



WHERE BUSINESS AND ALOHA MEET™

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HVCB SERVICE HONORED WITH PLATINUM PARTNER AWARD

HONOLULU – The Hawai'i Visitors and Convention Bureau (HVCB) was honored today for the quality of its service offered to incentive and corporate planners, receiving the 2008 Platinum Partner Award from *Incentive* magazine.

Accepting the award at the 16th Annual Platinum Partners Celebration and Reception, held in Chicago at the John Hancock building, was Michael Murray, CMP, CMM, CASE, HVCB's vice president of sales and marketing for corporate meetings and incentives.

"Knowing that planners vote for this award, we are extremely pleased and congratulate our travel company partners throughout Hawai'i as they are equally responsible for the level of industry satisfaction that is reflected in this honor," said Murray.

Incentive magazine awarded HVCB based on votes received from planners nationwide, which recognized HVCB's record of excellence in providing products and services to motivate employees and customers. Criteria used for determining the award was the motivational appeal of Hawai'i as a destination, the quality and professionalism of service by HVCB and Hawai'i's meetings industry, and the degree of creativity and promotional support.

This week HVCB is leading a contingent of more than 100 Hawai'i meeting sales professionals in Chicago at The Motivation Show, the world's largest incentive tradeshow.

Joining HVCB in this statewide sales effort are representatives from 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.

This marks the fourth straight year that HVCB has earned the Platinum Partner Award.

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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 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.hawaiiconvention.com or call (808) 943-3500.

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