



WHERE BUSINESS AND ALOHA MEET™

FOR IMMEDIATE RELEASE

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HVCB LAUNCHES "HOT RATES, HOT DATES!" PROGRAM

HONOLULU – Responding to business customer concerns over Hawai'i's affordability in the current economic environment, the Hawai'i Visitors and Convention Bureau (HVCB) today launched a program to help generate new business bookings through 2010.

Called "Hot Rates, Hot Dates!" the HVCB initiative is being done in partnership with its member hotels and resorts statewide to provide money saving deals on accommodations, meeting facilities, and other specials. At **BusinessAloha.com**, HVCB's business meetings website, an online clearinghouse has been created for groups to see and take advantage of the special offers.

Michael Murray, CMP, CMM, CASE, HVCB's vice president of sales and marketing for corporate meetings and incentives, said the new program takes Hawai'i's return on investment value a step further by offering "inside information" to groups and their constituents on the special saving opportunities now available at resorts throughout the state.

"We've essentially created a one-stop online shop for groups to pick and choose the destination that fulfills their objectives while staying within budget," said Murray. "Customer feedback tells us there is tremendous desire to meet in Hawai'i, but concerns over cost are holding some groups back. We believe this program will help alleviate those concerns and let groups book Hawai'i knowing they are getting the most for their money."

The special offers are listed by island for each of the hotels and resorts taking part. Meeting professionals can shop online then contact hotels and resorts directly for the deal that best fits the size, composition, and special preferences of a group's attendees.

HVCB's Hot Rates, Hot Dates! program is for new business bookings only and does not apply to accommodations that have already been reserved.

This is the third value-added program HVCB has introduced recently specifically to enhance Hawai'i's appeal as a meetings destination for the benefit of corporate groups, associations and incentives.

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In December, HVCB launched a program offering special discounts for meeting attendees that can potentially produce hundreds of dollars in savings on retail products and activities in partnership with Retail Merchants of Hawaii and Activities and Attractions Association of Hawaii.

Earlier last year HVCB initiated the “Hawai’i Speakers Bureau” program by creating a database of elite Hawai’i-based leaders in various fields of expertise, including high technology, Asian affairs, medicine, and scientific research.

“These cost-savings programs are creating real value for groups wanting to book Hawai’i and enjoy the professional and personal benefits of doing business in our nation’s most beautiful meetings and convention destination,” said Murray.

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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.hawaii-convention.com or call (808) 943-3500. For additional information about SMG, visit www.smgworld.com.