



PKF hospitality

Press release

PKF hospitality group advises Western Pacific island of Guam on „Tourism Recovery Plan“

New York/Guam, 14 December 2023 - PKF hospitality group is advising Guam, the largest and southernmost island of the Mariana Islands archipelago in the Western Pacific Ocean, which is part of the United States, on a „Tourism Recovery Plan“.

The “Guam Tourism Recovery Plan” is a Guam Bureau of Statistic and Plans (BSP) project funded by the U.S. Department of Commerce Economic Development Administration (Federal ID Award Number 07-79-07663) awarded May 2022, and PKF hospitality group, the world’s oldest hospitality firm, was selected and is providing professional services to develop the plan. Led by **Baron Ah Moo**, PKF Managing Director of U.S. & North America, the team will meet with community leaders and business organizations as part of the ongoing outreach efforts.

“Guam’s climate and location are what led it to be a world class destination in the early years of its tourism growth, but it is the Chamorro culture and traditions that aligns with what travelers are seeking today in their quest for memorable travel experiences.” **Ah Moo** said, “Guam has an opportunity to leverage this advantage, but it will require a coordinated and united effort by all the stakeholders; the public sector, the private sector and the local communities to devise a strategy that not only appeals to visitors but balances it against the interests of the people of Guam.”

About PKF hospitality group:

The PKF hospitality group is an internationally recognised leader in hospitality consulting. With a team of more than 100 consultants in 20 offices on all continents



PKF hospitality

and an experience of almost 100 years, the PKF hospitality group offers focused consulting services for hotel, serviced living, tourism & leisure investments – including feasibility studies, valuations + appraisals, operator search, project development, financing + investment, asset management, data analytics and strategic consulting. www.pkfhospitality.com

Media contact:

Martina Rozok

T +49 30 40044681

M +49 170 2355988

martina.rozok@pkfhospitality.com

www.pkfhospitality.com