



WHERE BUSINESS AND ALOHA MEET™

FOR IMMEDIATE RELEASE

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HAWAII OFFERS NEW INCENTIVE FOR JAPAN GROUP BOOKINGS

HONOLULU – With the dual objective of keeping Hawai'i competitive and affordable, the Hawai'i Visitors and Convention Bureau (HVCB) has introduced a program offering groups from Japan up to \$6,000 in incentive awards for new bookings.

Called the Japan Incentive Program, HVCB has recruited partner support from more than 20 resorts and hotels statewide to create a program providing exclusive value-added savings for Japan-based meetings and incentive events held through 2010.

"This new initiative is a testament to our industry's commitment to answer the call of Japan groups seeking cost savings in response to the current economy, while enhancing Hawai'i's stature as a global meetings destination," said Michael Murray, CMP, CMM, CASE, HVCB vice president of sales and marketing for corporate meetings and incentives.

Japan groups qualify for the special award based on the booking of peak room nights in a participating hotel, defined as a three-night minimum stay for the maximum number of rooms being booked under this program. The incentive award increases based on the number of booked peak room nights, as follows:

- ◆ 20-99 peak room nights earns \$1,000
- ◆ 100-199 peak room nights earns \$2,000
- ◆ 200-299 peak room nights earns \$4,000
- ◆ 300-plus peak room nights earns \$6,000

The cost to cover the incentive award is shared by HVCB and the participating hotel. Three key qualifying factors for Japan groups to earn the incentive award are: (1) bookings must be made through HVCB's Asia regional sales office; (2) the award applies to new bookings only; and (3) the booked event must take place by December 31, 2010.

"Hawai'i's attributes make it a highly preferred destination for Japan groups wanting to meet and do business abroad. Planners will be very pleased by the savings Hawai'i is offering with this new program," said Shigeru Nishi, HVCB regional sales director for Asia.

For more information on the Japan Incentive Program, visit **BusinessAloha.com** and click on the link to the Japanese language translation.

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ADDED VALUE RESOURCE CENTER

HVCB has introduced an online Added Value Resource Center at **BusinessAloha.com** that was developed with support from its travel industry partners and island chapter bureaus for Kaua'i, O'ahu, Maui, and Hawai'i's Big Island. The following cost savings and incentive programs were created to make Hawai'i more affordable and appealing for group bookings.

- ◆ **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 more 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.