



FOR IMMEDIATE RELEASE

February 9, 2011

HVCB LEADS 14-MEMBER SALES TEAM TO AUSTRALIA

HONOLULU – A sales team led by the Hawai'i Visitors and Convention Bureau (HVCB) will be marketing the Hawaiian Islands next week at Australia's largest annual meetings tradeshow, the Asia-Pacific Incentive and Meetings Expo (AIME), February 14-16.

Now in its 19th year, AIME is being hosted at the Melbourne Convention and Exhibition Centre in Melbourne Australia, and expects to have more than 2,000 meetings and event buyers from throughout Asia-Pacific among the attendees.

The Hawai'i sales team is comprised of 14 marketing professionals representing all islands, as well as accommodations, destination management services and airline travel. Among their selling points in seeking new meetings business will be the benefits of experiencing Hawai'i's rich cultural heritage, the state's world-class resort meeting facilities, and the savings and incentive opportunities offered to groups through HVCB's Added Value Resource Center (www.BusinessAloha.com).

"AIME is a strong opportunity to showcase Hawai'i as a destination for meetings and incentive travel," said Mike McCartney, president and CEO of the Hawai'i Tourism Authority (HTA). "In addition, with attendees from across the Asia-Pacific region, AIME will perfectly complement Hawai'i's efforts to capitalize on the interest in our state as we prepare to host the 2011 APEC Leaders' meeting in November."

Adele Tasaka, HVCB's senior director of accounts, is organizing the Australia sales effort and expects to see a strong response in new business opportunities for Hawai'i. "Australia has historically been a reliable market for Hawai'i's meetings industry and we're confident our collective sales efforts this year will produce good results in attracting more group business to Hawai'i," said Tasaka. "The timing is great for Hawai'i as the Australian dollar is strong, airlift to Hawai'i from Australia is increasing, and interest in coming to the Hawaiian Islands for a meeting or incentive event is high."

HVCB's sales efforts "Down Under" begins February 11 with a special Aloha Friday Hawai'i tradeshow and reception in Sydney for major clients in the region and themed to highlight "the Elegance of Aloha" that visiting groups experience when holding business meetings and group events in the islands.

Joining HVCB on the Australia sales blitz will be marketing professionals from the Kaua'i Visitors Bureau, O'ahu Visitors Bureau, Maui Visitors and Convention Bureau, Big Island Visitors Bureau, Hawaiian Airlines, Hilton Hawaiian Village Beach Resort & Spa, Moana Surfrider-A Westin Resort & Spa, Sheraton Maui Resort & Spa, Starwood Hotels & Resorts Waikiki, Waikiki Beach Marriott Resort & Spa, The Waikiki EDITION, Kathy Clarke Hawaii, and MC&A Hawaii.

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: 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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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.