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FOR IMMEDIATE RELEASE

January 29, 2009

HVCB WINS TOP AWARD IN INTERNATIONAL MARKETING COMPETITION

HONOLULU – The largest international marketing competition for hospitality, travel, and tourism – the Hospitality Sales and Marketing Association International (HSMIA) Adrian Awards – has presented Hawai'i its top honor for online marketing.

At HSMIA's 52nd Annual Adrian Awards gala in New York City on January 26, the Hawai'i Visitors and Convention Bureau (HVCB) brought home the Platinum Award in Web Marketing for its innovative "Stories of Hawai'i" online campaign, beating out the largest and most creative marketing organizations in the global tourism industry.

"The 'Stories of Hawai'i' campaign is based on research-based consumer insights, tells a compelling story and is beautifully produced, and has succeeded in encouraging more potential visitors to experience Hawai'i on the web," said John Monahan, HVCB president and CEO. "We are honored to have our innovative online marketing initiative earn this international recognition."

HVCB developed the "Stories of Hawai'i" campaign with Firefly Interactive, a division of the Bureau's advertising agency, Milici Valenti Ng Pack.

Platinum winners are selected exclusively from gold award winners and its status signifies the entry has outperformed all other competitors with creativity and exceptional results.

HVCB also won two gold awards and one silver award for its online marketing programs.

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The Adrian Awards earned by HVCB for its work in 2008 are as follows:

- “Stories of Hawai‘i” Website
Division: Web Marketing – Platinum and Gold Awards – Firefly Interactive.
- “Stories of Hawai‘i” Banner Ad
Division: Web Marketing – Gold Award – Firefly Interactive.
- “Stories of Hawai‘i” Integrated Campaign (TV/print/online banners/website)
Division: Advertising Campaign – Silver Award – Milici Valenti Ng Pack and Firefly Interactive.

HVCB has produced 17 short videos for its “Stories of Hawai‘i” campaign, giving online visitors an interactive experience that broadens their perception of Hawai‘i. Each of the stories is told by residents of Hawai‘i and covers topics that are important to them, such as culture, history, cuisine, and fashion. The videos can be seen at GoHawaii.com/Stories.

In conjunction with TV and print ads driving consumers to HVCB’s website, the videos have been streamed in banners, posted on iTunes, and were featured on MSN and the *New York Times* online travel page.

The Adrian Awards recognizes excellence in advertising, public relations and web marketing in every segment of the global tourism industry. This year’s competition drew more than 1,300 entries from around the world.

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About HVCB

HVCB represents the Islands of Hawai‘i in the highly competitive arena of destination marketing and manages program planning and leisure marketing strategies for North America and Corporate Meetings and Incentives. Its mission is to create sustainable, diversified, travel destination demand for the Hawaiian Islands. The strategic principles of innovation, integration, inclusion and accountability serve as the foundation of HVCB’s marketing direction. For information about Hawai‘i and to begin planning a vacation to the Islands of Aloha, visit GoHawaii.com.

About HSMIAI

Founded in 1927, HSMIAI is an individual membership organization comprised of nearly 7,000 members from 35 countries and chapters worldwide. HSMIAI’s Americas Region, headquartered in McLean, VA, consists of 38 chapters in three countries. HSMIAI has become the industry champion in identifying and communicating trends in the hospitality industry while operating as a leading voice for both hospitality and sales and marketing management disciplines, as well as connecting its members with customers.

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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