



WHERE BUSINESS AND ALOHA MEET™

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**HAWAII SALES TEAM SEEKING INCENTIVE TRAVEL BUSINESS
THIS WEEK AT CHICAGO EXHIBITION – THE MOTIVATION SHOW**

HONOLULU – The Hawai'i Visitors and Convention Bureau (HVCB) and its island chapters are being joined this week in Chicago by 32 industry partners to sell Hawai'i for incentive travel opportunities at The Motivation Show, the world's largest incentive exhibition.

The Motivation Show's two-day tradeshow, October 13-14, will attract thousands of meetings industry professionals worldwide looking for incentives to help companies motivate their workforce in meeting sales and production goals. Hawai'i's sales team will showcase the Hawaiian Islands' longstanding appeal as a premier destination for incentive travel.

"Hawai'i's presence at The Motivation Show is important in showcasing to meeting industry professionals all our islands have to offer as a highly desirable incentive destination," said Mike McCartney, president and CEO of the Hawai'i Tourism Authority. "Incentive travel continues to play a key role in contributing to the well-being of our visitor industry and our tourism economy. We are excited to be able to share and highlight the unique attributes of our Hawaiian Islands to meeting industry professionals worldwide."

The collective sales effort is being led by Michael Murray, HVCB vice president of sales and marketing for corporate meetings and incentives, Adele Tasaka, HVCB senior director of accounts, and Kathy Dever, HVCB regional director of accounts. Joining them are sales representatives from the Kaua'i Visitors Bureau, O'ahu Visitors Bureau, Maui Visitors Bureau, and Big Island Visitors Bureau, along with 32 visitor industry partners representing airlines, accommodations, activities, tour providers, and specialty services for groups.

"Incentive travel is crucial to the health of Hawai'i's meetings industry so we're very grateful to have the collaboration of so many travel partners in promoting our islands and creating new opportunities for business development," said Murray. "Having such strong representation from all island counties helps immensely in establishing new relationships and marketing the diversity of Hawai'i's offerings for incentive travel bookings."

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Murray is confident the sales effort at The Motivation Show will develop new business leads by highlighting Hawai'i's proven ability to generate results as an incentive destination, and promoting the travel savings available to incentive trip planners. Tradeshow visitors can experience a sampling of the Hawaiian Islands, enjoying its music, food and beverages, fresh flower lei, and entering a Hawai'i trip giveaway drawing, courtesy of United Airlines.

HVCB will also be unveiling its new Hawai'i Pavilion exhibit display at the tradeshow. The striking, 10-foot-tall portable exhibit presents a fresh, new look using the bright colors and imagery of Hawai'i and can be easily configured into three layouts, 20'x40', 40'x40' and 50'x60', to match the type of event and needs of marketing partners. Adding considerably to the overall value is the use of durable, but lightweight materials in its construction, resulting in significant cost savings for shipping, handling and storage, while also reducing the time spent for its installation and dismantling on site.

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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