



WHERE BUSINESS AND ALOHA MEET™

FOR IMMEDIATE RELEASE

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**DESTINATION MANAGEMENT COMPANIES ADD NEW VALUE
TO HAWAII BOOKED MEETINGS**

HONOLULU – The professionals who ensure meetings and incentive events are rewarding and memorable – destination management companies – have joined the Hawai'i Visitors and Convention Bureau (HVCB) in creating more value for group bookings.

The business development initiative is the newest program introduced in HVCB's Added Value Resource Center, offered online at **BusinessAloha.com**.

Destination management companies are experts in the product, service and location offerings of Hawai'i, with one of their specialties being able to create distinctive and uniquely themed events and team-building activities for visiting groups. Examples include private, catered concerts by a famous band in a specially designed setting, or a themed excursion and dinner at a historical site or on private property.

Fourteen Hawai'i-based destination management companies are offering a range of complimentary or value-added services to enhance the Hawai'i meeting experience, such as lei greeting for arrivals, increased staffing at no extra cost, gift baskets for VIPs, and free entertainment. The offers vary by company and are based on qualifying factors such as number of attendees or booking of peak room nights.

"Hawai'i's destination management specialists are tremendously important to the meeting experience because they typically create the events that evoke the fondest memories of our islands when groups return home," said Michael Murray, CMP, CMM, CASE, HVCB vice president of sales and marketing for corporate meetings and incentives.

"We appreciate how these companies have come forward with these incentive-laden values to make a meeting in Hawai'i even more appealing."

The 14 destination management companies partnering with HVCB are Aloha Holidays, Chrysalis Events Hawaii, DeSilva Meeting Consultants, Destinations in Paradise, Events in Paradise, Hawai'i Meeting Builders, Hawai'i State Tours, Incentives Hawaii, Kathy Clarke Hawaii, MC&A, Pacific Destination Services, Pacific Islands Institute, Panache Destination Management, and TMG Hawaii.

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ADDED VALUE RESOURCE CENTER

Working with its industry partners and island chapter bureaus representing Kaua'i, O'ahu, Maui, and Hawai'i's Big Island, HVCB created the Added Value Resource Center to make Hawai'i more affordable for meetings. In addition to this newest offer, below are five programs available to groups wanting to meet in the islands.

- ◆ **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.
- ◆ **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 or call 1-888-424-2924.

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For more information about the Hawai'i Convention Center, visit www.hawaiiiconvention.com or call (808) 943-3500. For additional information about SMG, visit www.smgworld.com.