



**MICRONESIA**  
Experience the Warmth

**PATA**  
Pacific Asia Travel Association  
MICRONESIA CHAPTER



## PATA Micronesia Chapter Newsletter Volume 6, Issue 2: December 1, 2016

### MESSAGE FROM THE PATA MICRONESIA CHAPTER CHAIRWOMAN:

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

It's been a remarkable year for the PATA Micronesia Chapter! We have finally shined the spotlight back on the "P" of PATA – the Pacific! The region of Micronesia has been receiving phenomenal exposure on the global stage and organizations all over the world are taking notice.

Earlier this year and for the first time ever, PATA awarded Guam and the region to host the PATA Annual Summit. In conjunction with PATA and the United Nations World Tourism Organization, Guam also host the UNWTO's Ministerial Debate. Next year, Palau will host the New Tourism Frontiers Forum, a gathering of the top minds in destination travel for inspiring and insightful discussions on the major issues faced by some destinations. The region's vulnerability to climate change was address to world leaders through the efforts of Kathy Jetnii-Kijiner.

As we reflect on conclusion of another year, I would like to share that the successes of the Chapter and the region would not be possible without the efforts and contribution from each and every one of you. I would like to thank the Chapter Board of Directors as well as the Chapter Committee Chairpersons for their support and commitment to improving the quality of travel to Micronesia. Together, we will continue to create awareness and do more wonderful work for the region. In closing, I would like to wish you all a Merry Christmas and Happy New Year!

### **PATA Micronesia Chapter 3<sup>rd</sup> Tri-Annual Meeting – Guam**

The 3<sup>rd</sup> Tri Annual PATA Micronesia Chapter Meeting will take place on Guam, USA from December 1-3, 2016. The Chapter will hold a General Membership meeting and elections for the Chapter's Board of Directors will take place. For more information about the meeting, please contact Ms. Regina Nedlic at (671) 646-5278 or via email at [regina.nedlic@visitguam.org](mailto:regina.nedlic@visitguam.org).

### **Air Niugini to Commence Service to FSM**

Air Niugini will commence twice weekly flights between Port Moresby, Papua New Guinea on December 3, 2016.

Three special flights were operated

in September of this year to Chuuk and Pohnpei. The flight time from Port Moresby to Chuuk is 2 hours and 40 minutes.

Air Niugini will be operating two flights a week, every Wednesdays and Saturdays and will be able to carry domestic passengers between Pohnpei and Chuuk.

The establishment of Air Niugini's service is a result of an Air Services Agreement between the Governments of Papua New Guinea and the Federated States of Micronesia.

For more information, you can visit Air Niugini's official website at <http://airniugini.com.pg>.

**New Tourism Frontier Forum**  
PATA CEO, Mario Hardy reported

in the recent New Tourism Frontier Forum 2016 which took place from November 23-26, 2016 in Bangladesh.

Mr. Hardy shared that the event was a fantastic one and stating that the "Bangladesh Tourism Board, speakers, delegates and media were all very pleased to discover Bangladesh which has so much to offer in terms of tourism product."

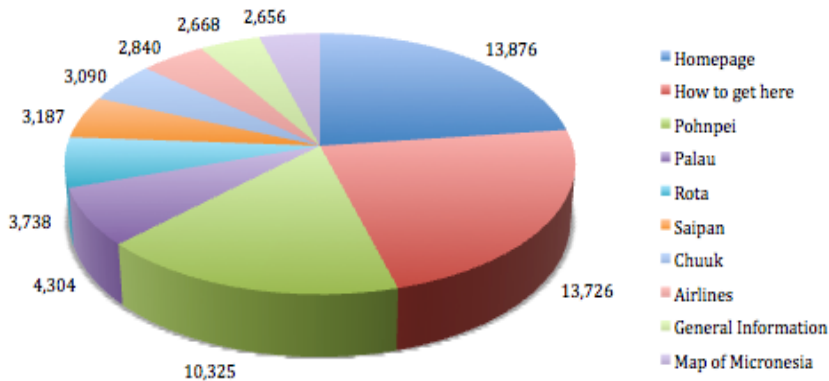
#### Events Facts:

- 268 delegates attended from 17 countries
- 70 international delegates
- 198 local delegates
- 49 registered media
- BBC Featured Interview with over 170,000 views so far
- 160,000 impression on social media

## GOOGLE ANALYTICS REPORT

MICRONESIATOUR.COM

### Page Visits (January 1 - November 14, 2016)



The chart shows the breakdown and number of visits to the various sections of the MicronesiaTour.com website from January 1 – November 4, 2016.

Within the same time frame, the website received approximately 53,000 visits.

Members are encouraged to share their latest travel and tourism related news and information to be uploaded to the website.

For assistance, please contact Ms. Regina Nedlic at [regina.nedlic@visitguam.org](mailto:regina.nedlic@visitguam.org)

## PATA NEW TOURISM FRONTIERS FORUM (NTFF)

The **PATA New Tourism Frontiers Forum (NTFF)** gathers the top minds in destination travel for inspiring and insightful discussions on some of the major issues in marketing and managing tourism growth to lesser-known destinations.

**Why NTFF?** Tourism is the most powerful tools for economic growth and social development. The most interesting and unique attractions – including indigenous culture, wildlife and natural landscapes – are nearly always located in areas where access is difficult and poverty is often the greatest. The challenge is to evolve those assets into attractive, marketable tourism products that maximise social and economic benefits while minimising any negative impacts. Aligning with the advocacy theme of tourism dispersal the Forum shines the spotlight on new and emerging destinations through its choice of venue, introducing delegates to lesser-known yet attractive corners of the world. The format is collaborative yet informative, delivered through a two-day programme consisting of a one-day conference, networking events and a day of on-ground activities known as the Technical Tour and Tourism Marketing Treasure Hunt.



## Upcoming PATA Events

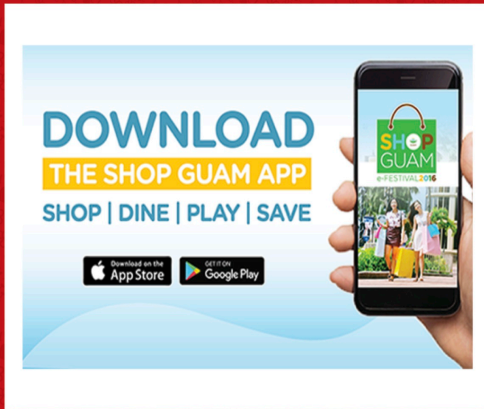
- PATAcademy – HCD  
December 7–9, 2016 Bangkok, Thailand
- PATA Adventure Tourism Conference and Mart 2017  
April 2-4, 2017  
Luoyang, China
- PATA Annual Summit May 18-21, 2017  
Sri Lanka
- PATA Travel Mart 2017  
September 13-15, 2017  
Macao SAR
- PATA New Tourism Frontier 2017  
November 15-17, 2017  
Palau







With Love FROM GUAM



## Love Shopping: The Shop Guam e-Festival is Just Two Weeks Away

Shop Guam e-Festival offers shoppers a fully digital experience, over 230 offers from 178 vendors, and a chance to win a travel package to Guam!

The fifth annual Shop Guam e-Festival is back! Guam's signature shopping event offers local and international shoppers the ultimate shopping spree with exclusive deals, special offers and fabulous prizes to be won, including Guam travel packages valued at \$1,000USD! There's no better time to treat yourself and get all of your holiday shopping done. The Shop Guam e-Festival begins December 1, 2016 and runs through February 4, 2017.

This year's Shop Guam e-Festival is fully mobile and puts over 230 offers from 178 vendors right in your hands with the official Shop Guam App. Download the Shop Guam App for Android or iPhone and browse with ease an exciting diverse array of deals on luxury and popular brands, fine and casual dining, optional tours, entertainment, beauty, spa, tourism services, and much more. As a bonus, the Shop Guam e-Festival's exclusive deals on Made in Guam products and Only on Guam activities will further enhance your experience on Guam.

READ MORE



### UPCOMING EVENTS

JAPAN AUTUMN FESTIVAL 2016 ("AKIMATSURI")  
November 19, 2016

SHOP GUAM E-FESTIVAL  
December 1, 2016 - February 4, 2017

TOUR OF GUAM  
December 11, 2016



visitguam.com



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The Shop Guam App was designed with the traveler in mind. Convenient and intuitive, the app will automatically alert shoppers of a special offer whenever the guest is within a 40-50 meter range of a participating vendor, ensuring you won't miss out on any deals. Browse the Events section of the Shop Guam app for in-store events at selected vendor locations and use the app to enter the Shop Guam e-Festival Sweepstakes for a chance to win a Guam travel package valued at \$1,000USD!

This year's festival includes exclusive offers from a wide selection of luxury brands and boutiques including Balenciaga, Chloé, Givenchy, Marc Jacobs, LeSportSac, Lacoste, Rimowa, and many others.

The Shop Guam app is absolutely free and is available in six languages: English, Japanese, Korean, Russian, Traditional Chinese and Simplified Chinese.

Download the Shop Guam App and start planning your shopping spree in paradise! From December 1, 2016 to February 4, 2017, share your Shop Guam experience with us by tagging your photos with #ShopGuameFestival.

Use these links to download the Shop Guam app:

Android:

<https://play.google.com/store/apps/details?id=com.smartguam.visitguam&hl=en>

iPhone: <https://itunes.apple.com/us/app/id1152318231>



# DEMA SHOW 2016

The region of Micronesia was in full force as participants from the islands, such as the Guam Visitors Bureau, United, Truk Stop Hotel, Truk Lagoon, Sam's Tours, Manta Ray Bay, Micronesia Divers Assoc. and Palau Pacific Resort were present in Las Vegas Nevada from November 16-19, 2016.

DEMA which stands for Diving, Equipment, & Marketing Association, is the world's only international trade-only event for the dive industry. Regional participants had the opportunity to connect face-to-face and network with more than 9,000 credentialed experts from every aspect of the diving, action watersports and travel professions. The event was also attended by travel sellers throughout the world and is the best event for showing the region's destination to travel agents that organize dive group trips throughout the world.

**(Top Photo:** Regional participants pose under the Micronesia Arch at the DEMA Show 2016. **Bottom Photo:** One of the participants of this year's event was United, shown selling packages to visitors)



Pictured above are members of the PATA New York Chapter along with GVB Director of Global Marketing and PATA Micronesia Chairwoman, Ms. Pilar Lagunaña and GVB Marketing Manager Ms. Gina Kono.

## PATA New York Chapter Seminar

During the PATA Travel Mart 2016 in Jakarta, Indonesia, GVB met with Ms. Elizabeth Chin, President of the PATA New York Chapter. Ms. Chin discussed the opportunity to host a Seminar with the PATA New York Chapter, which has over 300 travel agent members whenever GVB is in the mainland.

GVB took the opportunity after participating in DEMA to promote the Guam and the Micronesia region and build relationships in the East Coast with potential travel agents interested in the Asia-Pacific region.



# Micronesia Cruise Association

## GENERAL MEMBERSHIP MEETING

Date: **Friday, December 2, 2016**

Time: **3:30pm – 5:00pm**

Location: **Guam Museum**  
(Multi-Purpose Room)



For more information or question, please contact Mr. Ernie Galito at [erniegality@yahoo.com](mailto:erniegality@yahoo.com).

