

IMMEDIATE RELEASE

February 4, 2008

HVCB MARKETING PROGRAMS EARN TOP HONORS IN NEW YORK
Platinum Awards Received for Public Relations and Web Marketing Initiatives

HONOLULU – The Hawai'i Visitors and Convention Bureau (HVCB) took home the lion's share of honors for destination marketing on January 28 at the 51st Adrian Awards Gala in New York City.

HVCB received eight awards – two platinum, three gold, and three silver – recognizing excellence in public relations, advertising, and web marketing in 2007 and making HVCB the top winner in the worldwide "CVB/Destination/Offices of Tourism" category.

Highlighting HVCB's honors were platinum awards received in public relations for TOP CHEF, the two-hour, season finale cable TV show filmed by *Bravo Network* on Hawai'i's Big Island, and in web marketing for "The Colors of Hawai'i" fall campaign featuring local personalities in storytelling videos at GoHawaii.com.

"The Adrian Awards are one of the travel industry's highest honors in marketing and it's very rewarding to see HVCB's programs on behalf of the State of Hawai'i recognized as some of the world's best," said John Monahan, HVCB President and CEO. "We share this recognition with our marketing partners McNeil Wilson Communications, Milici Valenti Ng Pack Advertising, and FireFly Interactive and congratulate them for helping to develop innovative marketing programs that entice travelers by showing the true spirit of the islands."

Hosted by Hospitality Sales and Marketing Association International (HSMIA) at the Marriott Marquis in Times Square, the Adrian Awards Gala recognized the worldwide travel industry's most ingenious and forward-thinking sales and marketing campaigns and individuals.

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This year's competition received more than 1,300 entries, with the black tie-only gala attended by more than 1,000 hospitality, travel and tourism, and marketing executives worldwide.

HVCB's platinum awards were featured in both a video presentation and exhibit of winners at the Adrian Awards Gala. In addition, HVCB's platinum winning entries will be featured in a case study in HSMAI's *Marketing Review*. A platinum winner is selected exclusively from Gold Award winners and its status signifies the entry has outperformed all competitors with creativity and exceptional results.

HVCB's eight awards won by category and division are as follows:

Public Relations (2)

- Top Chef 2: Hawai'i Season Finale
 - Platinum Award – Feature Placement - Television
 - Gold Award – Feature Placement - Television

Advertising (3)

- Discover the Colors of Hawai'i
 - Gold Award – Complete Campaign
- HVCB Avid Traveler 2-Page Spread
 - Silver Award – Single Ad Entry
- Waikiki – Share the Experience
 - Silver Award – Complete Campaign

Web Marketing (3)

- The Colors of Hawai'i – Blue Video
 - Platinum Award – Multimedia (Video, Flash, Animation)
 - Gold Award – Multimedia (Video, Flash, Animation)
- Colors of Hawai'i
 - Silver Award – Multimedia (Video, Flash, Animation)

About HSMAI

Founded in 1927, HSMAI is an individual membership organization comprised of nearly 7,000 members from 35 countries and chapters worldwide. HSMAI's Americas Region, headquartered in McLean, VA, consists of 38 chapters in three countries. HSMAI has become the industry champion in identifying and communicating trends in the hospitality industry while operating as a leading voice for both hospitality and sales and marketing management disciplines, as well as connecting its members with customers.

About HVCB

HVCB represents the Islands of Hawai'i in the highly competitive arena of destination marketing and manages program planning and leisure marketing strategies for North America and Corporate Meetings and Incentives. Its mission is to create sustainable, diversified, travel destination demand for the Hawaiian Islands. The strategic principles of innovation, integration, inclusion and accountability serve as the foundation of HVCB's marketing direction. For information about Hawai'i and to begin planning a vacation to the Islands of Aloha, visit GoHawaii.com.

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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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NR/02/08