



WHERE BUSINESS AND ALOHA MEET™

FOR IMMEDIATE RELEASE

November 17, 2010

HVCB LEADS SALES CONTINGENT TO MIAMI FOR MEETINGS BUSINESS AT FINANCIAL AND INSURANCE CONFERENCE, NOVEMBER 17-20

HONOLULU – Starting today, a sales contingent of 21 Hawai'i travel partners led by the Hawai'i Visitors and Convention Bureau (HVCB) is in Miami this week seeking new meetings business from the financial and insurance companies attending the 2010 FICP Annual Conference, November 17-20.

Companies belonging to the Financial Insurance Conference Planners Association (FICP) represent a high-end segment of the meetings market and are considered a top priority for Hawai'i in developing new opportunities for corporate meetings and incentive events, especially for single-property resorts on all islands.

"We are pleased to have such a strong Hawai'i presence at this important networking conference for financial and insurance conference planners," said Mike McCartney, president and CEO, Hawai'i Tourism Authority. "This will be a great opportunity for HVCB and our Hawai'i travel partners to highlight the state's corporate meeting offerings as well as make important connections with key meeting planners that will potentially result in future meetings held in Hawai'i," he added.

HVCB, its Island Chapter Bureaus, and industry partners statewide have maintained a strong relationship with the FICP association and its member companies, which includes Hawai'i serving as the host site for FICP's 2004 Annual Conference. Companies in the finance and insurance industries are active in offering trip incentives to increase worker productivity, making the Hawaiian Islands a good match for helping them to meet their goals.

"The return on investment from our sales efforts to finance and insurance companies has been excellent and the business generated for Hawai'i's meetings industry has proven extremely valuable," said Michael Murray, HVCB vice president of sales and marketing for corporate meetings and incentives. "This is especially true over the past couple of years. As most other industries scaled back their travel budgets for corporate meetings and incentives, finance and insurance companies remained a good source of business."

-more-

Joining HVCB in Miami are sales representatives for Four Seasons Resort Maui at Wailea; Grand Wailea, Maui; Hilton Hawaiian Village Beach Resort & Spa; Hilton Waikoloa Village; Hyatt Resorts & Spas in Hawaii; Incentives Hawaii; Island Partners Hawai'i; Kauai Marriott Resort on Kalapaki Beach; Marriott Resorts Hawaii; Maui Jim Sunglasses; MC&A; Sheraton Maui Resort & Spa; The Fairmont Kea Lani, Maui; The Fairmont Orchid, Hawai'i; The Four Seasons Resort Lāna'i at Manele Bay/The Lodge at Koele; The Kahala Hotel & Resort; The Ritz-Carlton, Kapalua; The St. Regis Princeville Resort; The Waikiki EDITION; and The Westin Maui Resort & Spa.

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.

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@MWC-Anthology.com
(808) 539-3411

For information about hosting corporate meetings and incentives in Hawai'i, 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.