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**FOR IMMEDIATE RELEASE**  
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**HVCB BLITZING WESTERN REGION FOR LUCRATIVE MEETINGS  
AND INCENTIVE BUSINESS OPPORTUNITIES**

**HONOLULU** – The Hawai'i Visitors and Convention Bureau (HVCB) sales team is on the road again blitzing corporate meeting and incentive planners in four western U.S. states and Canada on the islands' value to this lucrative business sector.

According to Michael Murray, CMP, CMM, CASE, HVCB's vice president of sales and marketing for corporate meetings and incentives (CMI), HVCB is diversifying its market opportunities by extending the reach of its face-to-face sales efforts in the western region. Bookings generated from these "secondary" sources will complement business received from HVCB's key feeder markets in Washington, DC, the Northeast, Chicago, Los Angeles, and San Francisco.

"Generating corporate meetings and incentives business for Hawai'i is a direct correlation to the personal relationships we have in the marketplace," Murray said. "This sales blitz is geared to create top-of-mind awareness with corporations, associations, and third-party meeting providers on the unique benefits Hawai'i offers. These planners want a destination that has a variety of resort choices, lots of activities to enjoy, great shopping and dining options, and world-class spa and golf facilities – everything that makes Hawai'i a perfect match."

Starting this week and extending through August 26, Adele Tasaka, HVCB's senior director of CMI accounts, is selling the Hawai'i incentive and meeting experience to 28 corporations based in Colorado and Utah.

"These are two up-and-coming markets that offer lots of opportunities to create rewarding incentive programs in the islands," said Tasaka.

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During the same timeframe, HVCB will also be conducting a sales blitz of the Pacific Northwest, with a focus on developing business from high-tech companies within the region. Cheryl Fernandez, HVCB's western regional director of accounts, is leading the sales effort with presentations to 60 meeting planners and corporations in Portland, OR, Seattle, WA, and Vancouver, BC.

"We're concentrating our efforts on the high-spending technology industry and are confident Hawai'i's message as a meetings destination will be well received in this business sector of the Pacific Northwest," said Fernandez.

Joining Fernandez to support the sales presentation is Elizabeth Delos Reyes, national sales manager for Mauna Lani Bay Hotel and Bungalows, and Sue Laing, senior national sales manager for Turtle Bay Resort.

### **MeetHawaii.com**

For information about hosting corporate meetings and incentives in Hawai'i, visit HVCB's website at **MeetHawaii.com** or call 1-888-424-2924.

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