

I MINA 'BENTE OCHO NA LIHESLATURAN GUÅHAN
2006 (Second) REGULAR SESSION

Resolution No. 192 (EC)

Introduced by:

A.R. Unpingco

**RELATIVE TO RECOGNIZING THE MANY SIGNIFICANT
CONTRIBUTIONS MADE TO GUAM'S TOURISM INDUSTRY
BY MR. KIM KYONG-HAE AND COMMUNICATIONS
KOREA.**

1 **BE IT RESOLVED BY THE EXECUTIVE COMMITTEE OF *I MINA 'BENTE***
2 ***OCHO NA LIHESLATURAN GUÅNAN:***

3 **WHEREAS**, in 1987 Mr. Kim Kyong-Hae established his company, Communications
4 Korea, becoming the very first Public Relations firm in Korea; and

5 **WHEREAS**, in 1988 Mr. Kim Kyong-Hae and his firm, Communications Korea, became
6 the first Public Relations firm in Korea to represent a National Tourist Office (NTO), the Guam
7 Visitors Bureau, promoting Guam in Korea; and

8 **WHEREAS**, Mr. Kim and his firm were instrumental in establishing Korea as a member
9 of the Guam Visa Waiver program enabling Guam to become the only U.S. destination not
10 requiring a visa for Korean travelers; and

11 **WHEREAS**, through aggressive public relations and marketing efforts targeting general
12 consumers, Mr. Kim helped Guam become one of the most well-known and frequently visited
13 overseas destination for Korean travelers, especially as a honeymoon destination; and

14 **WHEREAS**, in 1992 Communications Korea became the first Public Relations agency to
15 provide crisis management communication services which proved invaluable to Guam; and

16 **WHEREAS**, Guam was further introduced to the Korean consumer as a favored
17 destination through the Korean-based prime time TV serial drama, "Missing You," in 1992,
18 which resulted in an advertising value of US\$1.4 million for Guam; and

19 **WHEREAS**, with to the successful portrayal of Guam in the popular Korean soap opera,
20 Mr. Kim's firm continued to pursue and execute various other television exposure opportunities,
21 resulting in Guam garnering a reputation in Korea as the pioneer of TV soap opera PPL (Product
22 Placement); and

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1 **WHEREAS**, Communications Korea regularly organized and coordinated media
2 Familiarization (FAM) tours to Guam targeting dailies, weeklies, bridal magazines travel trade
3 and other various interest groups; and

4 **WHEREAS**, Communications Korea, as Guam’s marketing representative in Korea,
5 organized regular consumer events for Guam and arranged for Guam’s participation in related
6 trade exhibitions such as WEDDEX, KOTFA and travel shows held in Korea; and

7 **WHEREAS**, Mr. Kim’s agency also created the Guam Romantic Honeymoon campaign
8 featuring a full page article printed in Chosun Ilbo's Leisure section, which resulted in over 400
9 calls per day and a total of 24,000 postcards asking for Guam's honeymoon collaterals; and

10 **WHEREAS**, Communications Korea developed the award winning “Guam Toe Series”
11 advertising campaign, which received the 2000 Korea Advertisement Grand Award from the
12 Korean Advertising Corporation, the most reputable award in Korea and the only advertising
13 award authorized by the government, of which the winner is recognized for the most outstanding
14 ad works in Korea; and

15 **WHEREAS**, Communications Korea also was the recipient of the 2001 PATA Gold
16 Award for destination advertising, setting an exemplary standard for destination advertising in
17 Korea; and

18 **WHEREAS**, Mr. Kim succeeded in organizing the Korea-Guam Tourism Committee
19 (KGTC), made up of the most senior and respected members from Korea's leading travel
20 agencies, which held quarterly meetings in Seoul or Guam to reflect their valuable inputs to the
21 Guam tourism promotion projects; and

22 **WHEREAS**, Communications Korea published the most in-depth Guam guidebooks in
23 conjunction with Korea's foremost photographer and copy writers, distributing said publications
24 to all travel agencies and consumers to introduce Guam's many tourist attractions; and

25 **WHEREAS**, Mr. Kim’s firm aided Guam in successful crisis management following the
26 Korean Air crash by dispatching staff to Guam to address journalists covering the crisis and
27 being instrumental in the Governor of Guam receiving an invitation to Korea for further recovery
28 work, which enabled the Governor of Guam to meet with reporters covering the crisis in Guam
29 in an informal setting resulting in several published articles describing the governor's
30 humanitarian efforts to pay tribute to the dead spirit of the crash victims which strongly
31 contributed to Guam’s overall positive image during the crisis; and

1 **WHEREAS**, Mr. Kim and Communications Korea further assisted through effective
2 crisis management in restoring Guam’s positive image as a destination of choice following the
3 terrorist attacks of 9/11 and various typhoon recovery efforts; and

4 **WHEREAS**, Communications Korea was successful in diversifying Guam’s target
5 market from the capital city of Seoul to include regional cities such as Pusan, Taegu, Kwangju
6 and Taejon, and finally succeeded in persuading Korean Air to establish a regular Guam-Pusan
7 route; and

8 **WHEREAS**, Guam received valuable media coverage in Korea by being featured in
9 several popular television programs, resulting in several million dollars worth of media coverage
10 that Communications Korea secured for GVB for a fraction of the cost; and

11 **WHEREAS**, Communications Korea has been largely responsible for Guam’s
12 continuing participation in the Fanta Fun Camp, a summer program for Korean youths involving
13 the promotion of Guam on Fanta soft drink containers sold throughout Korea and resulting in
14 increased awareness in Korea of Guam as a participant and travel destination; and

15 **WHEREAS**, Mr. Kim’s firm effectively elevated the image of Guam by encouraging
16 Guam to participate in supporting the local Korean people during their own crisis following a
17 heavy flood allowing Guam’s humanitarian effort to be widely covered by Korean media,
18 including TV and leading print publications; ■■■

19 **WHEREAS**, Mr. Kim was successful in enticing Korea's most well-known politician,
20 Kim Dae-jung (DJ) to visit Guam, resulting in numerous published articles describing Guam as
21 part of "DJ's Guam Plan" and when Kim Dae-jung became the President of Korea, media
22 coverage continued to recount “DJ's Guam Plan,” resulting in Guam’s positive image in Korea as
23 a destination of choice for the President, who similarly continued to describe Guam as a travel
24 destination replete with numerous attractions; and

25 **WHEREAS**, Mr. Kim and Communications Korea were instrumental in growing tourism
26 numbers from Korea to Guam from 1,247 in 1988 to 114,471 in FY2006; and

27 **WHEREAS**, Mr. Kim and Communications Korea have been a representative for the
28 promotion of Guam in Korea for over eighteen (18) years, resulting in the longest term
29 representation for Guam and the Guam Visitors Bureau in the agency’s history; and

30 **WHEREAS**, during the eighteen (18) years of service provided Guam by
31 Communications Korea, the following team members went above and beyond the expectations
32 outlined in their respective job descriptions: Mr. Kim Kyong-Hae, President; Mr. Kim Ki-Chang

1 (Ben), Vice President; Mr. Shin Sung-In, Account Director; Ms. Isabel Yoon, Account Director;
2 Mr. Lim Chung-Eui, Professional Photographer; Ms. Uni Park, Account Director; Ms. Irene Lee,
3 Account Director; Ms. Gina Choi, Media Coordinator; Ms. Sophia Sung, Account Director; Mr.
4 JS Koo, Senior Sales Director; Mr. Chris Min, Media Coordinator; Ms. Chung Ye-Sun, Media
5 Coordinator; and, Ms. Jennifer Yoo, Account Executive; and now, therefore, be it

6 **RESOLVED**, that the Executive Committee of *I Mina Bente Ocho Na Liheslaturan*
7 *Guahan* does hereby, on behalf of the people of Guam, commends Mr. Kim Kyong-Hae for his
8 dedication and hard work as the founder and president of Communications Korea, Public
9 Relations and Marketing representative for Guam and the Guam Visitors Bureau in Korea, and
10 recognizing his many accomplishments and contributions to the community of Guam as he
11 completes his eighteen years of service to the Bureau; and be it further

12 **RESOLVED**, that the Executive Committee of *I Mina Bente Ocho Na Liheslaturan*
13 *Guahan* does hereby, on behalf of the people of Guam, extends the most sincere and deepest
14 gratitude to Mr. Kim Kyong-Hae and Communications Korea for their role in shaping Guam's
15 tourism industry; and be it further

16 **RESOLVED**, that the Speaker and Chairman of the Executive Committee certify, and
17 the Secretary of *I Mina 'Bente Ocho na Liheslaturan Guahan* attest to, the adoption hereof, and
18 that copies of the same be thereafter transmitted to: Mr. Kim Kyong-Hae, President and Founder,
19 Communications Korea; to Mr. Gerald S.A. Perez, General Manager, Guam Visitors Bureau;
20 and, to the Honorable Felix P. Camacho, *I Maga'lahaen Guahan*.

DULY AND REGULARLY ADOPTED BY *I MINA'BENTE OCHO NA LIHESLATURAN GUÁHAN* ON THE __ DAY OF _____, 2006.

MARK FORBES
Speaker and Chairman
Executive Committee

EDWARD J.B. CALVO
Senator and Secretary of the Legislature