



GUAM VISITORS BUREAU &  
GUAM HOTEL AND RESTAURANT ASSOCIATION

PRESENT

# GOLDEN LATTE AWARDS

RECOGNIZING EXCELLENCE IN TOURISM

HONORING OUTSTANDING HOSPITALITY  
EMPLOYEES AND COMPANIES

6PM | MARCH 11, 2017 | HYATT REGENCY GUAM

# **GOLDEN LATTE AWARDS**

## Categories

### **GOLDEN LATTE - INDIVIDUAL**

Awarded to an individual directly or indirectly affiliated with the tourism/hospitality industry on Guam who has rendered excellent personal and direct service in the promotion of travel to Guam or to the development of tourism on Guam. Individual should have at least over three (3) years of direct/indirect involvement in the tourism industry.

### **GOLDEN LATTE - HOTELIER**

Awarded to a hotelier affiliated with GVB and GHRA and rendered excellent direct service in the promotion of travel to Guam or to the development of tourism on Guam. Hotelier should have at least over three years of direct involvement in the tourism industry.

### **GOLDEN LATTE - RESTAURATEUR**

Awarded to a restaurateur affiliated with GVB and GHRA and rendered excellent service in the promotion of travel to Guam or to the development of tourism on Guam. Restaurateur should have at least over three years of direct involvement in the tourism industry.

### **GOLDEN LATTE - ALLIED**

Awarded to an allied member directly or indirectly affiliated with the tourism/hospitality industry on Guam. The allied member must have rendered excellent service in the promotion of travel to Guam or to the development of tourism on Guam through its affiliation with the industry and its organizations. Company should have at least over three years of direct/indirect involvement in the tourism industry.

### **HAFADA SPIRIT**

Awarded to any local business or organization contributing significantly to the promotion, awareness and preservation of the Hafa Adai spirit through the Hafa Adai Pledge. The Hafa Adai pledge is demonstrated through excellent hospitality services and activities promoting the Chamorro culture (e.g. music, art displays, performances, teaching, and community involvement). Companies may nominate their programs or projects. Minimum one year requirement of having adopted the Hafa Adai Pledge and incorporating its programs.

### **MOST OUTSTANDING LOCAL TOURISM PROMOTION, PROJECT OR EVENT IN 2016**

Awarded to any business, village, organization, governmental agency, or individual successfully completing an on-island promotion, project, or even that contributed significantly towards the advancement of and excellence in tourism on Guam. It must have either been related to culture, beautification, or education; or elevated local awareness of the economic and social benefits of tourism, generated local participation, and created a temporary visitor attraction or event promoting Guam as a desirable destination. This must have taken place over a defined period of time or during a limited engagement and involved promotion and participation from overseas markets (e.g. sports events, telecasts, special campaign promotions or travel familiarization tours, concerts). Companies may nominate their projects.

## **MOST OUTSTANDING LOCAL TOURISM FACILITY IN 2016**

Awarded to any organization, firm, village, or government agency whose facility or attraction contributed significantly to the advancement of and excellence in tourism on Guam. Such facility or attraction must have created new activities for visitors and residents or met a demand for additional activities. Also considered are entries that have contributed towards excellence in tourism by improving or enhancing the infrastructure. Companies may nominate their projects.

## **MOST OUTSTANDING LOCAL TOURISM OPTIONAL TOUR IN 2016**

Awarded to any optional tour company whose program or attraction contributed significantly to the advancement of and excellence in tourism on Guam. Such optional tour program or attraction must have created new activities for visitors and residents or met a demand for additional activities. Companies may nominate their projects.

# **GOLDEN LATTE AWARDS**

## **Official Rules and Nominating Criteria**

1. Any business or organization licensed to do business on Guam is eligible for a nomination or entry, but must meet the minimum criteria in each respective category (e.g. minimum three years of service and involvement).
2. For individual nominees, the person must have contributed significantly to tourism to be eligible, must be employed with the current employer for a minimum of 24 months.
3. Entry must cover activities occurring between January 1, 2016 through December 31, 2016 to be eligible for the award.
4. Recipients of last year's 2015 Golden Latte Award cannot enter again in the same category until 2018.
5. **Each entry is limited to one entry per category per business, organization or individual.**
6. **Each submission must be typewritten and I WORD format no more than 500 words/1 page total by the HR department or person nominating the individual.**
7. Each section should include concise description and pertinent data (e.g. number of tourists involved, number of local residents involved, length of event or promotion, exposure to potential audience, number of staff involved, visitor comments, photos, press clippings, etc) showing evidence of interaction with the tourism industry and contributions to promote travel to Guam or to the development of tourism on Guam.
8. Judging will be based on contents of the attached nomination form. Contents will be used (in whole or part) in the event materials.
9. Entry **Deadline is close of business by 5 p.m. on WEDNESDAY, FEBRUARY 8, 2017** and submitted to Roxann Akana-Sanford at GHRA, which is located at 140 Chalan Genghis Khan, Suite 202 in Tamuning or via email to [roxann@ghra.org](mailto:roxann@ghra.org).

10. Winning entry gives GVB and GHRA the right to use the award, ceremony, entry name, entry submission (including content in whole or in part), and photos for promotional and other purposes without additional consideration.
11. Entrant certifies that it holds all legal rights to the materials submitted, and irrevocably grants to GVB and GHRA the non-exclusive right to use said material in whatever manner GVB and GHRA deems proper, including the production of brochures, flyers, annual reports, and other media. Submission of entry constitutes an acknowledgement that company or organization officials have read and agree to the official rules of the Golden Latte Awards.
12. GVB or GHRA Board of Directors or staff members may not submit nominations.

## GOLDEN LATTE AWARDS

### Entry Form Requirements

Please complete the entry form and submit together with a digital photo (300 dpi or higher) or color photo (3"x5" or 4"x6") of the individual, organization or business. **Please do not provide write-ups or photos in PDF format!** No video submissions will be accepted. Submissions must comply with official rules and nominating criteria and submitted by the official due date on **FEBRUARY 8, 2017**.

#### A. Type of nomination:

Please indicate what category the nomination is for.

#### B. Nominee information:

Name of Individual, Company or Business  
Title/ position  
Company Name  
Phone  
E-mail  
Involvement with GVB/GHRA

#### C. Nominated by:

Name of Individual, Company or Business  
Title/ position  
Company Name  
Phone  
E-mail  
Involvement with GVB/GHRA

**D. Short Bio: (No more than 3-4 sentences)** Please, describe how the nominee, company, or stands out from the competition, is considered a leader in the industry and makes an excellent candidate to be considered for this prestigious award.

**PLEASE COMPLETE THE CORRESPONDING SECTION BELOW THAT PERTAINS TO THE CATEGORY OF YOUR NOMINEE.**

**GOLDEN LATTE – INDIVIDUAL**

**E. EXCELLENCE IN TOURISM AND POSITIVE OVERALL IMPACT.** Please describe how the nominee directly or indirectly has rendered excellent personal and direct service in the promotion of travel to Guam or to the development of tourism on Guam as having been involved for more than three (3) years in the tourism industry. Please describe how they provide excellent service in the tourism industry and help contribute to make a positive, overall impact in making Guam a better place for our visitors.

**F. ABOVE AND BEYOND YOUR REGULAR DUTIES.** Please describe how the nominee goes above and beyond their job description to make and what makes them an excellent candidate to be considered for this prestigious award.

**GOLDEN LATTE – HOTELIER**

**E. INDIVIDUAL / COMPANY SUPPORT OR ACTIVITIES FOR TOURISM.** Please describe how your hotel directly or indirectly has rendered excellent personal and direct service in the promotion of travel to Guam or to the development of tourism on Guam as having been involved for more than three (3) years in the tourism industry.

**F. EXCELLENCE IN TOURISM AND POSITIVE OVERALL IMPACT.** Please describe how you provide excellent service in the tourism industry and help contribute to make a positive, overall impact to make Guam a better place for tourism.

**GOLDEN LATTE – RESTAURATEUR**

**E. INDIVIDUAL / COMPANY SUPPORT OR ACTIVITIES FOR TOURISM.** Please describe how your Restaurant/s directly or indirectly have rendered excellent personal and direct service in the promotion of travel to Guam or to the development of tourism on Guam as having been involved for more than three (3) years in the tourism industry.

**F. EXCELLENCE IN TOURISM AND POSITIVE OVERALL IMPACT.** Please describe how you provide excellent service in the tourism industry and help contribute to make a positive, overall impact to make Guam a better place for tourism.

## **GOLDEN LATTE – ALLIED**

**E. INDIVIDUAL/ COMPANY SUPPORT OR ACTIVITIES FOR TOURISM.** Please describe how your company/ organization directly or indirectly has rendered excellent personal and direct service in the promotion of travel to Guam or to the development of tourism on Guam as having been involved for more than three (3) years in the tourism industry.

**F. EXCELLENCE IN TOURISM AND POSITIVE OVERALL IMPACT.** Please describe how you provide excellent service in the tourism industry and help contribute to make a positive, overall impact to make Guam a better place for tourism.

## **HAFADA SPIRIT- BUSINESS**

**E. SPECIFIC EXAMPLES OF LIVING THE HAFADA SPIRIT PLEDGE.** Please describe how your company contributes significantly to the promotion, awareness and preservation of the Hafa Adai spirit through the Hafa Adai pledge, which demonstrates excellent hospitality services and activities promoting the Chamorro culture - minimum of one year with the pledge.

**F. EXCELLENCE IN TOURISM AND POSITIVE OVERALL IMPACT.** Please describe how you provide excellent service in the tourism industry and help contribute to make a positive, overall impact to make Guam a better place for tourism.

## **MOST OUTSTANDING LOCAL TOURISM PROMOTION, PROJECT, OR EVENT IN 2016**

**E. RAISE AWARENESS AND SUPPORT FOR TOURISM.** Please describe how this promotion, project, or event elevated local awareness of the economic and social benefits of tourism, generated local participation, and created a temporary visitor attraction or event promoting Guam as a desirable destination.

**F. IMPLEMENTATION AND PROMOTION.** Please describe how you implemented and promoted the event over a defined period of time or during a limited engagement to stimulate interest or growth for tourism. Include local and international media participation, if any.

## **MOST OUTSTANDING LOCAL TOURISM FACILITY IN 2016**

**E. RAISE AWARENESS AND SUPPORT FOR TOURISM.** Please describe how your facility or attraction contributed significantly to the advancement of and excellence in tourism on Guam.

**F. IMPLEMENTATION AND PROMOTION.** Please describe how your facility or attraction created new activities for visitors and residents or met a demand for additional activities that improved or enhanced Guam's infrastructure to stimulate interest or growth for tourism.

## **MOST OUTSTANDING LOCAL TOURISM OPTIONAL TOURS IN 2016**

**E. IMPLEMENTATION AND PROMOTION.** Please describe how your tour contributed significantly towards the advancement of excellence in tourism on Guam. Please describe how you implemented and promoted the tour to stimulate interest or growth for tourism. Include local and international media participation, if any.

**F. EXCELLENCE IN TOURISM AND POSITIVE OVERALL IMPACT.** Please describe how you provide excellent service in the tourism industry and help contribute to make a positive, overall impact to make Guam a better place for tourism.

### **SAMPLE NOMINATION**

(In word format)

Entries should be no more than one page

**A.** Golden Latte- Individual

**B.** Jane Doe  
Korea Market Manager  
Guam Visitor's Bureau  
671-1234  
[email@gvb.com](mailto:email@gvb.com)  
Guam International Marathon organizer, GHRA Board member.

**C.** John Doe  
Communications Liaison  
Office of the Governor of Guam  
671-1234  
[comm@gov.com](mailto:comm@gov.com)  
GVB/GHRA member

**D.** Jane Doe is an industry leader. She has been in the tourism industry in some form or another for over thirty years. Starting as a front desk attendant working her way through college to now heading up the biggest emerging market on Guam at the GVB.

**E.** On May 1, 2016 in large part due to Jane Doe and her team's efforts Guam saw a record number of arrivals from Korea. She has done numerous travel expos all over Asia to draw new guests to Guam, at many of which our booths took first place.

**F.** Jane Doe has done extensive research to define what the guest from Korea is looking for when they travel here and has presented her findings to the public. Thus insuring we are keeping up with guest expectations and insuring their satisfaction.

**See Attached JPG.**



GUAM VISITORS BUREAU & GUAM HOTEL AND RESTAURANT ASSOCIATION

PRESENT

# GOLDEN LATTE AWARDS

CELEBRATING 50 YEARS OF EXCELLENCE IN TOURISM

HONORING OUTSTANDING HOSPITALITY EMPLOYEES AND COMPANIES

## AWARDS DINNER RESERVATION FORM

Hafa Adai!

Please join the Guam Visitors Bureau and Guam Hotel & Restaurant Association at the Golden Latte Awards to recognize outstanding individuals, organizations and businesses for a special recognition at the GHRA's Membership GALA Dinner on Saturday, March 11, 2017 in the Grand Ballroom at Hyatt Regency Guam beginning at 6:00 p.m. Categories include:

Golden Latte – Individual

Golden Latte – Hotelier

Golden Latte – Restaurateur

Golden Latte – Allied

Hafa Adai Spirit- Business

Most Outstanding Local Tourism Promotion in 2016

Most Outstanding Local Tourism Facility in 2016

Most Outstanding Local Tourism Project/Event in 2016

Most Outstanding Local Tourism Optional Tour in 2016

Advance reservations are required; therefore please submit the form to reserve your space today! Tickets will not be sold at the door. For more information or should you have any questions, please contact GHRA at 649-1447 or via e-mail at [roxann@ghra.org](mailto:roxann@ghra.org). Checks and credit card payments are accepted. Please make checks payable to GHRA.

**RESERVE YOUR SPACE TODAY! RSVP DUE BY FEBRUARY 28, 2017.**

Please reserve: \_\_\_\_\_ table(s) of 10 or \_\_\_\_\_ seats at \$250/person = \$\_\_\_\_\_

COMPANY: \_\_\_\_\_ CONTACT NAME: \_\_\_\_\_

E-MAIL: \_\_\_\_\_ PHONE: \_\_\_\_\_

Send form to [roxan@ghra.org](mailto:roxan@ghra.org) or via fax at 649-8565