



We Are Guam • Hami Guahån

In 2009, the Guam Visitors Bureau unveiled its flagship community campaign, the *We Are Guam* branding initiative. This initiative intends to rekindle a sense of pride and ownership for people who call Guam home. By default, the tourism industry once promoted the island's sun, sand, and sea imagery as the primary attraction to visit Guam. This direction has evolved. The development of the *We Are Guam* initiative establishes objectives toward perpetuating public embrace and support of a visitor-friendly community and an enriched visitor experience through the execution of the following programs:

The Village Ambassador program:

- Promotes village pride and awareness through the selection of an individual that best exemplified the uniqueness of a particular village.
- Nineteen ambassadors are selected through a nomination process each village mayor conducts and village municipal planning councils endorse. The ambassadors participate in programs and events and promote the Hafa Adai pride that their villages offer.

The *We Are Guam* Village Mural project:

- Local artists, village mayors, municipal councils, and private business come together in developing a mural emblematic of village life and history. Village murals reinforce a sense of pride and place among our residents.
- Production teams consist of community-based organizations and village volunteers supervised by local artists in close collaboration with village mayors and their staff.

Maila Ta Fan Boka - Come Let's Eat:

- Increases authentic local cuisine available at hotel F&B outlets, independent outlets as well as local dine-in restaurants, due to the limited options for visitors to experience the flavor of local cooking.
- Discussions with the stakeholders including the Guam Farmers Cooperative Association, Guam Hotel and Restaurant Association, the Micronesian Chefs Association, Guam Community College, and Guampedia are ongoing with a common goal towards establishing the identity of local cuisine.
- A Taste Advisory Panel formed to use as a resource in recommending local food recipes, techniques, and tastes in commercial establishments.

Hafa Adai Fridays:

- The *We Are Guam* Hafa Adai Friday program rejuvenates the tradition of Friday island wear by integrating locally inspired designs, colors, and accessories. Its beginnings attribute a proclamation by the late Governor Ricardo J. Bordallo establishing island wear as the official attire on Fridays. Planned fashion shows with local retailers will feature local designs and island-inspired attire.



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PSA Stars Program:

- Select individuals promote the ideals of the branding initiative via media outlets. These established role models encourage community participation and embrace the Hafa Adai spirit. PSA messages are carefully crafted to reaffirm awareness in the execution of the *We Are Guam* initiative. They include the Hafa Adai Spirit, village fiestas, volunteerism, greetings, Hafa Adai Fridays, food, and the *We Are Guam* spirit.
- The approach is to deliver these messages with focus and frequency through the island's media outlets. TV, radio and print media partners are encouraged to participate by assisting in the execution through special package programs and in-kind contributions.

Hafa Adai Pledge Program

- The Hafa Adai Pledge program encourages public/private partnership in the delivery and execution of the branding initiative. Businesses are encouraged to participate by integrating cultural practices into daily business protocols.
- Simple gestures like answering the phone with "*Hafa Adai!*" to the implementation of Hafa Adai Fridays are officially documented with a proclamation of support for the program. The Hafa Adai Pledge ultimately enumerates our participating stakeholders' recognition, validation and the importance of community partnership.

Guam Island Fiesta Tour

- Through partnership with our travel industry and village mayors, visitors have the opportunity to experience Guam's village fiestas first hand. Host families nominated by their village mayor can receive grants up to \$5,000 to defray incremental expenses of food, drinks, craft demonstrations and cultural entertainment.

Village Festivals

- Originating at the village level, mayors, municipal planning councils, and residents rally to celebrate festivals such as the Agat Mango Festival, Inarajan Coconut Festival and Talofoto Banana Festival with the goal of inviting visitors to take excursions throughout the island.
- A total of 10 village festivals are planned in 2011. Schedules will be posted on the GVB micro website at www.MyGuam.com.

Summary

- Our island, our people and our culture are what differentiate Guam from other tropical destinations. Collectively these attributes define the true essence of the Guam brand. Enabling



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our visitors and our residents to experience the brand emphasizes a sense of place and pride of who we are as a people, an island and a culture. We invite everyone to join us.