



FOR IMMEDIATE RELEASE

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HAWAII'S EXPERTISE AT HOSTING MEETINGS ON DISPLAY FOR APEC

HONOLULU – Hawai'i's standing as an elite destination for business meetings and conventions continues to grow in stature and will be fully realized with the hosting of the 2011 Asia Pacific Economic Cooperation Leaders' Meeting (APEC), November 7-13.

"With APEC Leaders' Week just around the corner, we are extremely pleased with the support of the visitor industry and community in coming together for this unprecedented event for Hawai'i and our tourism economy," said Mike McCartney, president and CEO of the Hawai'i Tourism Authority.

"We look forward to sharing the hospitality and aloha spirit of our people, our world-class facilities and the outstanding service of our visitor industry to the world. And we remain committed to promoting the Hawaiian Islands not only as a leisure destination, but also an ideal place to conduct business and host meetings, conventions and incentives."

Approximately 20,000 international attendees are doing business in Honolulu during APEC, led by President Barack Obama and 20 other heads of state from Pacific Rim nations. While the 21 leaders will address matters of economic growth, trade, and investment for the entire region, APEC's delegates, including finance ministers, diplomats, policy-makers, and top CEOs, will be networking in pursuit of new business opportunities.

Honolulu is APEC's first U.S. host site since 1993 and an ideal selection due to its geographical location, cultural diversity, and record of service professionalism. APEC's leaders and delegates will enjoy the benefits of the award-winning Hawai'i Convention Center, first-rate hotel lodging and meeting facilities, and a highly skilled tourism industry workforce with vast experience at accommodating the special requests and needs of groups from around the world.

Statewide, Hawai'i offers groups the unique appeal of six business meeting experiences on six beautiful, but distinctively different islands – Kaua'i, O'ahu, Maui, Moloka'i, Lāna'i, and Hawai'i Island.

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On O'ahu, where the APEC summit is taking place, the full scope of services provided by Hawai'i's meetings industry will be on display for the leaders and delegates to conduct their business throughout the week. Along with Hawai'i's hotels, industry partners supporting APEC include destination management companies, ground transportation providers, suppliers of specialty services and products, and activities and attractions for pre- and post-APEC stays.

Delegates from APEC's 21-member economies are headquartered in more than 10 hotels, requiring extensive coordination daily on many fronts for movement between venues, attending special events, scheduling of private meetings, and hosting dinners and receptions.

This is in addition to satisfying any special needs by the visiting delegations involving ethnic foods, cultural traditions, and communications technology, while meeting all security requirements for this high-profile conference of global leaders.

Hawai'i's meetings industry is more than up to the task, according to John Monahan, president and CEO of the Hawai'i Visitors and Convention Bureau.

"Hawai'i's tourism industry professionals are the world's experts at creating the best, most hospitable and stimulating business environment possible for groups to interact and develop mutually beneficial opportunities for success," said Monahan. "We're confident APEC's participants will enjoy doing business in Hawai'i and find the experience energizing and rewarding in meeting their objectives."

The five-star Hawai'i Convention Center epitomizes the quality and capabilities of Hawai'i's meetings industry, with the hosting of ministerial and business meetings during APEC. Conveniently located at the entrance to Waikiki, the picturesque Hawai'i Convention Center offers a variety of impressive meeting space options, highlighted by a spacious exhibit hall, Hawai'i's largest ballroom, two presentation theaters, and 47 private meeting rooms. Hawai'i's cultural heritage is beautifully showcased in the facility's design and presentation of artwork and native flora.

"Hawai'i's trademark aloha spirit will be on full display during APEC, which is an essential reason why our visitors and business leaders keep coming back time and again," said Joe Davis, SMG general manager of the Hawai'i Convention Center. "We are proud to showcase the best of Hawai'i's service, technology, facilities and scenery during these world-class meetings."

Guiding Hawai'i's hosting of APEC is the APEC 2011 Hawai'i Host Committee, a blue chip panel from the private and public sector led by Chairman Peter Ho, president and CEO of Bank of Hawai'i, Executive Vice-Chair Timothy Johns, senior vice president of HMSA, Mike McCartney, Dr. Charles Morrison, president of The East-West Center, and Hawai'i Lieutenant Governor Brian Schatz.

Along with showcasing Hawai'i's strengths as a meetings destination, the Host Committee is highlighting other key Hawai'i industry sectors during APEC: sustainability and clean energy, life and health sciences, and earth, ocean and sky sciences.

For more information about APEC 2011 Hawai'i, visit www.apec2011Hawaii.com.

The Hawai'i Tourism Authority (HTA) is the state of Hawai'i's tourism agency and 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. Under HTA's direction, the Hawai'i Visitors and Convention Bureau provides marketing management services for the state's conventions, meetings and incentives market segment throughout North America, and SMG markets and manages the Hawai'i Convention Center.

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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.

Statewide Meetings Contact:

Michael Murray, CMP, CMM, CASE
Vice President, Sales and Marketing, CMI Division
Hawai'i Visitors and Convention Bureau
mmurray@hvcb.org
(808) 924-0253

Patrick Dugan
Senior Vice President
McNeil Wilson Communications
Patrick.Dugan@AnthologyGroup.com
(808) 539-3411

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.

Hawai'i Convention Center Contact:

Neil Mullanaphy
Executive Director, Sales and Marketing
The Hawai'i Convention Center
nmullanaphy@hccsmg.com
(703) 647-7410

Teddi Anderson
President
The Limtiaco Company
TeddiA@TheLimtiacoCompany.com
(808) 535-9099, ext. 103

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.