



(For Immediate Release)

## **PATA MICRONESIA WINS AWARD OF EXCELLENCE**

(Thursday, March 25, 2010; Tumon, Guam) Guam Visitors Bureau is pleased to announce the Pacific Asia Travel Association (PATA) Micronesia Chapter was granted the “Award of Excellence” by PATA International for its use of social media and creative marketing to promote the region’s brand.

PATA recognized the Micronesia Chapter by saying it “organized an impressive range of activities in 2009 and showed further commitment to industry training” by distributing e-guides for the islands and other efforts to support the Micronesia brand.

“As a long-time member of PATA Micronesia, we’re honored that the work of our partners in FSM, Palau, the Republic of the Marshall Islands, and the Commonwealth of the Northern Marianas Islands, as well as our own efforts, have led us to this recognition,” said GVB General Manager Gerald S.A. Perez. “It’s essential that we’re all sent the same message to potential visitors to our region in a way they can relate. We’re thankful for this award, and we’ll continue to do our best to communicate the message of why Micronesia is such a desirable spot for tourists.”

The PATA Foundation will present the “Award of Excellence” at its annual gala dinner in Kuching, Sarawak next month as part of the organization’s annual meeting.

PATA Micronesia is one of more than 80 chapters internationally of travel and hospitality management companies. The organization was formed in 1983 after many years operating as the Micronesian Regional Tourism Council. More than 50 members throughout Micronesia meet tri-annually to share marketing strategies in promoting the Micronesia region as a destination for visitors worldwide.

PATA is a membership association acting as a catalyst for the responsible development of the Asia Pacific travel and tourism industry. In partnership with private and public sector members, PATA enhances the sustainable growth, value and quality of travel and tourism to, from and within the region.

Since its formative years as the Guam Tourism Commission under the auspices of the Department of Commerce, GVB has been an active PATA member for more than 50 years. GVB General Manager Gerald S.A. Perez was elected to the 11-member PATA Board Executive Committee in 2008.

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For More Information: Gerald S. A. Perez, General Manager  
Email: [geap43@yahoo.com](mailto:geap43@yahoo.com)

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