



WHERE BUSINESS AND ALOHA MEET™

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HVCB EAST-WEST SALES EFFORTS EXEMPLIFIED DURING APRIL

HONOLULU – April has been a month in which the Hawai'i Visitors and Convention Bureau (HVCB) has stretched the wings of its global sales message from the East Coast to the Far East to reach key markets on hosting meetings in the islands.

Over the past three weeks, HVCB has sold the Hawai'i meeting experience at tradeshow exhibitions in Washington D.C., Shanghai, Boston, and Atlanta, with two more sales presentations taking place next week in Tokyo and Osaka.

"We're very active with our marketing outreach each month, but April has been exceptional in our commitment to establish one-to-one contacts and cultivate sales leads in the continental U.S. and Asia," said Michael Murray, CMP, CMM, CASE, HVCB vice president of sales and marketing for corporate meetings and incentives.

"Our message to industry professionals in these far-flung markets is the same – that Hawai'i is the ideal meetings venue to host events that bring the business interests of East and West together in one setting," Murray said.

On April 28-29, HVCB's Asia regional sales director Shigeru Nishi will lead sales seminars in Tokyo and Osaka focused on meeting, incentive, and convention planners in association with Japan travel firms Jalpak, Nippon Travel Agency, and H.I.S.

These sales efforts will culminate a month that began on April 3 with HVCB selling Hawai'i at Springtime in the Park, the world's largest one-day association tradeshow in Washington D.C., the world's largest association market. Springtime drew an estimated 4,500 meetings professionals from the surrounding area. HVCB regional sales director Kathy Dever organized the Hawai'i presentation in collaboration with the Hawai'i Convention Center.

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The following week, April 8-11, Murray led a four-day Hawai'i tradeshow exhibition and sales blitz in Shanghai targeting new business from corporate and incentive groups at IT&CM China. HVCB worked in collaboration with the Hawai'i Tourism Authority and Hawai'i Convention Center for the event, which drew an estimated 1,500 meetings industry travel professionals in Asia.

During that same week, on April 9, HVCB regional sales director Joseph Nagle promoted Hawai'i to more than 2,000 meeting professionals at the MPI New England Meetings Industry Conference and Exposition in Boston.

The week after, April 15-16, Nagle was in Atlanta selling Hawai'i to an estimated 1,000 attendees at the MPI Georgia Chapter Educational Forum and Tradeshow.

Murray added, "It's been a very positive month, especially for generating interest in new incentive business opportunities for Hawai'i's meetings industry."

Special note to media: The Hawai'i Visitors and Convention Bureau (HVCB) recognizes the use of Hawaiian diacritical markings (e.g. glottal stop [ʻ], macron [ā] in place names of Hawai'i such as Lānaʻi). However, HVCB respects the individual use of these markings for names of organizations and businesses.

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For information about hosting corporate meetings and incentives in Hawai'i, visit HVCB's website at BusinessAloha.com or call 1-888-424-2924.

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For more information, meeting planners may visit the Hawai'i Convention Center's website at HawaiiConvention.com or call (808) 943-3500.

For additional information about SMG, visit www.SMGWorld.com.