



FOR IMMEDIATE RELEASE

April 7, 2011

**HAWAII SALES TEAM SEEKS NEW BUSINESS AT CHINA'S
LARGEST MEETINGS INDUSTRY EVENT, APRIL 12-15**

HONOLULU – With China continuing to grow in importance to the meetings industry market, a sales team from the Hawai'i Visitors and Convention Bureau (HVCB), Hawai'i Convention Center (HCC), and Hawai'i Tourism China (HTC) will be in Shanghai next week seeking new business at the country's largest meetings industry event.

IT&CM China 2011 (Incentive Travel & Conventions Meetings) takes place April 12-15 at the ShanghaiMart Expo and expects to have approximately 2,000 industry professionals from throughout Asia in attendance.

"With Hawai'i's strategic location in the Pacific, the IT&CM convention in Shanghai is an important opportunity to showcase our state as a premier destination for global meetings," said Mike McCartney, president and CEO of the Hawai'i Tourism Authority. "Our participation in this tradeshow will enable us to reach attendees from China and throughout Asia, complementing Hawai'i's efforts to capitalize on the interest in our state as we prepare to host the 2011 APEC Leaders' meeting in November."

Along with the two-day tradeshow to promote the Hawaiian Islands, April 14-15, the Hawai'i sales team will be holding scheduled appointments with current and potential clients, and will also be taking part in a press conference with 40 Asian media to help publicize Hawai'i's qualities as a meeting destination.

Leading the Hawai'i sales team will be Michael Murray, CMP, CMM, CASE, HVCB vice president of sales and marketing for corporate meetings and incentives, June Matsumoto, HCC director of marketing and business development, Qing Shen, HCC China sales representative, and David Sun, HTC trade marketing director.

A major topic of discussion for the Hawai'i team during IT&CM China 2011 will be the hosting of the Asia-Pacific Economic Cooperation (APEC) Leaders Meeting this November when 21 heads of state, led by President Barack Obama, meet in Honolulu to address issues of trade and investment that impact the Asia-Pacific region.

-more-

In Shanghai, the Hawai'i team will be hosting a special presentation about APEC for meeting planners to discuss the significance of Hawai'i being the host site for an event expected to attract more than 15,000 international government officials, policy makers, and delegates.

Murray noted that one of his key selling points during IT&CM China 2011 will be Hawai'i's affordability as an international meetings destination, especially with the programs of HVCB's popular Added Value Resource Center being extended through 2012.

"China's potential as a source market for new meetings business continues to grow and Hawai'i's meetings industry has worked very hard for several years to position our state as the ideal destination to help groups expand their reach internationally," Murray said. "IT&CM is a superb opportunity to highlight Hawai'i's appeal in meeting their growth objectives, and to promote how our Added Value Resource Center can extend their meeting budget."

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.

-pau-

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.