

HAWAI'I VISITORS & CONVENTION BUREAU  
2270 Kalākaua Avenue, Suite 801  
Honolulu, Hawai'i 96815  
TELEPHONE: (808) 923-1811  
FAX: (808) 924-0290  
EMAIL: info@hvcb.org  
WEBSITE: gohawaii.com



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**TRAVEL AGENTS NAME HAWAI'I 'BEST SELLING DESTINATION'**

**HONOLULU** – The readers of *Recommend* magazine named Hawai'i the "Best Selling Destination" in North America in its 13<sup>th</sup> Annual Reader's Choice Awards.

The fill-in survey asked participants to note their top choices in a number of categories, including airlines, rental car, rail, cruises, destinations, and hotels and resorts, and global distribution systems (GDS). *Recommend's* Reader's Choice Award winners were determined based on the highest number of votes received from more than 1,000 travel agents and professionals between August 15 and September 30. The complete list of honorees will be published in the travel trade magazine's December issue.

"This positive recognition for Hawai'i is a reflection of our complete travel industry's hard work in this tough economy to ensure travel trade professionals have the tools to sell the islands effectively and deliver a quality vacation experience," said John Monahan, president and CEO of the Hawai'i Visitors and Convention Bureau (HVCB). "With the marketplace becoming more and more competitive, the fact that agents have personally selected Hawai'i as the preferred destination for their clients is a testament to the diversity, uniqueness, and spirit of Aloha found here."

A highlight of HVCB's service to travel professionals is its popular *Ke Kula O Hawai'i* Destination Specialist Program, which educates agents on the attractions and appealing qualities of the Hawai'i visitor experience and, in turn, helps in their efforts to sell the islands to their customers. The program has graduated more than 11,000 travel professionals nationally and last year HVCB introduced two new modules focusing on Waikīkī and island-specific courses. Additionally, new perks for destination specialists include enhanced monthly e-newsletters and personalized pre-arrival *E Komo Mai* welcome guidebooks for clients.

"Destination specialists who have graduated from our program are continuously updated with information related to trends, offerings and qualities about Hawai'i that make it such an enriching place to visit," said Julie Zadeh, HVCB's managing director of travel trade marketing. "The training modules we created help us remain innovative as we support travel professionals across the country with more in-depth and timely information on the destination."

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For information about HVCB's Travel Trade resources, visit [Agents.GoHawaii.com](http://Agents.GoHawaii.com).  
For general travel information about the Islands of Hawai'i, visit [GoHawaii.com](http://GoHawaii.com).

The Hawai'i Visitors and Convention Bureau (HVCB) is contracted by the Hawai'i Tourism Authority (HTA), the state of Hawai'i's tourism agency, for marketing management services in North America. The 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.

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### **About Recommend**

Published by Worth International Media Group in Miami, FL, *Recommend* has consistently focused on editorially promoting the destination and travel product concept which is the only information that helps travel agents "sell" travel. Distributed to over 50,000 travel agents throughout the U.S. and Canada, the publication is a business-to-business trade magazine that focuses on worldwide destinations and the travel products within them providing themed issues and hands-on reviews of hotels, destinations and tours, etc. For more information, visit [Recommend.com](http://Recommend.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.

### **Media Contacts:**

Darlene Morikawa  
Director, Public Relations/Communications  
Hawai'i Visitors and Convention Bureau  
[dmorikawa@hvcb.org](mailto:dmorikawa@hvcb.org)  
808-924-0259

Nathan Kam  
Vice President  
McNeil Wilson Communications  
[Nathan.Kam@MWC-Anthology.com](mailto:Nathan.Kam@MWC-Anthology.com)  
808-539-3471