



FOR IMMEDIATE RELEASE

September 1, 2011

HVCB EARNS GOLD SERVICE AWARD FOR MEETINGS INDUSTRY EXCELLENCE

HONOLULU – The Hawai'i Visitors and Convention Bureau (HVCB) has earned one of the meetings industry's highest honors recognizing excellence, the Gold Service Award for 2011 from *Meetings & Conventions* magazine.

The Gold Service Award carries the distinction of being determined through voting that is submitted by meeting planners nationwide. HVCB's earning of this prestigious award conveys the quality of service that was provided to planners and groups over the past year.

"This award is a testament to the hard work and dedication the Hawai'i Visitors and Convention Bureau and our industry partners have devoted to serving the meetings, conventions and incentives (MCI) market," said Mike McCartney, president and CEO of the Hawai'i Tourism Authority (HTA). "The MCI market is vital to the success and sustainability of our visitor industry, and the HTA looks forward to showcasing our islands as a premier place to conduct business as we prepare for the 2011 APEC Leaders' Meetings in November."

Meeting planners and industry professionals nationally used the following criteria in voting HVCB for the 2011 Gold Service Award:

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

With support from its Island Chapters, the Hawai'i Convention Center, and industry partners statewide, HVCB provides groups with its start-to-finish, "one-stop shopping" philosophy of service to help them achieve their program objectives. Michael Murray, CMP, CMM, CASE, HVCB's vice president of sales and marketing, noted that groups appreciate all the effort that HVCB and its partners put into their programs.

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Murray said, "We're thrilled about winning the Gold Service Award, especially knowing that our customers were pleased with the quality of service they received when doing business in the Hawaiian Islands. Our industry works as a team to ensure that groups get maximum value out of their meeting experience. This award is proof of the success that can be expected when holding events on any of our islands."

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.

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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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For information about hosting corporate meetings and incentives in the Hawaiian Islands, visit HVCB's website at BusinessAloha.com or call 1-888-424-2924.

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For more information about the Hawai'i Convention Center, visit www.hawaiiiconvention.com or call (808) 943-3500. For additional information about SMG, visit www.smgworld.com.