



WHERE BUSINESS AND ALOHA MEET™

FOR IMMEDIATE RELEASE

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HAWAII SALES TEAM SEEKING NEW MEETINGS BUSINESS DOWN UNDER

HONOLULU – Next week, the Hawai'i Visitors and Convention Bureau (HVCB) is leading a 14-member sales team in Australia to help generate new business opportunities for the state's meetings industry.

The focus of the sales team's efforts is the 18th annual Asia-Pacific Incentive and Meetings Expo (AIME) in Melbourne, March 1-3. AIME is expected to draw 6,000 participants and 850 exhibitors from 50 countries. Among the attendees will be an estimated 3,000 professional meeting organizers from Australia, New Zealand, and Asia-Pacific countries – key decision-makers in determining where meetings and incentive events are booked.

"We're bringing to Australia a strong and diverse sales team representing all island counties that will convey the uniqueness and range of opportunities Hawai'i offers to make their meetings and events overseas a success," said Adele Tasaka, HVCB's senior director of accounts and the chief organizer of the "Down Under" sales blitz.

Tasaka added, "A natural affinity exists for Hawai'i within Australia and Asia Pacific and the fact that we offer world-class resorts and meeting facilities statewide, along with pre- and post-meeting experiences that make being here truly remarkable, helps us in selling our islands as a premier, international meetings destination."

Joining Tasaka on the Australia sales blitz will be Hawai'i sales professionals representing the Kaua'i Visitors Bureau, O'ahu Visitors Bureau, Maui Visitors Bureau, Big Island Visitors Bureau, Hawaiian Airlines, Hilton Hawaiian Village Beach Resort & Spa, Moana Surfrider–A Westin Resort, Starwood Resorts Waikiki, The Waikiki Edition, Maui Jim, MC&A Hawaii, Kathy Clarke Hawaii, and Aloha Holidays.

During AIME's three-day tradeshow, the HVCB sales team will promote the intrinsic cultural and tropical appeal that differentiates Hawai'i for international meetings and incentive events, while also communicating the islands' proven ability to generate high attendance from participants and satisfy client objectives.

In addition to AIME, the sales team will hold special meetings with prospective clients throughout the week in Australia, highlighted by a Hawai'i-themed tradeshow and reception sponsored by HVCB at Otto Ristorante in Woolloomooloo on March 5.

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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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