

PATA MICRONESIA



www.patamicronesia.org



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MESSAGE FROM THE CHAIRWOMAN



**Alii! Hafa Adai! Tirow! Ran Annim!
lakwe! Len Wo! Kaselehlia! and
Mogethin!**

On behalf of the Pacific Asia Travel Association (PATA) Micronesia Chapter, I would like to thank the Ministry of Natural Resources & Commerce, the Office of Commerce, Investment, and Tourism and other partners for hosting our 1st Tri-Annual Chapter meeting that was held on April 2-4, 2019 in the Republic of the Marshall Islands.

In May of this year shortly after our 1st Tri-Annual Meeting, we lost one of our active PATA Micronesia Chapter's member, Speaker Fernando Scaliem from Pohnpei who had a strong passion in the development of our regional tourism industry through the promotion of the Micronesian islands, our culture and histories and as well as providing education and training opportunities throughout Micronesia. As the Chairwoman of the PATA Micronesia Chapter, during that short trip in the Marshall Islands and our last Chapter meeting in Guam in December of last year, I've only known him in such a short time but he gave us all the greatest source of inspiration and courage. He will truly be missed and forever remembered as he was an inspiration to all, a humble man with a big heart.

We welcome membership of agencies, businesses, and individuals who are interested in working with other chapter members in their common passion of sharing the beauty of Micronesia not only within Micronesia but also with the world. Looking forward to our next chapter meeting in Kosrae.

PATA-ly yours,

Stephanie Nakamura - PATA Micronesia Chapter Chairwoman



Pata Micronesia Chapter Regional Events

www.micronesiatour.com

Public Programs at War in the Pacific National History Park

Yap | March 1, 2019
Contact: micronesiatour.com

WAR EXPEDITION PALAU

Palau | June 4, 2019
Contact: micronesiatour.com

FISHERMAN'S DAY

Marshall Is. | June 6, 2019
Contact: micronesiatour.com

2019 PALAU OPEN WATER WEEKEND

Palau | June 7, 2019
Contact:
www.pristineparadisepalau.com

BOONIE STOMP

Contact: micronesiatour.com
Guam | various dates year-round

GUAM PRIDE 2019

Guam | June 7, 2019
Contact: micronesiatour.com

ELECTRIC ISLAND FESTIVAL GUAM

Guam | June 22, 2019
Contact: micronesiatour.com

TRAC SUMMER SPORTS FEST

The Marianas | June 22, 2019
Contact: swimbikerun.saipan@gmail.com

SAM'S TOURS AND PALAU ROYAL

Guam | July 7, 2019
Contact: micronesiatour.com

GUAM BBQ BLOCK PARTY

Guam | July 7, 2019
Contact: micronesiatour.com

TINIAN CLIFF FISHING DERBY

The Marianas | June 13, 2019
Contact: micronesiatour.com

75TH GUAM LIBERATION

Guam | July 21, 2019
Contact: liberationguam.com

MOBIL ALL MICRONESIA FISHING TOURNAMENT

Marshall Is. | Sept. 6, 2019
Contact: micronesiatour.com

MANIT (CUSTOM) DAY

Marshall Is. | Sept. 27, 2019
Contact: liberationguam.com

TRENCH CHALLENGE

Guam | Sept. 28, 2019
Contact: micronesiatour.com

The 2nd Tri-annual Meeting of the Pacific Asia Travel Association (PATA) Micronesia Chapter will be held on Aug. 6-8, 2019, in Kosrae.

PATA Micronesia welcomes the membership of agencies, businesses, and individuals who are interested in working with other chapter members in their common passion of sharing the beauty of Micronesia with the world.

Membership, Education; Cultural, Heritage & Environment; and Marketing Committee meetings will be held during the meeting, as well as the PATA Micronesia general membership meeting.



PATA is a membership association acting as a catalyst for the responsible development of the Asia Pacific travel and tourism industry. Membership may be renewed or applied for online at www.patamicronesia.com. A special PATA travel rate to Majuro will be extended to chapter members in good standing.

For more information on PATA, contact Chairwoman Stephanie Nakamura at sn@pristineparadisepalau.com or visit www.patamicronesia.org.

High Praise for Marshall Islands Resort

REGIONAL NEWS



Their outstanding service and around-the-clock-hospitality skills during the recent visit by Taiwan President Tsai Ing-Wen brought the Marshall Islands Resort team the highest of honor from the Office of the President.

A March 28 letter from President Hilda Heine was a clear “pat on the back” to the management and 128 employees of the resort. President Heine has been vocal about the need to improve customer service and MIR executed just that, especially during the farewell state dinner in honor of President Tsai.

MIR General Manager Hirobo Obeketang considers the presidential praise a huge motivation and said the resort needs to do more. Hirobo gave credit to previous administrators of Outrigger and Pacific International Inc. and the late long-time MIR General Manager Bill Weza for contributing to the success. The MIR team is 100 percent Marshallese. The PATA Micronesia Chapter also provided good ratings to MIR following their weeklong forum last week, considered the biggest in PATA turnout history.

1st Miss Marshall Islands National Pageant Set



The Office of the President, Ministry of NRC, OCIT, KIO, & Mejerik proudly present...



RMI's 1st National Pageant | July 8-13, 2019

AN EVENT TO RECOGNIZE & PROMOTE THE ATTRIBUTES, INTELLIGENCE & TALENTS OF YOUNG MARSHALLESE WOMEN



The Miss Marshall Islands Pageant was initiated primarily by the Office of Commerce, Investment, and Tourism with its core goal to put Marshall Islands destination on the map.

The event is a way or a mechanism to expose the Marshall Islands and its people throughout the Pacific Region and other parts of the world through social media, press releases, etc. This event is also an opportunity to bring out the best in twenty-four of the RMI's own young women who represent its beautiful twenty-four atolls that are marketable for tourism activities. The Major sponsors such as Nauru Airlines, Marshall Islands Marine Resources Authority, along with the Government of the Marshall Islands and many others sponsors are excited about this first time Pageant.

PATA Mic 1st Tri-annual Meeting held in RMI on Apr. 2-4, 2019

REGIONAL NEWS



The 1st Tri-annual Meeting of the Pacific Asia Travel Association (PATA) Micronesia Chapter was held on Apr. 2-4, 2019, in the Republic of the Marshall Islands, marking the beginning of the chapter's 33rd year. Dozens of members representing national and state tourism offices of Micronesia, representatives of travel trade and other businesses, elected officials, and private individuals attended the meeting, held in Majuro atoll and Eneko Island.

Committee meetings were held at Marshall Islands Resort in Majuro atoll on the first day of meeting. Education Committee Chairwoman Denise Mendiola reported on training conducted throughout the region in 2018, including Hospitality Industry Customer Service and CPR, First Aid and AED training. The chapter is accepting training requests for 2019, which will be held in partnership with the Small Business Development Center, United Airlines, and respective island territory tourism offices and other partners. Marketing Committee Chairwoman Laurie DeBrum reported on upcoming events where the islands will be collectively marketed as a Micronesian region, including PATA Travel Mart, Asia Dive Expo 2019, Divers Equipment Marketing Association (DEMA) 2019, Scuba Show 2019, and others. Cultural, Heritage & Environment Chairwoman Rita Nauta emphasized the shared heritage of celestial navigation throughout the region. Membership Committee Chairwoman Lou Aguon-Schulte highlighted the convenience of the new online membership application and payment.

The PATA Micronesia general membership meeting was held on Apr. 3 on the neighboring island of Eneko, where bungalows, a cookhouse, and white sand beaches welcome visitors. Each of the national and state tourism officers reported on the status of visitor arrivals, upcoming events for tourists, upcoming marketing event, and other news.

On the final day, participants had the option to visit Mili Atoll, where some theorize famed aviator Amelia Earhart and navigator Fred Noonan may have landed in 1937. Stephanie Nakamura, PATA Micronesia Chairwoman thanked The Ministry of Natural Resources & Commerce; the Office of Commerce, Investment, and Tourism, Bank of the Marshall Islands, Marshall Island Holdings, Inc., Marshall Islands Resort and new PATA Micronesia member Air Nauru, who hosted receptions for the attendees.

PVA Conducts Site Assessment for Alii Pass Program

REGIONAL NEWS

On May 10, 2019, the Palau Visitors Authority (PVA) team - Board of Directors member Mr. Olkeriil Kazuo, Operations and Programs Director Mr. Kadoi Ruloked, and State & Community Manager Ms. Katarina Mad along with three staff members, Ms. Corine Vickery, Ms. Ysiki Yano, and Mr. Jay Griarte, were in Angaur to begin site assessment for the Alii Pass program.

PVA's role in the program is not to drastically change what Angaur already has to offer, but to add value to where it is marketable and exciting for travelers (and residents), and most significantly, where it can improve community welfare.

Angaur Governor Mr. Kennouski Suzuky and his team showed the PVA team around the island to look for potential sites to initiate development.

The monkey sanctuary site and camping sites aim to attract tourists and slowly gain momentum for more positive initiatives.



Palau Visitors Authority Formally Starts Alii Pass program with Ngchesar State

On Apr. 26, 2019, the Palau Visitors Authority (PVA) signed a Memorandum of Understanding with Ngchesar State Government to formally start the Alii Pass Program between PVA and Ngchesar State.

Alii Pass program, formerly known as the One Stop Shop program, aims to enhance the state's attractions such as the Mesekelat Reserve and waterfalls by incorporating eco-friendly activities such as camping, hiking, and mountain biking trails, improving the trails with signage for various plants, trees, and markers within the trails.

The path to the waterfalls will be improved to allow more accessibility of the serene nature that is found in the waterfalls. With these enhancements and more, the objective is to drive tourism to Ngchesar State, to create a venue where the state government and community members directly benefit from tourism. Ngchesar State is the third state to officially sign on to the Alii Pass program, the first two states were Airai State and Ngarchelong State, respectively.



Once again, Palau topped the awards list at the Marine Diving Fair (MDF) in Tokyo, Japan. The MDF 2019 in Tokyo, Japan, was held from Apr. 5-7, 2019, and the awarding ceremony was on Apr. 5.

For eight consecutive years, Palau once again was recognized and received 1st place for Best Dive Area, followed by the Philippines and Maldives. Palau Pacific Resort was ranked 1st place for Best Hotel for Divers. For Best Liveaboards, Palau Sport won 2nd place and Ryoma Palau took 4th place. For Favorite Diving Operators, Palau took 3rd, 4th, and 5th place with DayDream, Aqua Magic Palau, and Blue Marlin. Participants of MDF were IMPAC Tour, Belau Tour, Palau Sport, DayDream, Cove Resort Palau, Palasia Hotel Palau, Dolphins Pacific, CoCo Divers, and the Palau Visitors Authority Board of Directors Ms. Yumie Morishita and Mr. Olkeriil Kazuo.

Based on PVA Japan representative Mr. Tsuyoshi Shibamura's observation during MDF 2019, Palau is becoming more popular for Japanese divers and Palau has gained a certain position and continues to maintain its standing in the Japanese Diving Market.

Yap Newest Addition to WWII Tours of Micronesia

REGIONAL NEWS



For more than 10 years, the Yap Visitors Bureau has been working closely with Patrick Ranfranz, founder of the Missing Crew Project, and villages throughout Yap to conserve important sites that are associated with World War II. Yap's mainland and its neighboring islands were a strategic location during the final year of the war where daily air battles took place between the United States and Japan. As a result, the planes that were downed and the artillery equipment, cave, and even foxholes that remained when the war ended were left to rust and be consumed by the forest and surrounding ocean.

Thanks to Ranfranz, 23 of those sites have been cleared and preserved with informative signs installed that tell visitors to the island about the men who fought during those last months between 1944 and 1945, as well as the impact of the Japanese presence that had been in Yap for more than 30 years by then.

The memorials, considered among the best in the Pacific region, have caught the attention of California-based Valor Tours that often offers group tours to WWII sites around the world. In late March, Valor Tour guide Anderson Giles arrived in Yap to begin preparing to accompany the first group that will visit Yap in 2020.

Accompanying him were active duty military men and women from the U.S. Third Fleet, I Marine Expeditionary Force and Navy Expeditionary Combat Command.

To further support Palau's recent crowning as the world's top-sustainable destination, the Palau Visitors Authority (PVA) continues to encourage sustainable tourism within state communities in Palau.

On Mar. 28, 2019, PVA invited several community members from Ngarchelong and Ngatpang State to experience the successful program of PVA's One Stop Shop/Alii Pass Program in Airai, coined as the Airai State Cultural Tour.

Other fellow Pacific Islanders from the Pacific Islands Health Officers (PHCA) Association who were in Palau for the 65th PHCA Executive Board meeting also participate in this tour and expressed admiration of the tour.

The purpose of the invitation to state members was to encourage the "no plastic" initiatives and to uncover methods to unite and involve village community members where they may benefit directly from the benefits of tourism. Sustainable tourism is crucial to advocate in Palau because of the benefits of the host peoples, communities, culture, and customs without compromising the natural environment.

The women of Ngarchelong State are eager to incorporate in authentic Palauan culinary experience to the tour in Todai and Badrulchau. Ngarchelong state will soon launch their finalized tour.

21st Annual Taste of The Marianas International Food Festival & Beer Garden Held in May

REGIONAL NEWS



The 21st Annual Taste of The Marianas International Food Festival & Beer Garden was held in May 2019 in Saipan. The festival is an annual signature event of the Marianas Visitors Authority (MVA) and is one of the largest annual celebrations in The Marianas. The festival featured international cuisine at affordable prices from 23 local hotels, restaurant, and drink vendors, along with non-stop live entertainment on the main stage and weekly competitions. Cash sales by the MVA were 8 percent higher than last year and 23 per cent higher than 2017. The first three weeks broke all records will more than \$50,000 in nightly sales.

On the final night, Chef Richard Meimban of Grandvrio Resort Saipan bested five other competitors in the Hotel Association of the Northern Mariana Islands' (HANMI) Junior Chefs Competition. This year's theme, "Chinese Style Beef," was a nod to the exponential grow in arrivals to The Marianas from China in recent years. The competition is also sponsored by Triple J Five Star Wholesale Foods, and contestants were required to use Certified Angus Beef® sirloin flap and at least three local ingredients from Garapan Public Market. Earlier competitions in the month included the Kadun Pika Cook-off, BBQ Whole Chicken Cook-off, and J's Fried Rice Eating Competition, featuring the triumphant return of professional food fighter Sachiyo Masubuchi of Japan, who won the 2018 J's Fried Rice Eating Competition. The MVA rolled out special incentives to increase sales this year. Each Saturday, the first 40 patrons to purchase \$40 or more in Taste tokens received a free caricature sketch by Ronald Valiente. Also, those who purchase at least \$20 worth of tokens on the last two Saturdays received a raffle ticket for giveaways throughout the evening. Participating vendors were Hyatt Regency Saipan, Tony Roma's/Capricciosa, Fiesta Resort & Spa, D'Elegance Cafe, Kanoa Resort, Terry's Snack Bar, Furusato Restaurant, Bubba Gump Shrimp Co., Mystique BBQ, Sierra's Pearl Shake, Kinpachi Restaurant, Herman's Modern Bakery, Ina's Kitchen, Matty's BBQ, Tropical Chill, The Hut, Pacific Islands Club Saipan, Kensington Hotel Saipan, Java Joe's, and Thai House. Drinks are offered by Saipan Brewing Co., MARPAC, and Pacific Trading Co.



Art Mergist, a former Peace Corps Volunteer and teacher in Yap during the 1970's, has donated his collection of historical artifacts including yearbooks from the school where he taught, paintings and a string of traditional shell money to the Yap Living History Museum in Colonia.

Don Evans, General Manager of Yap Visitors Bureau, said the bureau is very excited about the construction of the new climate-controlled building to house this collection. YVB is currently coordinating with YSPSC for the relocation of a water pipe that must be done before construction can begin. When completed, Mr. Mergist's collection will be displayed along with historical photos and other educational materials.

YVB is looking forward to having not just visitors to Yap and residents but also local school children visit the new addition to the museum to learn about Yap's culture and heritage.

Until then, the collection has been loaned to the FSM Consul General's Office on Guam where it will be on display until the completion of the new building later this year. Visitors are welcome to stop by the FSM Consulate office at 1755 16, Tamuning, Monday to Friday, 8:00am to 5:00pm to view the artifacts.



Ruud Van Baal, General Manager of Manta Ray Bay Resort and Yap Divers, attended the Diving & Resort Travel Expo in Hong Kong recently where he joined the Yap Visitors Bureau's booth with Jan Mok, public relations representative in Asia for the Yap Visitors Bureau. The DRT show brings together the largest gathering of diving enthusiasts, marine conservationists and those who simply have a passion for the underwater

world. Van Baal says Yap has seen an increase in inquiries and bookings from that market since Yap first began participating in the show in 2017.

With attendance estimated at 50,000 visitors, Mok added that they talked to many visitors, dive operators and the media. Follow-up after the show included sending digital booklets about Yap's many options for adventure travelers who requested more information.

PATA MICRONESIA NTOS/STOS DIRECTORS

NEED NAMES/TITLES/EMAILS:

Director Douglas Marar, Chuuk State Visitors Bureau

President & CEO Pilar Laguana, Guam Visitors Bureau

Asst. Secretary Elina Akinaga, Tourism Division, FSM Nat'l Dept. of Resource & Development
Kosrae Visitors Bureau (vacant)

Managing Director Priscilla M. Iakopo, Marianas Visitors Authority

Managing Director Stephanie Nakamura, Palau Visitors Authority

Director Nicholson Solomon, Pohnpei State Tourism, Pohnpei Dept. of Resource & Development

Manager Brenda Alik, Tourism Unit, Office of Commerce, Investment & Tourism, RMI

Director Don Evans, Yap State Visitors Bureau



Yap Day, a popular holiday for the State of Yap as well as for visitors to island, was celebrated again this year on March 1. The program began at 11am with opening remarks from the Council of Pilung and Yap State Police Department's presentation of colors and followed by the national anthem sung by the St. Mary's School, 8th grade class. Ongoing demonstrations and displays during the day-long event included lei making, cooking, traditional skills and roles, marine and agriculture initiatives, booths offering food and handicrafts, and more. The Living History Museum was this year's location. School activities, contests and dances from different villages were also presented at the event. The Yap Day celebration ended with a women's sitting dance at 7pm.

CY 2019 OVERSEAS PROGRAMS & PROMOTIONS

- March 10-12, 2019 Routes Asia 2018 Cebu, Philippines
- March 15-17, 2019 MATTA Fair 2019 Kuala Lumpur, Malaysia
- April 2-4, 2019 PATA Micronesia Chapter 1st Tri-Annual Meeting Majuro, RMI
- April 5-7, 2019 Marine Diving Expo Tokyo, Japan
- April 11-14, 2019 (ADEX) Asia Dive Expo 2019 Suntec, Singapore
- April 24-27, 2019 IGLTA 36th Annual Global Convention New York, USA
- May 4-5, 2019 Scuba Show Long Beach, California
- May 9-12, 2019 PATA Annual Summit 2019 Cebu, Philippines
- May 17-20, 2019 Taipei Tourism Expo (TTE) 2019 Taipei, Taiwan
- May 18-19, 2019 Blue Ocean Fes Kansai 2019 Kansai, Japan
- May 1-2, 2019 16th Annual Military Travel Fair Guam, USA
- May 15, 2019 #InstaGuam Travel Talks Global Digital Summit Guam, USA
- May 29 - June 2, 2019 Guam Micronesia Island Fair (GMIF) Guam, USA
- June 2019 (TBD) PATA Micronesia Chapter 2nd Tri-Annual Meeting TBC
- June 1-5, 2019 International Pow Wow (IPW) 2019 Anaheim, CA
- June 6-9, 2019 Korea World Travel Fair (KOTFA) 2019 Seoul, Korea
- June 7-9, 2019 HANA Tour International Show (HITS) Seoul, Korea
- June 13-16, 2019 "(ITE & MICE) International Travel Expo & MICE Travel Expo Hong Kong" Hong Kong
- July 21, 2019 75th Liberation Day Parade Guam, USA
- September 18-20, 2019 PATA Executive Board Meeting/PATA Travel Mart Kazakhstan
- September 21-22, 2019 "Pacific Islands Festival of the Arts/West Coast Roadshow (PIFA)" San Diego, California
- September 21-24, 2019 World Routes 2019 Adelaide, Australia
- October 2019 (TBD) MODE Tour Travel Mart Seoul, Korea
- October 16-18, 2019 ITB Asia Singapore
- October 24-27, 2019 JATA Tourism Expo Japan Tokyo, Japan
- November 8-11, 2019 Taipei International Travel Fair (ITF) 2019 Taipei, Taiwan
- November 13-16, 2019 "(DEMA) Diving Equipment & Marketing Association 2019" Orlando, FL
- December 2019 (TBD) PATA Micronesia Chapter 3rd Tri-Annual Meeting TBC

VISITOR ARRIVALS - CY 2019 YTD

	Year to date								TOTAL 2019	TOTAL 2018	% Change
	Japan	Korea	China/HK	Taiwan	Guam	USA	Others				
Chuuk	284	50	25	0	332	743	1,112	2,546	2,470	3%	
Guam	278,995	295,212	5,929	11,681	0	38,790	36,122	666,729	630,096	6%	
The Marianas	6,669	78,140	90,047	424	5,755	4,238	2,874	188,147	257,299	-27%	
Palau	9,510	5,208	14,408	5,712	0	3,553	3,752	42,143	51,900	-19%	
Pohnpei	403	62	222	0	0	993	2,278	3,958	4,192	-6%	
RMI	232	22	64	331	227	1,038	1,282	3,196	2,724	17%	
Kosrae	60	0	26	0	48	190	117	441	458	-4%	
Yap								7,106			

PATA INTERNATIONAL EVENTS

www.pata.org

PATA Travel Mart 2019

PATA Travel Mart is Asia Pacific's international travel trade exhibition featuring unparalleled networking and contracting opportunities to help travel and tourism organisations access decision makers, meet new clients, expand their networks, establish new relationships and consolidate existing business partnerships.



The banner features a cityscape at sunset with the Ak-Saiyhan Tower. On the left, the Kazakh Tourism logo and 'kazakhstan tourism' text are displayed. The main text reads 'PATA TRAVEL MART 2019' in large white letters on a dark blue background. Below this, the dates 'SEP 18-20' and the location 'KORME EXHIBITION CENTER NUR-SULTAN (ASTANA), KAZAKHSTAN' are listed. On the right, the PATA logo is in the top corner, and the Air Astana logo with the text 'OFFICIAL AIR CARRIER' is in the bottom right corner.

PATA Executive Board & Board Meeting

All PATA Board and Committee members are invited to attend the forthcoming PATA Executive Board and PATA Board Meeting, which will be held right after PATA Travel Mart 2019. The PATA Board and Committee Meetings will be held at the Hilton Astana, from Sept. 20-21. All registered PATA Board, Committee and Life members will be offered a complimentary badge to visit the entire PTM 2019.



The banner features the same cityscape at sunset. On the left, the Kazakh Tourism logo and 'kazakhstan tourism' text are displayed. The main text reads 'PATA EXECUTIVE BOARD & BOARD MEETING' in large white letters on a dark blue background. Below this, the dates 'SEP 20-21' and the location 'KORME EXHIBITION CENTER NUR-SULTAN (ASTANA), KAZAKHSTAN' are listed. On the right, the PATA logo is in the top corner, and the Air Astana logo with the text 'OFFICIAL AIR CARRIER' is in the bottom right corner.