



WHERE BUSINESS AND ALOHA MEET™

FOR IMMEDIATE RELEASE

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**HAWAII SALES FORCE TO MOTIVATE INCENTIVE BOOKINGS
AT CHICAGO TRADESHOW, SEPTEMBER 23-25**

HONOLULU – Hawai'i's enduring appeal to be a motivator for new business is the message being delivered next week in Chicago by a huge Hawai'i sales force seeking incentive bookings at The Motivation Show – the world's largest incentive exhibition – September 23-25.

Organized by the Hawai'i Visitors and Convention Bureau (HVCB), more than 100 sales professionals from throughout the islands will carry that message to the 20,000 incentive planners and corporate meeting professionals coming from around the world.

Michael Murray, CMP, CMM, CASE, HVCB's vice president of sales and marketing for corporate meetings and incentives (CMI), said HVCB has been putting added emphasis this year on booking incentives in response to the challenges of today's economy.

"Rewarding employees with the opportunity to experience Hawai'i has always been a proven, powerful motivator for companies wanting to inspire their workforce," said Murray. "Hawai'i continues to be immensely popular with travelers and that carries great value, especially for companies wanting a strategy to counter the impact of today's economy.

Murray added, "In our opinion, offering incentives to employees that they can easily attain without assistance is a 'de-motivation.' By contrast, Hawai'i is a high-value incentive destination that encourages employees to put in the extra effort needed to enjoy this reward."

Hawai'i will have a dominating presence on the tradeshow floor with an exciting exhibit booth showcasing the music, cuisine, and imagery that make the islands such a draw for meeting incentive goals. Special attractions will include fresh flower lei, a special Mai Tai Hour the first two days, and a drawing for two roundtrip tickets to Hawai'i from United Airlines.

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"Incentive buyers entering our exhibit area will feel like they have been whisked away to enjoy the aloha of the islands and its people," said Kathy Dever, HVCB's Midwest regional director of accounts, who is managing the tradeshow exhibit with help from Adele Tasaka, HVCB's senior director of accounts, HVCB's support staff, and the Bureau's island chapters.

"Companies are looking for strategies to generate business and encouraging employees to reach and exceed their goals. Rewarding them with a Hawai'i vacation continues to be a winning formula that works," said Dever.

Joining HVCB in this statewide sales effort are representatives from the Kaua'i Visitors Bureau, O'ahu Visitors Bureau, Maui Visitors Bureau, Big Island Visitors Bureau, Hawai'i Convention Center, and more than 50 travel industry companies, ranging from airlines and hotels to destination management companies, retail, and activities and attractions.

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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 additional information about SMG, visit www.smgworld.com.