



**PRESS RELEASE**

(For immediate release)

## **Summer Interns Make Valuable Contribution to Guam's Tourism Industry**

(Wednesday, July 16, 2008; Tumon, Guam) The Guam Visitors Bureau is a regular supporter of the internship programs in Guam's local high schools and post secondary institutions. This summer GVB welcomed two dynamic interns, Jennifer Poblete, a University of Guam Communication major who is studying with an emphasis on Mass Media and Public Relations, and Chanice Guevera, a junior at John F. Kennedy Senior High participating in the high school's college entry Marketing classes.

Opportunities to intern at the Guam Visitors Bureau are highly sought after and only a select few are offered positions. This is Poblete's second time to work as an intern at GVB. "A few semesters ago I was taking CO-370, which is Organizational Communication and as a group project, decided to work with GVB. We wanted to learn more about GVB and how their organization works as a team. We came to find out that their source of communication was mainly through email and that GVB has different market groups they worked with," said Poblete, "I decided to intern at GVB because I wanted to gain the knowledge of what and how the different market groups work as a team, basically get the inside scoop of the organization."

This year's interns worked closely with the Marketing Department on a variety of projects that allowed them to experience the daily fast paced environment of Guam's tourism office. "It's a great opportunity to see how Marketing is used in tourism," said Guevera, who felt her experience at GVB was beneficial towards her study of the field, describing it as, "Quite beneficial indeed."

Both young students expressed an interest in working for GVB on a full time basis, once they have completed their studies. "What I liked best about interning at GVB was the team," said Poblete, "They made me feel like I was at home and gave me that opportunity to experience their daily activities." Guevera agreed, saying "The people that work there are totally awesome!"

GVB's Marketing Department was thrilled to offer these two outstanding young women an opportunity to work within Guam's most vital industry. "It is important that we encourage and support our young people," said Marketing Manager Pilar Laguana, "They're our future and one day we'll be turning over Guam's most important industry for them to carry on. With such bright young people as Jennifer and Chanice at the helm, I have every confidence that Guam's tourism industry will continue to prosper and grow."

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