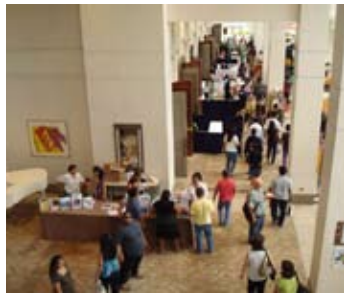




GHRA IS EXCITED TO ANNOUNCE THE



# 2010 PHARE

PACIFIC HOTEL & RESTAURANT EXPO & TOURISM FORUM

## TOURISM FORUM

"Tourism – opportunities and challenges for the next decade."  
SANDCASTLE GUAM - MAY 6 -7, 2010

**PHARE Tourism Forum offers unique opportunity to hear experts, share thoughts on direction and more.**

**The Guam Hotel & Restaurant Association's Pacific Hotel & Restaurant Expo is 20 years strong in 2010.**

While this vibrant tourism industry expo gives attendees and exhibitors alike a diversified slate of offerings and new products as well as training and competitions for front- and back-of-house employees alike, in 2010, PHARE will expand with its first ever Tourism Forum!

**The theme of the Forum is, "Tourism – opportunities and challenges for the next decade."**

**PHARE will take place at the Hyatt Regency Guam on May 6 and 7. The PHARE Tourism Forum will be sited a short walk away at the SandCastle on the same dates.**

About 250 to 300 Forum delegates will be treated to a full agenda of off-island speakers from around the region and beyond ; expert panels designed to be thought-provoking and offer opinions and solutions to the challenges that face tourism in the coming years, and multiple networking opportunities.

Sponsors should regard the Forum as a unique opportunity to reach an audience of tourism and hospitality industry leaders and major players, as well as the next generation of managers.

Forum attendees should look at the event as an opportunity to discern how they and their business or organization can benefit and contribute to emerging opportunities in the new tourism markets.

Distinguished Keynote Speakers and Expert Panelists will cover topics such as "Competing in Asia," "New markets and Old Lessons," "Regional marketing," "Update on the MICE market," "Cruising to the future," as well as discuss business opportunities with military departments, employment planning and cultural tourism.

**For sponsorship and registration, please contact GUAM HOTEL & RESTAURANT ASSOCIATION at 649-1447 or email: [info@ghra.org](mailto:info@ghra.org) or visit our web site at [www.ghra.org](http://www.ghra.org)**

## SPECIAL AIRFARE DISCOUNT



Continental Airlines offers 75% discount off published fares for those traveling from various CMI markets or Hawaii to Guam (based on oneway or roundtrip fares). For reservations and details call 671-647-6453 or your local Continental Office. Reference code: GC1017

## HOTEL RESERVATIONS



Offering a special rate for guests of the 2010 PHARE & Tourism Forum - \$170.00 + 11% tax per room per night. Rooms are subject to availability at the time of inquiry. Check-in 3 p.m. and check-out 12 p.m./noon. Airport transfer is available at \$15.00 net per person/per way (advance reservations are required). Seventy two (72) hour advance notice is required for cancellations or a one night no show fee will apply. Please call 671-647-1234 for reservations and inquiries.

## CANCELLATION CLAUSE

The Registrant and GHRA and its representatives and PHARE 2010 management recognize and acknowledge that GHRA and PHARE 2010 show organizers will sustain certain losses if the Registrant cancels their registration after having been assigned a seat at the 2-day forum. Even though GHRA and PHARE 2010 management will exercise its best efforts to resell the cancelled seat, the parties understand and agree that the GHRA and PHARE 2010 organizers will nevertheless incur substantial losses that cannot be precisely determined. Due to the difficulty, if not impossibility, of proving said losses, the registrant agrees to pay the following amounts as liquidated damages in the event the registrant cancels their seat on or within the time periods specified below. All cancellations must be submitted in writing to the GHRA office.

## TIME PERIOD LIQUIDATION DAMAGES

Cancellation on or prior to 4/23/10  
50% of the fee for registered seat

Cancellation after 4/30/10  
100% of the fee for registered seat

# Register Today! Space is Limited!

# 2010 PHARE

## PACIFIC HOTEL & RESTAURANT EXPO & TOURISM FORUM

"Tourism - opportunities and challenges for the next decade"

### MAY 6 - 7, 2010

### Sandcastle Guam

I wish to register for the Tourism Forum:

\_\_\_\_\_ 1-day fee \$195 \_\_\_\_\_ 2-day fee \$250

Registration fee includes lunch and 2-day entry to the PHARE at the Hyatt Regency Guam on May6-7

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Firm: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

## METHOD OF PAYMENT

Please issue me an invoice \_\_\_\_\_

Please find enclosed check (made payable to GHRA) \_\_\_\_\_

Please debit my credit card \_\_\_\_\_

\_\_\_\_\_ Mastercard \_\_\_\_\_ VISA Exp Date: \_\_\_\_\_

Cardholders Name: \_\_\_\_\_

Card No. \_\_\_\_\_

Billing Address: \_\_\_\_\_

Signature: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Signature: \_\_\_\_\_

**\*Payment must be received no later than May 6, 2010.**

Please sign and return this form with payment to the Guam Hotel & Restaurant Association, Inc. Upon acceptance we will fax you a copy for your records.

## PLEASE RETURN VIA FACSIMILE OR EMAIL

Guam Hotel & Restaurant Association  
Suite 202 Harmon Commercial Plaza, 177 Ilipog Drive, Tamuning Guam 96913  
P.O. Box 8565, Tamuning Guam 96931  
Tel: (671)649-1447 - Fax: (671) 649-8565 - Email: info@ghra.org or bina@ghra.org.