



WHERE BUSINESS AND ALOHA MEET™

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**HVCB TEAMS UP WITH RETAILERS AND ACTIVITIES ON ADDED-VALUE PROGRAM TO ATTRACT MEETING BUSINESS**

**HONOLULU** – The Hawai'i Visitors and Convention Bureau (HVCB) is partnering with Retail Merchants of Hawaii and the Activities and Attractions Association of Hawaii (A3H) on a new program offering significant savings to groups meeting in Hawai'i.

The two organizations are providing an array of special discounts and value-added offers for retail products, as well as for activities and tours that will be honored by hundreds of their members collectively throughout the islands.

Michael Murray, CMP, CMM, CASE, HVCB's vice president of sales and marketing for corporate meetings and incentives (CMI), said the collaboration provides added incentive for groups to book Hawai'i for meetings, while enhancing the state's standing as a premier dual-use destination on the benefits of mixing business with leisure.

"Groups are looking for ways to boost their ROI and this program is an innovative way to drive attendance and increase travel savings for attendees," said Murray. "We appreciate how Hawai'i's retail merchants and activity providers are offering real value to groups that will stretch their budgets and make doing business in Hawai'i even more rewarding."

Retail Merchants of Hawaii is a not-for-profit trade association representing more than 2,000 storefronts statewide. Attendees of groups taking part in the program will receive a special flyer qualifying them for a range of retail savings opportunities. Many retail outlets will offer merchandise discounts up to 20%, while other selected retailers will offer a free gift with a qualifying purchase.

"Retail shopping in Hawai'i is an exciting world-class experience for visitors and we're delighted to share the strength of our membership to help motivate groups to book meetings in the islands," said Carol Pregill, president of Retail Merchants of Hawaii.

A3H has more than 200 members statewide, representing a wide diversity of tours, activities and attractions in the islands. The organization is offering groups its "Gold Card" for the discounted rate of \$15. The card can be used by four people and provides savings up to 50% on admissions or products purchased through its membership.

A3H Executive Director Toni Marie Davis says the Gold Card can generate hundreds of dollars in savings for group attendees as they enjoy the islands. “Activities make doing business in Hawai‘i fun and we are pleased to give groups another reason to book the islands,” she said.

For more information on the value-added program, groups can visit HVCB’s website at **BusinessAloha.com**.

**Special note to media:** The Hawai‘i Visitors and Convention Bureau (HVCB) recognizes the use of Hawaiian diacritical markings (e.g. glottal stop [‘], 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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