



WHERE BUSINESS AND ALOHA MEET™

FOR IMMEDIATE RELEASE

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**HVCB SALES FORCE PROMOTING HAWAII AT GLOBAL MEETINGS
CONVENTION IN LAS VEGAS, AUGUST 9-12**

HONOLULU – Thirty meeting sales professionals, led by the Hawai'i Visitors and Convention Bureau (HVCB), will be in Las Vegas this weekend selling Hawai'i at Meeting Professionals International's World Education Congress (MPI-WEC), August 9-12.

More than 3,800 sales professionals worldwide will be in attendance for one of the year's most important gatherings to secure new business. Hawai'i will have a large physical presence on the tradeshow floor with a special themed section showcasing the natural beauty, colors, appeal, and diversity of the islands.

Michael Murray, CMP, CMM, CASE, HVCB's vice president of sales and marketing for corporate meetings and incentives (CMI), said one of the messages the Hawai'i sales contingent will bring to attendees is the islands' business value as an incentive destination.

"Hawai'i has long been one of the world's most popular incentive destinations for inspiring companies and employees to meet their goals," said Murray. "The desire to visit Hawai'i is as strong as ever and we believe during a down economy we can give a company an added edge in finding new ways to generate business opportunities."

The HVCB-led sales team includes its four island chapters – Kaua'i Visitors Bureau, O'ahu Visitors Bureau, Maui Visitors Bureau, and Big Island Visitors Bureau – the Hawai'i Convention Center and sales professionals from Ala Moana Hotel, Fairmont Hotels & Resorts Hawaii, Grand Wailea Resort Hotel & Spa, Hilton Hawaiian Village Beach Resort & Spa, Hilton Waikoloa Village, Hyatt Resorts Hawaii, Incentives Hawaii, Island Partners Hawai'i, Kathy Clarke Hawaii, Marriott Resorts Hawaii, Mauna Lani Bay Hotel & Bungalows, Prince Resorts Hawaii, Polynesian Cultural Center, Starwood Hotels & Resorts Hawaii.

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Organizing the Hawai'i sales effort is Adele Tasaka, HVCB's senior director of accounts. "We have great representation from our industry partners statewide, which will help sell the overall message of Hawai'i's value for hosting meetings and conventions," said Tasaka.

Dallas-based MPI is the meeting industry's largest association with more than 24,000 members in 80 countries and 69 chapters worldwide, including MPI's Aloha Chapter in Hawai'i.

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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 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.hawaiiconvention.com or call (808) 943-3500.

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