



MICRONESIA  
Experience the Warmth

PATA®  
Pacific Asia Travel Association  
MICRONESIA CHAPTER

# VISIT GUAM 2017 YEAR OF LOVE

PATA Micronesia Chapter Newsletter  
Volume 6, Issue 1: November 8, 2016

## Chairwoman's Message

**Håfa Adai, Tirow, Alii, Lenwo, Mogethin, Kaselehie, Ran Annim & lakwe!**



We are excited to welcome our partners back to Guam once again since the PATA Annual Summit and the 12<sup>th</sup> Festival of Pacific Arts back in May/June 2016. As a result of the success of these two very important and historical events on Guam, we are pleased to share that 2016 was a record breaking year for Guam's tourism since 1997 as we achieved 1.5 million visitors for the fiscal year. In addition, the CNMI recorded 501,179 visitors in FY 2016, a 4.5% increase from the previous year and although Palau's visitor arrivals are down 13% overall,

increases in South Korea and Taiwan help lessen the effects of the decrease in arrivals from Japan and China.

We share this great news with our Micronesia region, as this year has been a success in highlighting and continuing to bring attention to Micronesia on the issues of climate change and global warming that we continue to experience in our islands. PATA has received our message and concerns and have included it into their goals for the organization.

On behalf of our Chapter, I congratulate and thank you all for your continued partnership and cooperation in highlighting the importance of marketing our Micronesia region as one. All of our successes would not have been possible without the teamwork and dedication that all our members have so proudly displayed throughout the year.

Let's continue to create wonderful memories and opportunities for Micronesia and be thankful for this wonderful partnership. Happy Thanksgiving to you all!

Sincerely,  
Pilar Laguna



### Upcoming PATA Events

- PATA New Tourism Frontiers Forum, November 23–25, 2016, Bangladesh
- PATAcademy – HCD December 7–9, 2016 Bangkok, Thailand
- PATA Annual Summit May 18-21, 2017 Sri Lanka
- PATA Travel Mart 2017 September 13-15, 2017 Macao SAR



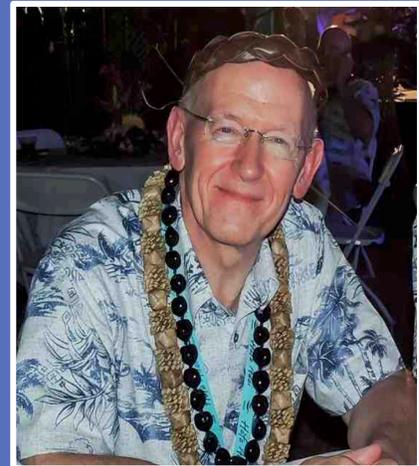
## PATA 2<sup>nd</sup> Tri-Annual Meeting – Pohnpei, FSM

The second Tri-annual Meeting of the Pacific Asia Travel Association (PATA) Micronesia Chapter was held on August 15-18, 2016, in the state of Pohnpei in the Federated States of Micronesia. The meeting in Pohnpei featured special guest speaker Andrew Jones, the new PATA Chairman.

“We are very excited to hold our second Tri-Annual meeting this year in Pohnpei with Chairman Jones, especially on the heels of the PATA Annual Summit held for the first time in Micronesia earlier this year,” said Pilar Lagunaña, PATA Micronesia Chairwoman. “We warmly welcome new members from throughout the region who want to partner together in marketing the Micronesia destination through travel and tourism in the interest of building our visitor economies.”

The presence of Chairman Jones was the opportune time to unveil the commemorative plaque made in honor of the 65th anniversary of PATA that was celebrated during the PATA Annual Summit on Guam. The unveiling ceremony took place on August 19, 2016 at the A.B Won Pat Guam International Airport Authority.

"We are happy that the Guam International Airport Authority (GIAA), a PATA member, has graciously granted us the honor of displaying this commemorative plaque to acknowledge and celebrate the 65th Anniversary of the Pacific Asia Travel Association (PATA), of which, the Government of Guam was a founding member. PATA also acknowledged the dynamic work and leadership provided by the Guam Visitors Bureau, the PATA Micronesia Chapter, the United Nations World Tourism Organization and the Guam International Airport Authority for recognizing this historic time in our travel and tourism history” stated Guam Visitors Bureau President and CEO Jon Nathan Denight



## PATA Travel Mart 2016 - Indonesia



The Guam Visitors Bureau attended the PATA Travel Mart 2016 held in Jakarta, Indonesia from September 7-9, 2016. GVB conducted over 120 B2B meetings and provided a post report to the PATA Colloquium on Guam’s successful hosting of the PATA Annual Summit May 18-21, 2016. GVB President and CEO Nathan Denight and GVB Director of Global Marketing Pilar Lagunaña attended the PATA Executive and Board meeting.



## **PATAcademy HCD – The Art of Storytelling**

Storytelling is one of the most universally human ways of communication. Stories bring life to data and facts. They're designed for sharing – easy to tell, easy to remember. Cultures have long used storytelling to pass on knowledge and content as stories are easily passed on from one person to the next.

Stories influence, inspire, and educate. If you want your ideas to be heard, it must be rooted in a story that your audience can emotionally connect with.

Join PATA at the next PATAcademy-HCD programme from December 7-9, 2016 to learn how to create inspiring stories that touch the hearts and minds of your audience. Visit [www.pata.org](http://www.pata.org) for more information.

## **PATA New Forum Frontier in Palau**

The Pacific Asia Travel Association (PATA) is pleased to announce that the PATA New Tourism Frontiers Forum 2017 (NTFF 2017) will be held in the pristine paradise of Palau.

The event, generously hosted by the Palau Visitors Authority, consists of a one-day conference, networking events and a day of on-ground activities embracing a Technical Tour and Tourism Marketing Treasure Hunt.

PATA CEO Dr. Mario Hardy stated, “On behalf of PATA, I would like to thank the Palau Visitors Authority for providing us the opportunity to showcase one of the most beautiful and pristine island paradises in the world. The event will enable us to present the natural beauty, culture and heritage of this magnificent destination whilst also providing insights into how best to market lesser-known destinations and manage the increase in international visitor arrivals.”

Nanae Singeo, Managing Director of Palau Visitors Authority, said, “We are extremely honoured that this important event is taking place next year in Palau. Palau is a small island nation of 20,000 people but known and recognised globally as a conservation leader. As the UNWTO has declared 2017 as the Year of Sustainability we could not ask for a better time to stage this event in Palau.”

Palau is an island country located in the western Pacific Ocean. Comprising 586 islands, from the big island of Babeldaob to the smallest rock, approximately seventy-five percent of Palau is covered in native forest and mangrove. The country contains diverse terrain, flora and fauna, and a rich variety of wildlife.

Palau is also home to a unique phenomenon – the Rock Islands. These are collections of largely uninhabited, mushroom-shaped islets located in a vast lagoon protected by fringe reefs from the fury of the open sea. They house one of the world's greatest concentrations of coral and marine life and, in 2012, the Rock Islands' Southern Lagoon was inscribed into the United Nations Educational, Scientific and Cultural Organization as a World Heritage Site.

For more information about the event, visit [www.PATA.org](http://www.PATA.org).



# PATA Micronesia Chapter Featured Member

It does not matter what you like doing – surfing, scuba diving, tours and island exploring or sports fishing. This is the best time in our twelve years to do it. We are now operating from a brand new waterfront location with the newest bar and restaurant in Pohnpei located only a few steps from your room.

Our boats have been upgraded not to mention a fleet of back up boats. You won't be dry docked and will always get back in time for dinner. Our marina is located a few steps from your room.

Our dive staff have been scuba diving Pohnpei for longer than anyone on the island. El Niño might have some good surprises as surfing goes, not to mention, there have been less surfers in Pohnpei than there were a few years ago. We are ok with that!

For the best deal, or for a more budget package deal, talk to us. We'll make sure to fit your travel and budget needs when it comes to enjoying your time on the island.

Our staff and service are here to make things happen and help you with a local knowledge that's hard to beat.

Enjoying Pohnpei is what we do for a living and we would be very happy to have you with us on your next trip. For any of your travel needs, please refer to our other pages on our website and please let us know how we can help you.

Thank you.

Allois

## BOOKING INFORMATION:

### U.S.A. & Hawaii

Wavehunters

Email: [wavehunters@wavehunters.com](mailto:wavehunters@wavehunters.com)

Tel: (888) 899-8823

Fax: +1 760 433-4476

## CONTACT INFORMATION:

### Pohnpei

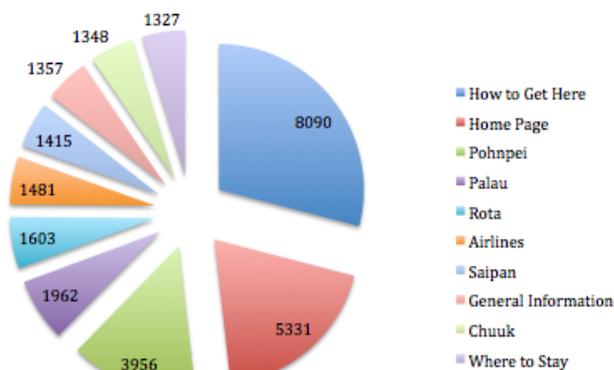
P.O. Box 1893

Pohnpei, FM 96941

Tel: +691 320-7845



## Top Visited Pages



## MicronesiaTour.com Google Analytics Report

Range: January 1 – October 26, 2016

### Top Visited Sites:

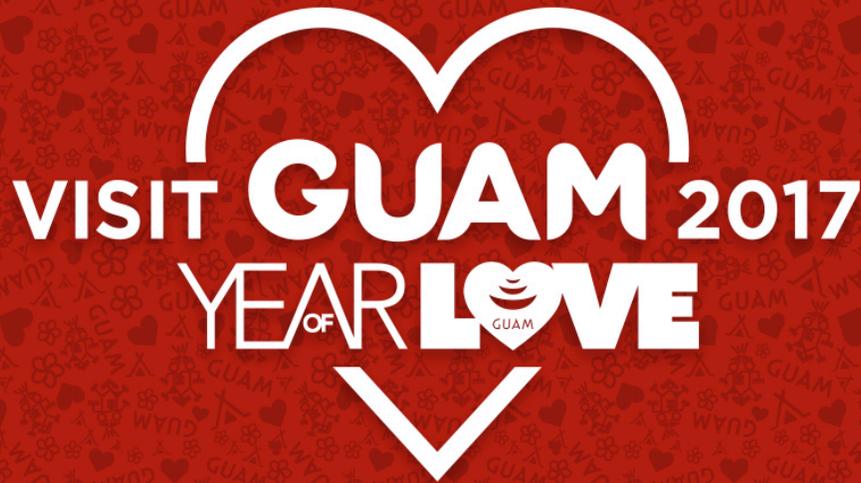
- How to Get Here
- Homepage
- Pohnpei
- Palau
- Rota

MicronesiaTour.com ranks #1 in search engines when relevant words like “travel Micronesia” are searched!



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## PATA Micronesia Chapter 3<sup>rd</sup> Tri-Annual Meeting & Chapter Elections for 2017-2018 December 1-3, 2016 - Guam USA



Paid PATA Micronesia Chapter members in good standing are eligible for the United Airlines discount rate. For more information on your chapter membership standing, please contact Ms. Judy Torres at [jtorres@mymarianas.com](mailto:jtorres@mymarianas.com). Information on United's discount rate will be posted on [MicronesiaTour.com](http://MicronesiaTour.com).

### Upcoming Events:



- ❖ Guam's Shop Guam e-Festival December 1, 2016 – February 2017.
- ❖ PATAcademy HCD – December 7-9, 2016, Bangkok, Thailand
- ❖ To register or for more 2017 upcoming PATA events, please visit the official website: <https://www.pata.org/> or contact the Guam Visitors Bureau for any inquiries.



Please visit our Facebook page and hit the "Like" button for updates on current events and happenings around the region through our social media platform: <https://www.facebook.com/micronesiatour>.