



WHERE BUSINESS AND ALOHA MEET™

FOR IMMEDIATE RELEASE

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HVCB OFFERS “HAWAII FREE” PROGRAM FOR MEETINGS BUSINESS

HONOLULU – Furthering its commitment to show corporate meeting and incentive groups how affordable the Islands of Aloha are for doing business, the Hawai‘i Visitors and Convention Bureau (HVCB) today introduced its new “Hawai‘i Free” program.

With support from its island chapters representing Kaua‘i, O‘ahu, Maui County, and Hawai‘i’s Big Island, HVCB has compiled a listing of more than 150 free activities for groups to incorporate in attendees’ itineraries while doing business in Hawai‘i. The listing is available at HVCB’s new ‘Added Value Resource Center’ offered online at **BusinessAloha.com**.

“This new program helps groups make the best use of their money and spare time by showing how they can put together a full schedule of free activities for attendees to enjoy our unique culture and way of life,” said Michael Murray, CMP, CMM, CASE, HVCB’s vice president of sales and marketing for corporate meetings and incentives.

“Those of us lucky enough to live here know about many of the arts and cultural displays, scenic sites, and historic locations that make Hawai‘i such a special place. HVCB has drawn on its resources to share that knowledge with visiting groups so their attendees can experience the rewards of meeting in Hawai‘i while saving on their bottom line,” Murray said.

Examples of free activities to enjoy in the islands include listening to the music of the Royal Hawaiian Band at Waikiki’s Kapi‘olani Park, touring the Wai‘oli Mission House Museum in Hanalei, Kaua‘i, enjoying Art Night each Friday in Lāhaina, Maui, and seeing the preserved ancient Hawaiian village at Lapakahi State Historical Park in North Kohala, Hawai‘i’s Big Island.

Hawai‘i Free is the fourth cost-savings program HVCB has introduced recently to help corporate meeting and incentive groups do business in the islands while staying within budget.

The other programs HVCB offers in its Added Value Resource Center are:

- ◆ Hot Rates, Hot Dates! offering special savings on accommodations and activities at hotels and resorts statewide through 2010.
- ◆ Value-Added Discounts on retail goods and activities in partnership with Retail Merchants of Hawaii and Activities and Attractions Association of Hawaii.
- ◆ Hawai‘i Speakers Bureau offering elite Hawai‘i-based leaders to address groups meeting in the islands on various subjects, including Asian affairs, medicine, scientific research, and technology.

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Special note to media: The Hawai'i Visitors and Convention Bureau (HVCB) recognizes the use of the 'okina ['] or glottal stop, one of the eight consonants of the (modern) Hawaiian language; and the kahakō [ā] or macron (e.g., in place names of Hawai'i such as Lāna'i). 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, about the Hawai'i Convention Center, visit www.hawaiiiconvention.com or call (808) 943-3500. For additional information about SMG, visit www.smgworld.com.