



(For immediate release)

## **INETNON GEF PA'GO EARNS 'MOST POPULAR PERFORMANCE' AT 18<sup>th</sup> TRAVEL TOUR EXPO IN MANILA**

(Thursday, Feb. 24, 2011; Tumon, Guam) Guam Visitors Bureau (GVB) is pleased to announce Inetnon Gef Pa'go dance troupe earned the "Most Popular Performance – International Pavilion" award for the fourth consecutive year at the 18<sup>th</sup> Travel Tour Expo 2011 in Manila on Feb. 18-20.

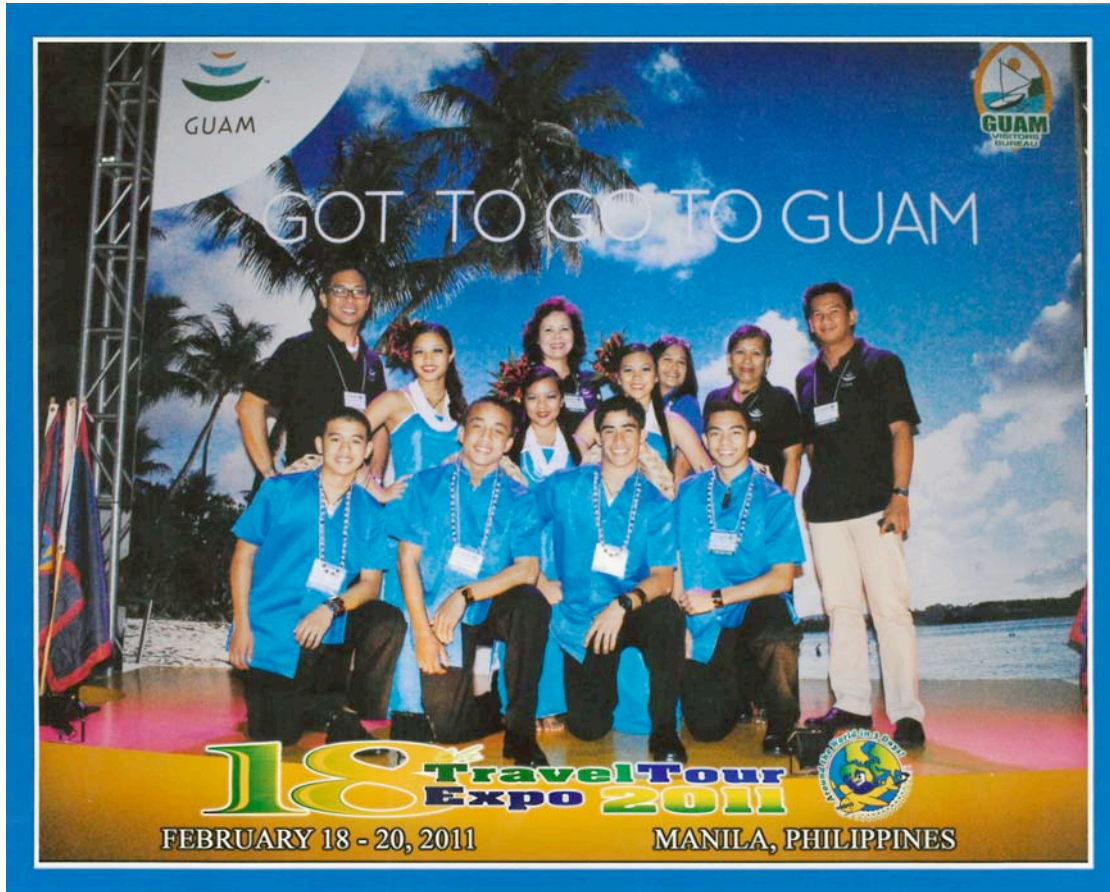
Sponsored by the Philippine Travel Agencies Association (PTAA) and the Department of Tourism, the show attracts about 80,000 consumers and 230 exhibitors annually, making it the country's largest event in the travel and tourism industry.

"Our visitor arrivals from Philippines have continued to increase this year, up 6.9% over 2010," said GVB General Manager Gerald S.A. Perez. "We attribute that jump to our continued efforts in our smaller markets. Large showcases like PTAA provide a platform that gives us maximum exposure among consumers."

GVB used the show to launch its latest marketing slogan, "Got To Go To Guam," the first major project of new marketing representatives, EON. GVB secured a contract with the Manila-based agency on October 1, 2010.

Bayview Hotel, Fiesta Resort, and Oceanview Hotel & Residences joined GVB on the trip, as well as, at Continental Airlines' product update for travel agents preceding the show on Feb. 16.





GVB Marketing Manager Pilar Laguana, center back, GVB Cultural Heritage Officer Sonja Lujan-Sellers and GVB Marketing Officer Gina Kono meet at the GVB booth with Philippine GVB marketing representatives EON and Inetnon Gef Pa'go. The cultural dance troupe earned the "Most Popular Performance – International Pavilion" award at the 18<sup>th</sup> Travel Tour Expo in Manila.

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