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FOR IMMEDIATE RELEASE

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MEETING PLANNERS RECOGNIZE HVCB WITH GOLD SERVICE AWARD

HONOLULU – A commitment to ensuring that meeting planners organize and execute successful events in the Hawaiian Islands has resulted in the Hawai'i Visitors and Convention Bureau (HVCB) earning the 2010 Gold Service Award from *Meetings & Conventions* magazine.

"It is an honor that HVCB has earned this prestigious recognition from *Meetings & Conventions* magazine, and we would like to thank HVCB's hard-working and dedicated staff and industry partners for extending their aloha spirit, going above and beyond to best serve our meeting industry visitors," said Mike McCartney, president and CEO of the Hawai'i Tourism Authority (HTA). "Conventions and meetings are key in supporting Hawai'i's tourism industry. HTA continues to work toward drawing conventions and meetings to our islands, and we look forward to further showcasing Hawai'i as an ideal global meeting destination as host to the 2011 APEC Leaders Meetings."

HVCB received the Gold Service Award based on voting submitted to *Meetings & Conventions* from meeting professionals nationwide with the following criteria as a guideline:

- Professionalism of staff
- Support on hotels and site inspections
- Assistance with ground transportation planning
- Guidance on local attractions
- Liaison with local vendors and service

"We take great pride in earning the Gold Service Award since it reflects the opinions of our customers and the quality of service they receive from our state's meetings industry when holding business events in Hawai'i," said Michael Murray, CMP, CMM, CASE, vice president of sales and marketing for HVCB's corporate meetings and incentives division. "A big mahalo goes to our island chapters and industry partners statewide for the consistently outstanding support they provide us and our customers to make Hawai'i a winner."

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HVCB, joined by its island chapters and industry partners, collaborate to offer planners and groups the convenience and efficiency of full-service, “one-stop shopping” to meet their needs when holding a convention, meeting, or business event in the Hawaiian Islands. HVCB’s support begins with the initial client contact and seeking of bids and carries through to an event’s completion, including itinerary planning, marketing and promotional activities, and special “welcome” programs to enhance the Hawai’i experience for attendees and exhibitors.

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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