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HAWAI'I TEAMS UP WITH THE NFL AND PGA TOUR FOR CUSTOMIZED CORPORATE INCENTIVE PACKAGES

HONOLULU – The Hawai'i Visitors and Convention Bureau (HVCB) announced it has teamed up with the National Football League and PGA TOUR to offer customized corporate incentive packages centered around their events in the islands.

"We've brought together the world's two top sports brands with the world's top incentive destination for a truly special corporate incentive experience in the middle of winter," said John Monahan, HVCB's president and chief executive officer.

"For fans of pro football or golf, this is a rare opportunity for an organization to design an incentive package that's available only in Hawai'i."

HVCB, the NFL and PGA TOUR jointly made the announcement in September 2004 while showcasing Hawai'i in Chicago at *The Motivation Show*, the world's largest convention for the incentive market.

Joining them at a colorful and lively Hawai'i exhibition for the convention were more than 50 Hawai'i organizations promoting the accommodations, activities, and products in the islands for corporate incentive groups. Their message theme: "Hawai'i – Your Motivator."

Monahan added, "We have six beautiful islands – Kaua'i, O'ahu, Moloka'i, Lāna'i, Maui, and Hawai'i's Big Island – offering six uniquely exciting experiences for incentive groups. Hawai'i is exotic, tropical, multicultural, and has an international appeal, yet offers all the comfort and familiarity of being on American soil."

Join the NFL's Season-Ending Celebration – the Pro Bowl

In February 2005, the NFL hosted its 26th consecutive Pro Bowl in Hawai'i. The all-star extravaganza matching pro football's best from the National and American football conferences has evolved into the ultimate incentive reward for both players and NFL corporate sponsors.

Now the NFL is offering to share the experience of Pro Bowl Week with other interested incentive groups nationwide.

"Hawai'i is the NFL's incentive destination. For Pro Bowl Week, we consider the islands our '33rd franchise,' a place to bring the 86 best football players to the best setting to reward their outstanding performance," said Dave Wintergrass, the NFL's senior director of special events. "It's the same philosophy we have with our corporate incentive program."

Wintergrass noted that groups can customize their incentive programs to experience Hawai'i's beauty in February, enjoy the all-star game festivities, and even receive special VIP access to private functions attended by players and team officials.

There are numerous options available for customizing an incentive program that includes special perks for clients and valued employees at every step of the visitor experience. "Just about the only limit is one's incentive creativity," said Wintergrass.

The NFL contracts with four national companies to offer official NFL corporate hospitality Pro Bowl packages: Dallas Fan Fairs; Dow Events; Event Management Solutions; and Intersport. In addition, individual family travel packages are offered through Pleasant Holidays and Panda Travel of Honolulu.

PGA TOUR Customized Golf Packages in Winter

The PGA TOUR has made Hawai'i its home away from home for nearly 40 years, creating a relationship with tournaments, golf professionals and business clients that continues to thrive today.

"The PGA TOUR cherishes having such a strong presence in Hawai'i," said Dan Glod, the PGA TOUR's Manager of Marketing. "It's a destination full of great golf courses and world-renowned beauty! Our players, their families and PGA TOUR business clients and guests love to visit, with the centerpiece being the hospitality, pro-ams, VIP parties and other events associated with the golf tournaments."

Corporations are encouraged to customize their golf-inspired hospitality incentive packages to meet their business objectives. It can be as easy as providing tournament tickets to as elaborate as co-hosting exclusive VIP events at the tournament site.

"Almost anything is possible, it just depends on what a company wants to accomplish," Glod said.

The PGA TOUR and Champions Tour begin and end their schedules with tournaments in the islands as part of the "Aloha Season." While much of the country is enduring winter weather, Hawai'i serves as a month-long host each January for the start of professional golf.

The PGA TOUR season begins with the Mercedes Championships in early January on Maui followed the next week by the Sony Open in Hawaii on O'ahu.

The Champions Tour opens its season a week later with the MasterCard Championship on Hawai'i's Big Island, followed the next week by the Turtle Bay Championship on O'ahu. The relaxing stay in Hawai'i concludes with the Wendy's Champions Skins Game on Maui.

The PGA Grand Slam of Golf, consisting of the current season's major championship winners on the PGA TOUR, is held each fall on Kaua'i.

"In our opinion, Hawai'i is the ultimate incentive travel destination," said Glod. "Whether it's rewarding PGA Tour players or your clients for a job well done, everybody loves Hawai'i – especially for golf."

MeetHawaii.com

For information about holding meetings in Hawai'i, the Islands of Aloha, visit HVCB's Web site at **MeetHawaii.com** or call the CMI division at 1-888-424-2924.

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