



**PRESS RELEASE**

(For Immediate Release)



## Guam Shares New Brand Image with Visitors

(Wednesday, March 18, 2009; Tumon, Guam USA) After a year and a half of research and development, the new Guam Brand and Guam Brand Signature were unveiled. The new brand image is in keeping with the goals of GVB's Five Year Strategic Plan and incorporates Guam's unique culture, heritage, and hospitality in to one meaningful message that is bold, fresh, and aspirational. "We've come to a point where Guam must earn the visitors who come here," said GVB Chairman David Tydingco, "Guam has benefited for years because of our excellent geographic location, but times have changed. There's more competition and Guam must rise to the occasion with a fresh, appealing approach."

The Guam Brand Image was developed in response to declining visitor numbers. In previous years, due to Guam's strategic location in the Pacific making the island only 3-4 hours by air from most Asian destinations, Guam enjoyed steady visitor arrivals. However, with more regional and international competition for the same target markets, Guam has had to work harder to continue attracting visitors. With Japan and Korea arrivals expected to remain flat, Guam must defend its position within its core markets by redefining its image and the way the island has previously been branded.

The purpose of the new Guam brand is to strengthen the island's unique destination appeal, communicate differentiated value worth repeat visits, and also to attract tourists to stay for longer periods resulting in increased spending. This new brand encompasses Guam's local pride, the engagement of our communities, and showcases all that the island has to offer. The new brand image capitalizes on the best elements of the Guam as determined by in-depth research conducted with key stakeholders, tourism industry leaders, and the community. "The best way to describe our new approach is to say that our island is now *living the brand*," said GVB Marketing Manager Pilar Lagaña, "We're polishing up the things that already make Guam what it is and promoting those attributes that make our island unique."

The new brand included introduction of a new logo, or Guam Brand Signature. The image (see above and below) represents the multi-faceted personality of Guam and evokes thoughts of the smiles and open arms of our hospitable people and iconic symbols like the top of a Latte stone or the bottom of a



proa, the traditional outrigger canoe of the Chamorro people, or a Sinahi, the traditional Chamorro ornament that symbolizes the crescent moon, or even the Spanish fountain in the Plaza de España. The color scheme of the new signature logo speaks of the island's tropical beauty, featuring the green of Guam's lush jungles, the turquoise of our skies and seas, and the yellow of the year-round sunshine that keeps Guam's climate at a temperate 87°F (or 31°C) every day.

Guam's new brand celebrates the island's unique culture, heritage, and our world-renowned warmth and hospitality that make Guam a family-oriented, sophisticated destination of boundless tropical beauty. This is the essence of Guam and who we are as a destination.

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