



(For Immediate Release)

## GVB TO HOST ANNUAL EXCELLENCE IN TOURISM AWARDS LUNCHEON ON MAY 28

(Thursday, March 25, 2010; Tumon, Guam) Guam Visitors Bureau will honor those who've made exceptional contributions to the visitor industry on May 28, 2010, at the annual Excellence in Tourism Awards Luncheon at Sheraton Laguna Guam Resort.

The awards show gives the visitor industry a chance to recognize employees on the front lines, from customer service representatives to hotel maintenance department workers.

"The employees at our hotels, in our tour companies, our restaurants, they are the ones who really make this industry work. They're the ones who make or break the experiences of our visitors," said GVB General Manager Gerald S.A. Perez. "It can take just one act of kindness to really make people's vacation worthwhile. That human touch really signifies what we're trying to do."

Nominations are now being accepted for the following categories:

- Most Outstanding Promotion Overseas in 2009
- Most Outstanding Local Tourism Promotion in 2009 (small and large business)
- Most Outstanding Local Tourism Facility/Attraction in 2009 (small and large business)
- Most Outstanding Local Tourism Project/Event in 2009 (small and large business)
- Most Outstanding Local Media Promotion in 2009
- Hafa Adai Spirit
- Golden Latte
- HERO (**H**ospitality **E**mployees **A**re **O**utstanding) (supervisory and non-supervisory levels)
- Rookie of the Year

The Golden Latte award, which recognizes an individual who has rendered outstanding personal and direct service in the promotion of travel to Guam or the development of tourism on Guam, is the luncheon's most prestigious award. Steven A. Kasperbauer, president and owner of Alupang Beach Club, was presented the Golden Latte in 2009.

Information regarding entry forms, rules, and advance reservations may be downloaded at <http://visitguam.org/Runtime/GVBMembership.aspx> or call Guam Visitors Bureau at (671) 646-5278/9. Deadline for nominations has been extended from March 26, 2010 to **April 2, 2010 by 5 p.m.**



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