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## **NEW HVCB BOOKING ADVANTAGE PROGRAM ADDS VALUE TO HAWAII MEETING EXPERIENCE**

**HONOLULU** – The Hawai'i Visitors and Convention Bureau (HVCB) has introduced a new value-added program for groups holding business meetings in the islands by showcasing its members with Hawai'i-themed products and services.

Called Booking Advantage, the HVCB member-inspired program is the newest online initiative being offered in HVCB's Added Value Resource Center at **BusinessAloha.com**.

The program allows groups that have either a booked or planned meeting in the islands, with a minimum 10 peak hotel room nights, to select a complimentary product or service from a participating HVCB member.

Gina Salvador, HVCB's membership director, worked with the corporate meetings and incentives (CMI) division to create a program increasing the exposure and accessibility of members and their products to groups doing business in the islands.

"More than 100 of our members are taking part in this program and offering an inviting selection of cultural and 'made-in-Hawai'i' products, and other specialized services, to help make the business meeting experience even more special," said Salvador.

"Hawai'i's uniqueness is one of its most appealing traits and we think groups will be pleased with how our membership can enhance the quality of their event for attendees and guests," Salvador added.

The Booking Advantage program is designed to be mutually beneficial. The visiting group enhances the value of their Hawai'i meeting experience, while HVCB's members develop new opportunities for marketing their products to a broader base of visitors.

"This new program is a continuation of our effort to create value and cost-savings opportunities for groups wanting to book meetings and incentive events in Hawai'i," said Michael Murray, CMP, CMM, CASE, HVCB vice president of sales and marketing for CMI.

"We know groups want to come here and do business. Interest in our Added Value Resource Center has been exceptional and, with the resources of our membership, we are working hard to help secure new bookings that will benefit the entire industry," said Murray.

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## ADDED VALUE RESOURCE CENTER

HVCB created the Added Value Resource Center in conjunction with its industry partners and island chapter bureaus representing Kaua'i, O'ahu, Maui, and Hawai'i's Big Island. In addition to the Booking Advantage program, below are six other value-added initiatives available to groups wanting to hold business meetings in Hawai'i.

- ◆ **Hot Rates, Hot Dates!** offers special savings on accommodations and activities at hotels and resorts statewide through 2010.
- ◆ **Hawai'i Free** lists more than 100 *free* activities to enjoy in the islands that meeting planners can incorporate into meeting itineraries and save on costs.
- ◆ **Hawai'i Value-Added** provides meeting attendees special savings on retail goods and activities in partnership with Retail Merchants of Hawaii and the Activities and Attractions Association of Hawaii.
- ◆ **DMC Offer** lets planners utilize a variety of services provided by Hawai'i's Destination Management Companies (DMC) for free or at a discounted rate.
- ◆ **Hawai'i Speakers Bureau** is a listing of elite Hawai'i-based leaders that can share their expertise with groups meeting in the islands on various subjects, including medicine, scientific research, technology, and Asian affairs.
- ◆ **Green Hawai'i** provides meeting planners with an island-by-island listing of eco-friendly programs initiated by resort properties and activity providers.

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**Special note to media:** The Hawai'i Visitors and Convention Bureau (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).