



WHERE BUSINESS AND ALOHA MEET™

**FOR IMMEDIATE RELEASE**

February 8, 2010

**HVCB, INDUSTRY PARTNERS LAUNCH STATEWIDE SALES BLITZ  
THIS WEEK FOR NEW MEETINGS BUSINESS**

**HONOLULU** – In a first for Hawai'i's tourism industry, group sales professionals representing resorts, hotels and travel companies statewide are banding together to launch a coordinated telephone sales campaign this week to bring new meetings business to Hawai'i.

Organized by the Hawai'i Visitors and Convention Bureau's (HVCB) Corporate Meetings and Incentives division with support from its Island Chapter bureaus and the Hawai'i Convention Center, the "Hawai'i Prospect Sales Blitz" begins tomorrow on Kaua'i and continues on each island the rest of this week.

"We have created a list of nearly 10,000 potential clients and our goal is to contact each one and sell them on the benefits and competitive advantages of booking Hawai'i for business meetings," said Michael Murray, CMP, CMM, CASE, HVCB's vice president of sales and marketing for corporate meetings and incentives.

Sales professionals from 50 HVCB industry partner companies on Kaua'i, O'ahu, Maui, and Hawai'i's Big Island are taking part in the collaborative sales effort. However, instead of seeking new business for their individual properties, the partners are collectively selling the Hawaiian Islands as a world-class business meetings destination.

Murray commented, "Our industry partners statewide have really stepped up to do what's best for Hawai'i as a whole. With all of us working together, I'm confident we will generate prospects and leads on new business for the state and elevate top-of-mind awareness about Hawai'i's winning qualities to host meetings and conventions."

On Tuesday the "Hawai'i Prospect Sales Blitz" begins with Kaua'i-based group sales professionals convening at the Kauai Beach Resort at 6:00 a.m. and spending the next four hours calling prospective clients. The process will be repeated Wednesday for their industry counterparts on O'ahu at the Hawai'i Convention Center, on Thursday at the Maui Beach Hotel, and on Friday at the Big Island's Waikoloa Beach Marriott Resort & Spa.

HVCB is targeting meeting planners and decision-makers in North America that covers all industries but is putting special emphasis on reaching lucrative business sectors, such as medical, pharmaceutical, banking, business-related services, and supply services.

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HVCB is contracted by the Hawai'i Tourism Authority, 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](http://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](http://www.hawaiiiconvention.com) or call (808) 943-3500. For additional information about SMG, visit [www.smgworld.com](http://www.smgworld.com).