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### NEW INTERACTIVE MAPS MAKES PLANNING HAWAII MEETINGS EASY

#### Hotels and Major Pre- and Post-Meeting Activities Highlighted at [meethawaii.com](http://meethawaii.com)

**HONOLULU** – With the goal of making meetings in Hawai'i even more convenient to book, the Hawai'i Visitors and Convention Bureau (HVCB) has introduced new, interactive online maps for the benefit of meeting planners.

"These maps will help make planners' jobs as seamless as possible when researching and scheduling meetings in Hawai'i," said Michael Murray, CMP, CMM, CASE, vice president of sales and marketing for HVCB's Corporate Meetings and Incentives (CMI) division.

"This is an online tool that works for the industry statewide. Using these maps, planners anywhere in the world at any time of day can make informed opinions about both the range and value of meeting amenities we offer in Hawai'i," he said.

#### **New Online Tool for Planners – [MeetHawaii.com](http://MeetHawaii.com)**

Starting with HVCB's CMI Web site, [MeetHawaii.com](http://MeetHawaii.com), planners are offered a variety of online tools for planning and scheduling meetings in the islands.

The colorful, interactive maps are the newest tool to be introduced, providing planners with an expanded functionality to research the location of hotels with meeting facilities on Hawai'i's six major islands: Kaua'i, O'ahu, Moloka'i, Lāna'i, Maui, and Hawai'i's Big Island.

In addition, key points of interest are featured giving planners a perspective on both the physical location and "sense of place" available to clients for pre- and post-meeting activities. These activities are categorized under headings popular with meeting attendees, including culture, golf, beach activities, and shopping.

"Groups enjoy holding business meetings in the islands but what they really want to do is experience Hawai'i on their free time," noted Murray. "These maps are user-friendly and help planners make the most of their clients' stay."

For a more expanded, in-depth usage of the maps, planners can click on the “Map Customization Options” link and take advantage of features ideal to help promote attendance, provide directions, and recommend special activities.

For example, Murray says planners can send an e-mail message with a map of a planned meeting site in the islands to help inspire sales for incentives or excite potential attendees to commit travel plans. “Hawai‘i is a powerful lure and these maps only make our message for the state that much stronger,” said Murray.

### **Hawai‘i Online Planning Tool Kit – Coming Summer 2005**

Murray added that the interactive maps are a precursor to the online planning tool kit HVCB will be introducing in Summer 2005. Among the features to be offered will be specific schematic drawings of meeting spaces in hotels located throughout Hawai‘i.

“More online tools are coming from HVCB to make it even more efficient to plan meetings, corporate gatherings and incentives in Hawai‘i,” Murray said. “Within a few months, researching and planning meetings in Hawai‘i will take on a whole new dimension.”

### **Plan Hawai‘i Meetings via [meethawaii.com](http://meethawaii.com)**

For more information about holding meetings in Hawai‘i, the Islands of Aloha, visit HVCB’s Web site at **MeetHawaii.com** or call the CMI division at 1-888-424-2924.

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