



WHERE BUSINESS AND ALOHA MEET™

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**MEETING PLANNERS HONOR HAWAII'S OUTSTANDING
SERVICE WITH PINNACLE AWARD**

HONOLULU – The quality of service that meeting planners and their clients receive for business events in the Hawaiian Islands has been recognized by *Successful Meetings* magazine with a 2010 Pinnacle Award.

Presented to the Hawai'i Visitors and Convention Bureau (HVCB), the award honors the nation's top destination support organizations and is determined by voting from meeting planners representing associations, corporations and trade groups nationwide.

"Congratulations to HVCB and our industry partners for the outstanding service they provide to support meeting planners," said Mike McCartney, president and CEO of the Hawai'i Tourism Authority. "We appreciate all of their work that helps to highlight Hawai'i as an ideal place to conduct business and group meetings."

Michael Murray, CMP, CMM, CASE, vice president of sales and marketing for HVCB's corporate meetings and incentives division, says the Pinnacle Award reflects the success of the meeting experience in Hawai'i.

Murray commented, "Planners and the groups they represent appreciate the outstanding service and collaboration of Hawai'i's meetings professionals in creating programs that meet the objectives of organizers and deliver on the expectations of participants."

He added that HVCB and its partners offer groups full-service support with event planning and implementation that begins with the initial contact and carries through to the final day. "This award is a good indication that our local industry is getting the job done for groups coming here to do business," said Murray. "A big mahalo goes to our island chapters, industry partners, and the Hawai'i Convention Center for contributing to this success."

Based in New York City, *Successful Meetings* magazine is one of the meeting industry's leading publications with a national circulation of 72,000.

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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.

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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 or call 1-888-424-2924.

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