

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!**

It is an honor to have been elected as your PATA Micronesia Chapter's Chairwoman. I would like to thank all the outgoing PATA Micronesia Chapters former Chairwoman Pilar Lagaña alongside Vice Chairman Bermance Aldis, Secretary Faustina Marugg, Treasurer Judy Torres, alternate Board Member Paula Monk and the Chapter's five executive standing committees and its members. I would also like to congratulate all the newly-elected PATA Micronesia Chapter Officers and I look forward to working with them in the coming year.

As I am embarking this journey, I only hope to continue the legacy of this union and to further strengthen our bonds as a region. I look forward to working with everyone to create innovative campaigns to showcase the diverse culture, genuine island hospitality, marine life, and the beauty Micronesia has to offer.

Looking forward to joining everyone at this year's first annual meeting in Majuro.

Sincerely,

Stephanie Nakamura - PATA Micronesia Chapter Chairwoman



Pata Micronesia Chapter Regional Events

www.micronesiatour.com

YAP Day

Yap | March 1, 2019

Contact: micronesiatour.com

BOONIE STOMP

Guam | various dates March-May 2019

Contact: micronesiatour.com

14TH ANNUAL SAIPAN MARATHON

The Marianas | March 9, 2019

Contact: Ed Diaz (670) 664-3300 | ediaz@mymarianas.com

30th TAGAMAN TRIATHLON

The Marianas | March 30, 2019

Contact: info@trenchevents.com | www.trenchevents.com

KONQER SAIPAN

The Marianas | April 27, 2019

Contact: www.konqersports.com/konquersaipan

21ST ANNUAL TASTE OF THE MARIANAS

The Marianas | May 4, 11, 18, & 25, 2019

Contact: Ray Villagomez | rvillagomez@mymarianas.com

TOUR DE TINIAN

The Marianas | May 4, 2019

Contact: Vida Borja (670) 433-9365 | vborja@mymarianas.com

The 1st Tri-annual Meeting of the Pacific Asia Travel Association (PATA) Micronesia Chapter will be held on Apr. 2-4, 2019, in the Republic of the Marshall Islands.

PATA Micronesia Chairwoman Stephanie Nakamura said the PATA Micronesia Board and membership are excited to return to the beautiful Marshall Islands for the first meeting of 2019. She added that the organization warmly 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 in Majuro on Apr. 2. The PATA Micronesia general membership meeting will be held on Apr. 3 on the neighboring island of Eneko.

Participants will also be hosted by the Ministry of Natural Resources & Commerce and the Office of Commerce, Investment, and Tourism. The final day will be open for tours.

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.





OPTION 1 : TOUR ONLY

Availability: MON - SUN
Hours: 9AM, 10AM, 2PM, & 3PM

1. Bai ra Rengarairrai (Men's Traditional Meeting House)
2. Diangel (Canoe House)
3. Chades ra Mechorei



OPTION 3 : TOUR + LUNCH + TRADITIONAL PERFORMANCE

Availability: SAT ONLY * Advanced Reservation Required
Hours: 10AM- 1PM By special request (Minimum of 20 persons)

1. Bai ra Rengarairrai (Men's Traditional Meeting House)
2. Traditional Palauan Performance
3. Diangel (Canoe House)
4. Chades ra Mechorei
5. Traditional Palauan Lunch



OPTION 2 : TOUR + LUNCH

Availability: THURS ONLY * Advanced Reservation Required
Hours: 10AM-1PM (Minimum of 10 persons)

1. Bai ra Rengarairrai (Men's Traditional Meeting House)
2. Diangel (Canoe House)
3. Chades ra Mechorei
4. Traditional Palauan Lunch



After several months of assessments, trial runs, and hard labor, the Bai ra Rengarairrai (Airai Bai) tour had its official launch on January 24th, 2019! The Palau Visitors Authority (PVA) and Airai State welcomed several important community partners and gracing the launch was the presence of the lovely First Lady of the Republic of Palau, Mrs. Debbie Remengesau.

Bai ra Rengarairrai is, in fact, the last remaining traditional style bai and remains standing after enduring intervillage wars and natural disasters and is at least over 180 years old! Chades ra Mechorei, which is the last leg of the tour, is a traditional causeway constructed by Palauans in ancient times, demonstrating the skills and intelligence Palauans possessed to create such sophisticated architecture without using any form of technology. Historically, it is a treasured landmark because it played a pivotal role as the boundary for jurisdiction under Reklal and Ibedul, the two paramount chiefs of Palau. In a sense, Airai State served as peaceful, neutral grounds.

In efforts to further progress and enhance Palau's service industries, two free trainings covering emergency response and customer service were conducted on December 27th at Palau Community College (PCC).

Mr. Darren Burrier and Mrs. Tes Reyes- Burrier, husband and wife team with over 35 years of experience traveled to Palau to provide free trainings on First Aid, Cardiopulmonary Resuscitation (CPR), Automated External Defibrillator (AED), and Customer Service. Mr. Burrier is an Assistant Fire Chief of the Guam Fire Department and Mrs. Reyes-Burrier is the Director of Food and Beverage at the Lotte Hotel Guam.

This one-day event brought forth the fundamentals of customer service, first aid, CPR, and AED, accompanied with real-life experiences. The trainings brought over 40 participants from the Bureau of Customs & Border Protection Officers, Palau Public Utilities Corporation (PPUC), Palau Visitors Authority (PVA), Environmental Quality Protection Board (EQPB), VIP Hotel, Rock Island Café, Coconut Hut, Palau Royal Resort, Palau Tourism and Hospitality School of Excellence, Airai State representative and tour guide, Ngarchelong State representative, and Ngaraard State representative.

These trainings were achievable thanks to the collaborative effort of various organizations: PATA Micronesia Chapter, Palau Community College, United Airlines, SBDC Palau, Palau Royal Resort, Guam Visitors Bureau, and Palau Visitors Authority. We express our deep appreciation to all who made this event possible most especially, Mr. Daren Burrier and Mrs. Tes Burrier for their support, time, dedication, and sharing over 35 years of knowledge, to which holds tremendous value to Palau's growth and development in the service industry. What a way to end 2018 and welcome this new year!

Former PATA Micronesia Chairwoman Named GVB President

The Guam Visitors Bureau (GVB) Board of Directors officially named Pilar Laguaña as the tourism agency's new GVB President and CEO.

GVB Chairman Milton Morinaga congratulated Laguaña and thanked outgoing GVB President and CEO Nathan Denight. As a seasoned tourism-marketing executive, Laguaña began her career at GVB in 1977. Over the years, she has advanced through many roles at the Bureau, including serving as GVB's Deputy General Manager in 1982. She has been overseeing GVB's marketing department as the Director of Global Marketing since 1987. Laguaña is an active member of Pacific Asia Travel Association (PATA), a global organization that awarded her the prestigious PATA Award of Merit in 2009. She also holds the longest tenure in the PATA Micronesia Chapter, serving as its immediate past chairwoman.

Laguaña played a key role in opening up the Korea market in the early 1980s and growing 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, religious travel, and Meetings, Incentives, Conferences & Exhibitions (MICE).

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.

Palau Crowned World's Top Sustainable Destination at Green Destinations' Awards

REGIONAL NEWS

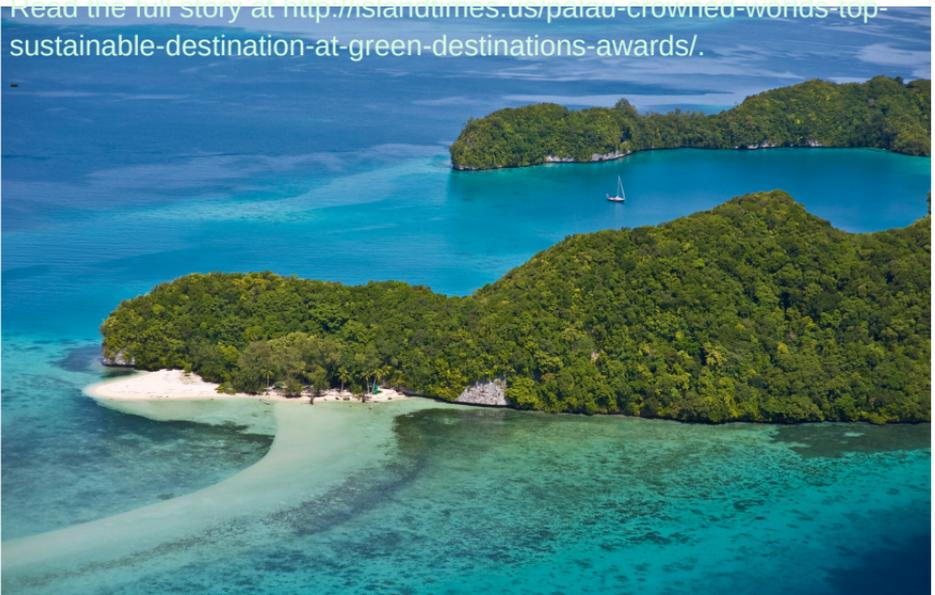
The Republic of Palau has won the prestigious ITB Earth Award at the 2019 Sustainable Top 100 Destinations Awards, organized by Green Destinations and hosted at the world's largest travel trade event, Internationale Tourismus-Börse (ITB), in Berlin. The ITB Earth Award is the world's most prestigious award for tourism destinations.

The award, accepted on behalf of Palau by Palau's First Lady Debbie Remengasau and Palau Visitors' Authority Board Member, Oikeriil Kazuo, recognizes, "a destination showing global leadership in combating climate change and environmental degradation."

The award is decided by an expert jury and places Palau at the top of the Green Destinations' Top 100 Sustainable Destination List.

-Island Times

Read the full story at <http://islandtimes.us/palau-crowned-worlds-top-sustainable-destination-at-green-destinations-awards/>.



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

	Jan-19							TOTAL
	Japan	Korea	China/HK	Taiwan	Guam	USA	Others	2019
Chuuk	64	7	5	0	209	154	282	721
Guam	57,924	69,288	1,261	2,461		7,371	6,412	144,717
The Marianas	631	14,551	19,147	124	1,074	834	517	36,878

BANGKOK, February 12, 2019— Tourism industry organisations and individuals making outstanding contributions towards the successful promotion of the travel industry throughout the Asia Pacific region are encouraged to submit entries to the 2019 Pacific Asia Travel Association (PATA) Gold Awards. The deadline for submissions is April 30, 2019. The PATA Gold Awards Dinner and Presentation will take place on September 19, as part of PATA Travel Mart 2019 from September 18-20 at the Korme Exhibition Centre in Astana, Kazakhstan.

Sponsored by the Macao Government Tourism Office (MGTO) for the 24th consecutive year, the PATA Gold Awards sets industry standards for excellence and innovation.

Ms Maria Helena de Senna Fernandes, Director of MGTO, said, "Each year the PATA Gold Awards provides a stage for Asia-Pacific tourism industry stakeholders, big or small, to showcase their talent and best practices. The opportunity is here again, and I encourage individuals and organisations to bring to the limelight your successful stories in the multiple areas of our industry. As Macao paves the way to transform itself into a world centre of tourism and leisure, MGTO is honoured to help make this initiative possible, in a contribution to build a more sustainable and vibrant tourism industry in our region."

PATA CEO Dr. Mario Hardy said, "Once again the PATA Gold Awards provides us with the perfect opportunity to recognise and celebrate the very best the Asia Pacific travel industry has to offer. The winners of these awards set industry standards for excellence and innovation and serve as examples for others to follow. We look forward to receiving applications from organisations and individuals worldwide that demonstrate excellence in conception, creativity and fulfilment. As always, we are sincerely grateful to MGTO for sponsoring the PATA Gold Awards yet again and for their continued and valuable support for a responsible and sustainable tourism industry."

Winner privileges:

- Gain a major boost to the organisation's marketing and public relations profile
- Attract valuable media coverage in various PATA communications channels including the weekly PATA e-newsletter, press releases and social media channels
- Entitled to leverage the prestigious PATA Gold Awards Winner logo on collateral materials
- Highlights of the winning entries on display at the PATA Travel Mart for delegates to enjoy
- Featured in the winners' showcase booklet and PATA Gold Awards video

Judged by an international panel of experts, the Gold Awards recognise exceptional achievement in seven broad categories with 29 Gold Awards and four Grand Awards on offer:

- Marketing Campaign (seven Gold Awards and one Grand Award)
- Environment (three Gold Awards and one Grand Award)
- Corporate Social Responsibility (one Gold Award)
- Heritage & Culture (three Gold Awards and one Grand Award)
- Education & Training (one Gold Award and one Grand Award)
- Marketing Media (ten Gold Awards)
- Travel Journalism (four Gold Awards)

PATA Gold Awards details, brochure, and information about past winners are all available at www.PATA.org/goldawards.

View video from the PATA Grand and Gold Awards 2018,2017,2016,2015,2014and 2013, and pictures from 2018,2017,2016,2015,2014and 2013.

- See more at: <https://www.pata.org/pata-gold-awards-2019-open-for-submissions/#sthash.Rg2KW3eT.dpuf>

PATA INTERNATIONAL EVENTS

www.pata.org

PATA Annual Summit 2019

The PATA Annual Summit brings together international thought leaders, industry shapers and senior decision-makers who are professionally engaged with the Asia Pacific region. The Summit embraces a global forum for enhancing the sustainable growth, value and quality of tourism.



The banner features a teal background with a curved white border on the right. On the left, there is a circular logo for the Department of Tourism Philippines and a rectangular logo for the Philippines with the text 'IT'S MORE FUN IN THE PHILIPPINES'. The main text reads 'PATA ANNUAL SUMMIT 2019' in large white letters, with 'MAY 9-12 | Cebu, Philippines' below it. On the right, there is a photograph of a tropical beach with palm trees, a boat in the water, and several colorful flags on poles. The PATA logo is in the top right corner.

PATAcademy-HDC Workshop: Chinese Outbound Tourism

Over the course of two days, this interactive and intensive workshop will empower participants with practical tools and best practices, in order to form an in-depth understanding of the market. As a result, participants will be able to adapt and enlarge their portfolio of tourism and hospitality services to ensure a sustainable and successful engagement with the Chinese outbound market.



The banner has a dark blue background with a red diagonal stripe. On the left, there is a photograph of four young people (three women and one man) smiling and posing outdoors. The PATAcademy logo is in the top left corner. The text 'A PATAcademy-HDC Workshop' is in the top right. The main title 'CHINESE OUTBOUND TOURISM MARKET' is in large white letters, with a red circle containing a white star between the words 'CHINESE' and 'OUTBOUND'. Below the title, the dates 'July 1-2, 2019' and the location 'PATA Engagement Hub, Bangkok, Thailand' are listed.