



WHERE BUSINESS AND ALOHA MEET™

FOR IMMEDIATE RELEASE

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**HAWAII CONTINUES SALES EFFORTS FOR CHINA MEETINGS BUSINESS
AT 2010 IT&CM CONVENTION IN SHANGHAI, APRIL 7-9**

HONOLULU – With the goal of capitalizing on China’s growth in business travel, a team of Hawai’i sales professionals will be in Shanghai, April 7-9, to sell the state’s meetings industry at the Incentive Travel & Conventions Meetings China (IT&CM) travel show.

Sales professionals representing the Hawai’i Visitors and Convention Bureau (HVCB), Hawai’i Convention Center, and Hawai’i Tourism China will be promoting the attributes and affordability of the Islands of Hawai’i to a burgeoning market that now ranks third worldwide behind the United Kingdom and United States for business travel.

“Chinese visitors have become Hawai’i’s highest daily spenders and recent bookings show that outbound travel from this growing market is picking up again following the decline in 2009 due to H1N1,” said Mike McCartney, president and CEO, Hawai’i Tourism Authority. “It’s a good time for HVCB to be in this market keeping Hawai’i top of mind as an ideal business travel destination.”

Michael Murray, CMP, CMM, CASE, vice president of sales and marketing for HVCB’s corporate meetings and incentives division, has spent the past several years selling Hawai’i as a meetings destination and cultivating client relationships at major business trade shows in China and Asia.

“Asia as a whole, and China in particular, is a growing market that continues to ripen for development of new business meeting opportunities for Hawai’i,” said Murray. “Our location and the comfort of our longstanding ties to the cultures and people of Asia create a natural appeal, but planners and groups serving this region also recognize the efforts that have been taken to make Hawai’i more affordable and accessible to host business meetings.”

Along with meeting attendees at IT&CM’s tradeshow, Murray has 40 confirmed appointments scheduled with potential clients and will also be making a presentation about the benefits of Hawai’i’s meetings industry to 35 international media attending the convention.

Held at the ShanghaiMart Expo, IT&CM is expected to attract 2,000 international meetings industry professionals, mostly from China and other countries throughout Asia.

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In the past year, HVCB has introduced several key initiatives to help generate new meetings business from Asia. Recently HVCB launched special incentive programs for groups based in Japan and Korea to book Hawai'i. In addition, HVCB introduced translated versions of its cost-saving Added Value Resource Center, as well as its meeting planner guide, online at BusinessAloha.com for groups in Japan, China, Taiwan, and Korea.

HVCB is contracted by the Hawai'i Tourism Authority (HTA), the state of Hawai'i's tourism agency, to provide marketing management services for the conventions, meetings and incentives market segment. HTA was established in 1998 to ensure a successful visitor industry well into the future. Its mission is to strategically manage Hawai'i tourism in a sustainable manner consistent with the state of Hawai'i's economic goals, cultural values, preservation of natural resources, community desires, and visitor industry needs.

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Special note to media: 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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