Air - Russia
- 2018 22nd Pacific International Tourism Expo (PITE) Best Booth Award
- 2017-2018 Sanya Global Wedding & Honeymoon Island Forum Best Wedding
- 2018 Travel Tour Expo Best Performance
- 2018 Taipei International Travel Fair Best ITF Theme Award
- 2017 Hong Kong 31st International Travel Fair New Travel Routes Contest Most Romantic Holiday Award
- 2017 China Traveler's Top Spot (Top 10 Honeymoon Destination Award/Top 10 Island Tour Destination Award)
- 2017 China Best Overseas Self - Driving Tour Destination Award
- 2017 Korea Modetour Travel Mart Appreciation Award



2017-2018 25th Philippines Travel Agencies Association Travel Tour Expo - Best Performance Award
2017 XXI Pacific International Tourism Expo (PITE) 2nd Place Best Booth Award
2017 Taipei International Travel Fair (ITF) Best ITF Theme Award
2017 Pacific Asia Travel Association Micronesia Chapter Award of Excellence
2017 Pacific Asia Travel Association Golds Award for the 2016 Shop Guam e-Festival
2016 Korea World Travel Fair Best Tourism Publicity
2016 Korea World Travel Fair Best Folklore Performance
2016 Busan International Travel Fair Best Booth Design
2016 Busan International Travel Fair Best Folklore Performance
2016 Taiwan International Travel Fair Best Booth Design
2016 CTrip Best Island Destination
2016 China Outbound Tourism Research Institute Chinese Tourism Welcome Award - Overall Performance in Bronze Category
2016 Philippines Travel Agencies Association - Best Decorated Booth in the International Category
2016 Governor's Employee Recognition Program Certification of Appreciation
2015 Integrated Communication Division in the 57th Japan Magazine Advertising Award
2015 Korea World Travel Fair Best Booth Operation Award
2015 Korea World Travel Fair Best Folklore Performance Award
2015 Busan International Travel Fair Best Booth Design
2015 Busan International Travel Fair Best Folklore Performance
2015 China Travel Meetings Industry Awards Best Island Tour Destination of the Year
2015 Travel Weekly Award for Best Family Destination
2015 Taipei International Travel Fair Best Booth Performance Award
2015 International Travel Expo Most Romantic Journey Award - Hong Kong
2015 Philippines Travel Agencies Association Best Overall Performance Award
2015 MagPro Award - Project/Program of the Year - Shop Guam Festival
2015 MagPro Award - National Recognition - Guam Visitor Bureau
2014 Best National Tourism Office of the Year
2014 Korea World Travel Fair Best Booth Design
2014 Korea World Travel Fair Best Folklore Performance Award
2014 Busan International Travel Fair Best Folklore Performance Award
2014 Busan International Travel Fair Best Tourism Publicity Award
2014 Top 10 Best Island Tourist Destination - China
2014 Taipei International Travel Fair Best Booth Performance Award - Taiwan
2014 International Travel Expo Most Romantic Journey Award - Hong Kong
2014 Philippines Travel Agencies Association Best Overall Performance Award
2014 Philippines Travel Agencies Association 1st Runner Up Most Popular International Booth Medium Size Award
2014 MagPro Award - Unit of the Year
2013 Pacific Asia Travel Association Gold Award Shop Guam Festival Brochure Marketing Media - Consumer Travel Brochure
2013 Korean World Travel Fair Best Booth Operation Award
2013 Guam Manila Jr. Golf Goodwill Games Certification of Appreciation
2013 Governor's Award of Excellence Department of the Year



2013 JATA Tourism Awards Best Tourist Office Awards
2012 Quezon City Travel Agencies Association, Inc - The Best Tourism Marketing Award
2012 Korean World Travel Fair Best Tourism Publicity Award
2012 Taipei International Travel Fair Best Booth Performance Award
2010 Busan International Travel Fair Best Tourism Marketing Award
2010 Korea World Travel Fair Best Booth Operation Award
2009 Korean World Travel Fair Best Folklore Performance
2008 Creativity Annual Award CE Gold Award - Korea
2008 Korea World Travel Fair - Best Folklore and Best Publicity Awards
2008 Philippines Travel Agencies Association Travel Tour Expo - Most Popular Booth
2001 Pacific Asia Travel Association Gold Award National Marketing Programme
2001 Pacific Asia Travel Association Gold Award Travel Advertisement - Print Media

WHEREAS, the Bureau continued to be recognized during Ms. Pilar Laguaña's time as President and CEO and received several awards from our source markets to include:

2019 Philippines Travel Agencies Association Best Cultural Performance
2019 Korea Best Mobile Brand Award for Shop Guam
2019 Seoul International Tourism Industry Fair - Best Cultural Performance Group
2019 Taipei International Travel Fair Best Performance Award
2019 26th Travel Tour Expo Best Performance Award
2019 Korea Air Dragon Boat Cup in Russia

WHEREAS, Ms. Pilar Laguaña was instrumental in the implementation of the Tourism 2005, 5-Year Strategic Plans and Tumon Redevelopment plans, the Tourism 2020 plans and has been actively coordinating the Tourism 2025 plans for the Guam Visitors Bureau;

WHEREAS, in 2019, Ms. Pilar Laguaña led the Bureau in Guam's first digital media conference, the 2019 Travel Talks Digital Global Summit that brought in notable international participants from all of GVB's source markets including attendance by the islands of Micronesia and the Bureau's membership;

WHEREAS, in 1994, the island of Guam welcomed over 1 million visitors and in 2019 achieved the highest visitor arrivals on record of 1,631,049 while Ms. Pilar Laguaña served as President and CEO of the Guam Visitors Bureau;

NOW THEREFORE BE IT

RESOLVED, that the Guam Visitors Bureau commends Ms. Pilar Laguaña for her valuable contributions to Guam's visitor industry and recognizes Ms. Laguaña for her commitment to develop and showcase our island to help make Guam a better place to live, work and visit; be it further



RESOLVED, that the Board of Directors hereby expresses its most sincere Dångkolu na Si Yu'os Ma'åse' to Ms. Pilar Lagaña for her service to the Board of Directors, the Guam Visitors Bureau, the island of Guam, and her people; be it further

RESOLVED, that the Board of Directors wishes Ms. Pilar Lagaña continued success in all her endeavors and expresses our hope for her continued health, happiness, and prosperity; be it further

RESOLVED, that the Chairman of the Board certify to and the Secretary attest the adoption hereof and that copies of the same be thereafter transmitted to Ms. Pilar Lagaña, the Speaker of the I Mina 'Trentai Singko na Liheslaturan Guåhan, and the Governor and Lieutenant Governor of Guam for promulgation.

DULY ADOPTED ON THE _____ DAY OF MAY TWO-THOUSAND AND TWENTY.

P. SONNY ADA
Chairman

IN WITNESS WHEREOF, I have hereto subscribed my name and affixed the seal of the said corporation this 28 day of May, Two-Thousand, and Twenty.

THERESA C. ARRIOLA
Secretary