



WHERE BUSINESS AND ALOHA MEET™

FOR IMMEDIATE RELEASE

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HVCB TAKING HAWAII FAR AND WIDE IN FEBRUARY TO SELL MEETINGS

HONOLULU – February will be a very busy month for the sales team of the Hawai'i Visitors and Convention Bureau (HVCB), crisscrossing between North America and Australia for three major exhibitions over a three-week period.

Starting this weekend, HVCB and its industry travel partners will be selling Hawai'i as a meetings destination at Meeting Professionals International's Professional Education Conference (MPI-PEC) in Houston, February 2-5. Two weeks later, HVCB and its partners will be Down Under in Melbourne for the 2008 Asia-Pacific Incentives and Meetings Expo (AIME), February 19-20. Then, on February 26, HVCB wraps up its February sales campaign in San Francisco with one of MPI's biggest chapter exhibits for Northern California.

"February will be exceptionally busy, but well worth the effort as these high-profile gatherings attract premier planners for business important to Hawai'i's success," said Michael Murray, CMP, CMM, CASE, HVCB's vice president of sales and marketing for corporate meetings and incentives.

No one will be busier than Adele Tasaka, HVCB's senior director of accounts, who is organizing the eye-catching, destination-themed sales displays showcasing the islands at both MPI-PEC and AIME 2008.

"These two major shows are key to getting 2008 off to a good start by generating new business leads from our westbound and Oceania markets," said Tasaka.

MPI-PEC is expected to draw more than 2,000 meeting professionals, mostly corporate and incentive planners. MPI is the meeting industry's largest association with nearly 23,000 members and 68 chapters in 20 countries. The Aloha Chapter president is Edie Hafdahl, director of sales and marketing for the Kaua'i Visitors Bureau.

AIME 2008 expects an estimated 2,500 meeting professionals for what is annually the largest business event exhibition held in Australia. Demonstrating its global appeal, AIME will have 850 exhibitors from 50 countries.

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HVCB's third and final major sales exhibition during February is MPI's Northern California Chapter Tradeshow. Held at the Moscone Center, the one-day event will draw nearly as many meeting professionals as MPI-PEC and AIME 2008 combined, with more than 4,000 corporate, association, and independent meeting planners expected to attend. Significantly, many of these planners work in the lucrative industries of technology, finance and insurance.

Organizing the Northern California tradeshow is Patricia Tarnutzer, HVCB's interim western regional director of accounts.

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Special note to media: The Hawai'i Visitors and Convention Bureau (HVCB) recognizes the use of Hawaiian diacritical markings (e.g. glottal stop [ʻ], macron [ā]) in place names of Hawai'i such as Lānaʻi). 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, meeting planners may visit the Hawai'i Convention Center's website at HawaiiConvention.com or call (808) 943-3500.

For additional information about SMG, visit www.SMGWorld.com.