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HTA ANNOUNCES MAHALO MONTH SPECIALS FOR TRAVEL PROFESSIONALS

HONOLULU – The Hawai'i Tourism Authority (HTA), the state agency for tourism, along with the Hawai'i Visitors and Convention Bureau (HVCB), and our industry partners in Hawai'i are pleased to announce over 100 special offers to travel professionals during Mahalo Month for Travel Professionals from April 1-May 31, 2010. During this two-month period, Hawai'i-selling retail agents, tour operator staff and reservation agents are invited to visit Hawai'i and take advantage of special *Mahalo* ("thank you" in Hawaiian) rates to experience Hawai'i firsthand.

"Due to the success of our 2009 Mahalo Month Program launched earlier this year, we are excited to continue the program in 2010 which provides our travel partners with a special opportunity to explore what our islands truly have to offer," said Mike McCartney, president and CEO of HTA. "We would like to personally thank our travel partners and invite them to experience Hawai'i first hand."

Travel professionals will be able to take advantage of special offers on O'ahu, Maui, Kaua'i, Hawai'i Island, Lāna'i, and Moloka'i. They will also be able to experience the natural beauty, Hawaiian culture, history, and uniqueness of Hawai'i while visiting numerous attractions throughout the state. To-date Hawai'i travel industry partners participating in Mahalo Month for Travel Professionals include:

- Battleship Missouri Memorial
- Captain Zodiac Raft, Snorkel and Dolphin Adventure
- Condominium Connection
- Hanalei Inn
- Hawaii Island Retreat (2 offers)
- Hotel Wailea – Maui
- Hyatt Regency Waikiki Beach Resort and Spa
- Miramar at Waikiki
- Ole Kamaole's Beach House

- Sheraton Kauai Resort
- Sheraton Maui Resort & Spa
- The New Otani Kaimana Beach Hotel
- The Westin Princeville Ocean Resort Villas
- Turtle Bay Resort
- Twogood Kayaks Hawaii, Inc.
- United Airlines
- 'Imiloa Astronomy Center of Hawaii

For more information and a complete listing of all special offers, visit the Mahalo Month Web site at www.mahalomonth.com. Reservations for accommodations, tours or attractions must be made directly with the participating Hawai'i visitor industry partner. To take advantage of Mahalo Month retail and other discounts, travel professionals must download a Mahalo Month for Travel Professionals card from the Web site to present along with a business card or company authorization letter and a valid picture ID to receive the Mahalo Month special rate.

The Hawai'i Tourism Authority was created 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 our economic goals, cultural values, preservation of natural resources, community desires, and visitor industry needs. For more information, please visit www.hawaii tourism authority.org.

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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.

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