



WHERE BUSINESS AND ALOHA MEET™

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HVCB HIGHLIGHTS “GREEN HAWAII” INITIATIVES FOR NEW BUSINESS

HONOLULU – Going green is good business – and essential to attracting new meetings business – a fact the Hawai'i Visitors and Convention Bureau (HVCB) is capitalizing on by showcasing the eco-friendly efforts of the state's visitor industry.

HVCB today introduced its new “Green Hawai'i” program, offering meeting planners and groups a comprehensive, island-by-island listing of environmentally responsible and energy-saving programs initiated by resort and hotel properties.

Michael Murray, CMP, CMM, CASE, HVCB's vice president of sales and marketing for corporate meetings and incentives, said sustainability has become a major factor in deciding where business meetings are booked.

“Taking part in ‘green meetings’ has become very relevant in today's meetings industry and is in line with the social responsibility that is driving the decision-making of corporations and associations nationally,” said Murray. “Our visitor industry does an admirable job with its eco-friendly business practices and we are letting planners know this to give them one more reason to book meetings in Hawai'i.”

HVCB compiled the Green Hawai'i program listing in collaboration with industry partners statewide and its island chapter bureaus representing Kaua'i, O'ahu, Maui County, and Hawai'i's Big Island. “Green” resorts and hotels are identified along with short descriptions of the efforts they have embraced in support of a destination renowned for its tropical beauty, lush foliage, and clean air and water.

Murray added this new program keeps Hawai'i competitive in attracting new business. “Everyone wants to meet in Hawai'i and this program helps remove another obstacle from doing business in the islands by showing planners the commitment that our visitor industry has made to being a premier ‘green meetings’ destination.”

The Green Hawai'i listing can be found online at HVCB's new Added Value Resource Center at **BusinessAloha.com**.

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Green Hawai'i is the fifth value-added program that HVCB has introduced recently to help make Hawai'i more appealing and affordable as a destination for corporate meeting and incentive events. The other programs HVCB offers in its Added Value Resource Center are:

- Hawai'i Free lists more than 100 free activities to enjoy in the islands that planners can incorporate into meeting itineraries and save on costs.
- Hot Rates, Hot Dates! offers special savings on accommodations and activities at hotels and resorts statewide through 2010.
- Value-Added Discounts offers meeting attendees special savings on retail goods and activities in partnership with Retail Merchants of Hawaii and Activities and Attractions Association of Hawaii.
- Hawai'i Speakers Bureau offers a listing of elite Hawai'i-based leaders that can address groups meeting in the islands on various subjects, including medicine, scientific research, technology, and Asian affairs.

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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 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.