



WHERE BUSINESS AND ALOHA MEET™

**FOR IMMEDIATE RELEASE**

July 21, 2010

**HVCB LEADS HAWAII SALES EFFORT AT MPI  
WORLD EDUCATION CONFERENCE IN VANCOUVER, JULY 24-27**

**HONOLULU** – The Hawai'i Visitors and Convention Bureau (HVCB) is leading a statewide sales team to generate new business opportunities for the Hawaiian Islands at Meeting Professionals International's (MPI) World Education Conference, July 24-27 at the Vancouver Convention Centre in Vancouver, British Columbia.

More than 2,500 meeting professionals from around the world are expected to attend the conference, of which 40 percent will be meeting planners.

"Hawai'i's presence at the MPI World Education Conference is important in showcasing our islands as an ideal place to conduct business and group meetings, as well as a leisure destination rich in beauty, culture and diversity," said Mike McCartney, president and CEO of the Hawai'i Tourism Authority. "We are excited for this upcoming opportunity that will generate invaluable worldwide exposure for our islands."

Leading the HVCB sales team is Michael Murray, CMP, CMM, CASE, vice president of sales and marketing, and Adele Tasaka, senior director of accounts.

"We're selling the value of the Hawai'i meeting experience and the qualities that make coming to our islands for business so uniquely rewarding and worthwhile," said Murray. "We'll give attendees a sampling of Hawai'i to whet their appetite and our partners will show some of the beautiful locations and enticing options available for hosting their events."

He added that a goal of HVCB is to generate leads on near-term group business for Hawai'i by promoting the cost-savings and incentive benefits being offered through 2011 via its Added Value Resource Center. Offered online at BusinessAloha.com, HVCB's Added Value Resource Center offers seven programs to help make meetings and incentive events in Hawai'i more affordable for groups.

Joining HVCB in selling meetings and incentives in Hawai'i are sales executives from the Kaua'i Visitors Bureau, O'ahu Visitors Bureau, Maui Visitors Bureau, Big Island Visitors Bureau, and Hawai'i Convention Center, along with representatives from Current Affairs, Fairmont Resorts Hawaii, Grand Wailea Resort, Hawaii Meeting Builders, Hilton Hawaiian Village Beach Resort & Spa, Hilton Waikoloa Village, Hyatt Resorts Hawaii, Kathy Clarke Hawaii, Marriott Resorts Hawaii, Polynesian Cultural Center, The Ritz-Carlton, Kapalua, Starwood Hotels & Resorts Hawaii, and Turtle Bay Resort.

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The Hawai'i tradeshow exhibit will offer a sweeping display of the Hawaiian Islands' sunny appeal, tropical beauty, colorful florals, cultural diversity, and Aloha Spirit hospitality, and feature an "Experience Hawai'i" trip giveaway with six nights of hotel accommodations.

To further enhance business development opportunities, HVCB is hosting a special client reception on July 26 at Steamboat's Uber Lounge featuring the musical talents of Hawai'i's own Taimane Gardner, and a Hawai'i trip giveaway with airfare and hotel included.

Dallas-based MPI is the meeting industry's largest association with more than 23,000 members in 71 chapters and clubs worldwide, including the MPI Aloha Chapter in Honolulu.

HVCB is contracted by the Hawai'i Tourism Authority (HTA), 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.

**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).