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**FOR IMMEDIATE RELEASE**

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**HVCB EARNS PLATINUM PARTNER AWARD FOR SERVICE EXCELLENCE**

**HONOLULU** – The Hawai'i Visitors and Convention Bureau (HVCB) has earned the kudos of corporate and incentive planners nationwide receiving a 2007 Platinum Partner Award from *Incentive* magazine.

This marks the third consecutive year HVCB has earned the award, which recognizes the Bureau's service excellence for the incentive industry and is determined by votes cast from readers of *Incentive*.

"Having your work recognized by the customer is always the most satisfying tribute," said Michael Murray, CMP, CMM, CASE, HVCB's vice president of sales and marketing for corporate meetings and incentives.

"Incentives are a very important source of revenue for Hawai'i's meetings industry. We're honored to share the spirit of this award with HVCB's island chapters, the Hawai'i Convention Center and our industry partners, all of whom have been instrumental to the success enjoyed by our clients."

The incentives business is a lucrative sector of Hawai'i's meetings industry, and the islands are traditionally one of the world's most popular incentive destinations.

*Incentive* magazine acknowledged Hawai'i's standing as an industry-leading travel incentive noting that its readers used HVCB's products, services and destinations as a tool for motivating employees and customers.

The magazine's readers voted HVCB for the Platinum Partner Award based on criteria that evaluated the destination, property or travel service, quality and degree of professionalism, and degree of credibility and promotional support.

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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](http://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](http://HawaiiConvention.com) or call (808) 943-3500.

For additional information about SMG, visit [www.SMGWorld.com](http://www.SMGWorld.com).