



WHERE BUSINESS AND ALOHA MEET™

FOR IMMEDIATE RELEASE

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**PRIME CONFERENCE HELPS EXPAND HVCB'S ASIA
MARKETING EFFORTS FOR NEW MEETINGS BUSINESS**

HONOLULU – This year's 12th Annual Pacific Rim Incentives & Meetings Exchange (PRIME) is putting an increased emphasis on generating new meetings business from Asia in concert with the marketing efforts of the Hawai'i Visitors and Convention Bureau (HVCB).

Hawai'i's premier business meetings conference, PRIME is taking place September 9-11 at Waikoloa Beach Resort on Hawai'i's Big Island, followed by post-conference FAM trips and site inspections, September 12-14, throughout the state by visiting planners.

More than 120 corporate and incentive meeting planners from outside Hawai'i are participating, of which 80 come from North America. An additional 30 planners are from Japan, China and South Korea, representing the largest contingent of meetings professionals from Asia since the annual conference began in 1998.

"Most of the planners taking part are decision-makers who will be experiencing firsthand both what our islands have to offer as a meetings destination and how our industry professionals can assist them in fulfilling their objectives and ROI," said Priscilla Texeira, PRIME's managing director and founder of the conference.

"Our sponsors and conference partners have collaborated with us to create a superb schedule of activities that is showcasing the diversity of accommodations and activities available to host successful business meetings in Hawai'i," said Texeira.

The PRIME 2009 Business Exchange tradeshow at the Waikoloa Beach Marriott Resort & Spa, September 9-11, is especially key to developing new business leads. Planners will meet individually with industry suppliers from Hawai'i, Asia and Oceania, and also network with other professionals in attendance.

HVCB is PRIME's major sponsor this year, utilizing the conference to further its concerted marketing efforts over the past two years in Asia. Each of HVCB's island chapter bureaus representing Kaua'i, O'ahu, Maui County, and Hawai'i's Big Island are also making special presentations or hosting site tours of properties on their respective islands.

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“We believe Asia will be very fruitful in expanding our ability to create new leads for meetings business in Hawai‘i, and we see PRIME as an outstanding vehicle to reinforce our ongoing commitment to our key target markets,” said Michael Murray, CMP, CMM, CASE, vice president of sales and marketing for HVCB’s corporate meetings and incentives division.

“The rest of the year we have to travel into Asia to tell large groups of planners and potential clients why Hawai‘i is such a great destination for meetings,” said Murray. “But with PRIME we get to show them and this will help tremendously in developing the kind of relationships that lead to new business opportunities.”

Murray added that, since October 2007, HVCB has hired a regional sales director based in Asia, translated and printed its Meeting Planner Guides for industry professionals based in Japan, Korea, China and Taiwan, and, most recently, had both the guides and Added Value Resource Center translated into the four languages online at BusinessAloha.com.

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 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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