



WHERE BUSINESS AND ALOHA MEET™

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HVCB EARNS PLATINUM PARTNER AWARD FROM INCENTIVE MAGAZINE

HONOLULU – Incentive and corporate meeting planners have honored the excellence in service that the Hawai'i Visitors and Convention Bureau (HVCB) and its industry partners provides them with the presentation of a 2010 Platinum Partner Award.

“This award is a testament to HVCB and our industry partners’ professionalism and commitment to promoting Hawai'i as the ideal destination for incentive travel,” commented Mike McCartney, president and CEO of the Hawai'i Tourism Authority. “Incentive travel is an important visitor segment of Hawai'i's tourism industry and will continue to be a major focus for HTA, HVCB and our marketing partners.”

Presented to HVCB by *Incentive* magazine, the award was determined by the voting of the magazine's readership nationwide, which is comprised of meeting planners and other industry professionals. Voters used the following criteria in casting their ballots:

- Motivational appeal of the destination, property or travel service
- Quality of professionalism of the service
- Degree of creativity and promotional support

Incentive travel is a key sector of Hawai'i's meetings industry and involves employees of companies abroad earning free trips to the Hawaiian Islands for meeting performance goals. Because of its longstanding appeal to travelers worldwide, Hawai'i has traditionally been a powerful motivator for incentive travel.

“This award is a tribute to our industry partners statewide and the stellar customer service they provide to incentive planners and their clients who rely on Hawai'i to support their goals and objectives,” said Michael Murray, CMP, CMM, CASE, vice president of sales and marketing for HVCB's corporate meetings and incentives division. “Our partners are fantastic about working together to meet the needs of planners and this award conveys the appreciation of that collaboration.”

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Over the past couple of years, with the onset of the economic recession and resulting cutback of corporate travel budgets, Murray said HVCB has adjusted its marketing strategy to put more emphasis on attracting incentive travel business. Doing so, he says, has “helped fill the trough created by the loss of corporate meetings and association group business.”

Murray added, “Good times or bad, people want to visit the Hawaiian Islands and given an opportunity by their employer to earn a free trip here, they will do all they can to meet that objective.”

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

HVCB is contracted by the Hawai‘i Tourism Authority (HTA), the state of Hawai‘i’s tourism agency, to provide marketing management services for the conventions, meetings and incentives market segment. HTA was established in 1998 to ensure a successful visitor industry well into the future. Its mission is to strategically manage Hawai‘i tourism in a sustainable manner consistent with the state of Hawai‘i’s economic goals, cultural values, preservation of natural resources, community desires, and visitor industry needs.

Special note to media: 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 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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