



WHERE BUSINESS AND ALOHA MEET™

FOR IMMEDIATE RELEASE

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**HAWAII SALES TEAM SEEKING GROUP BOOKINGS IN CHICAGO AT
WORLD'S LARGEST INCENTIVE EXHIBITION, SEPT. 29 – OCT. 1**

HONOLULU – The Hawai'i Visitors and Convention Bureau (HVCB) is making its biggest sales effort of the year next week in Chicago to promote Hawai'i's motivational value for business at the world's largest incentive exhibition, The Motivation Show, Sept. 29 – Oct. 1.

Leading the HVCB sales team is John Monahan, president and CEO, Adele Tasaka, senior director of accounts, and Kathy Dever, Midwest regional director of accounts.

Altogether, more than 70 sales executives from Hawai'i are participating in the statewide effort, representing the Kaua'i Visitors Bureau, O'ahu Visitors Bureau, Maui Visitors Bureau, Big Island Visitors Bureau, Hawai'i Convention Center, and 28 travel industry partners.

"Incentives are currently the dominant target segment of our meetings industry business and this convention is vital to ensuring we remain competitive with other destinations and build on our market share," said Monahan. "I'm pleased to have so many industry partners joining us to strengthen the collective impact of our message about Hawai'i's value."

During the tradeshow exhibition, the Hawai'i Pavilion will have an eye-catching presence highlighting the music, food and beverages, and sights of the islands for a convention that has attracted 20,000 attendees worldwide in recent years. Special exhibit attractions by HVCB will include a Mai Tai Hour sponsored by Maui Jim, and a drawing to win two free roundtrip tickets to Hawai'i, courtesy of United Airlines.

The Motivation Show comes during a time when HVCB has been putting increased emphasis on selling Hawai'i as an incentive travel destination to companies globally. HVCB's message to the meetings marketplace is that an earned trip to Hawai'i is a proven motivator to inspire employees and generate new strategies to meet corporate objectives and revenue goals.

A key selling point HVCB will be promoting is the online Added Value Resource Center at **BusinessAloha.com** and its seven incentive-laden programs currently being offered to accentuate Hawai'i's destination appeal and affordability for meetings and events.

To expand Hawai'i's reach into key Asia markets, HVCB recently had the Added Value Resource Center, along with its comprehensive Meeting Planner Guide, translated online at **BusinessAloha.com** for planners and groups based in Japan, Korea, China and Taiwan.

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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.

Statewide Meetings Contact:

Michael Murray, CMP, CMM, CASE
Vice President, Sales and Marketing, CMI Division
Hawai'i Visitors and Convention Bureau
mmurray@hvcb.org
(808) 924-0253

Patrick Dugan
Senior Vice President
McNeil Wilson Communications
Patrick.Dugan@MWC-Anthology.com
(808) 539-3411

For information about hosting corporate meetings and incentives in Hawai'i, visit HVCB's website at BusinessAloha.com or call 1-888-424-2924.

Hawai'i Convention Center Contact:

Neil Mullanaphy
Executive Director, Sales and Marketing
The Hawai'i Convention Center
nmullanaphy@hccsmg.com
(703) 647-7410

Teddi Anderson
President
The Limtiaco Company
TeddiA@TheLimtiacoCompany.com
(808) 535-9099, ext. 103

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.