

**FOR IMMEDIATE RELEASE**  
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**HAWAII MOTIVATES BUSINESS AT WORLD'S BIGGEST INCENTIVE SHOW**  
**57 Companies, 125 Representatives Joined in Statewide Marketing Effort**

**HONOLULU** – “We’re America’s top incentive destination and we went to Chicago in force to keep our share of the business.”

That was the reaction of Hawai'i Visitors and Convention Bureau President and CEO John Monahan following HVCB's biggest tradeshow marketing effort at the world's biggest incentive convention, *The Motivation Show*, September 27-29 in Chicago.

Altogether, 125 representatives from 57 travel companies and organizations statewide joined HVCB to sell Hawai'i, including island chapters Kaua'i Visitors Bureau, O'ahu Visitors Bureau, Maui Visitors Bureau, and Big Island Visitors Bureau, the Hawai'i Tourism Authority and Hawai'i Convention Center. Among those actively participating in support of Hawai'i's push for more business was State Senator Donna Mercado Kim and State Representative Jerry Chang, chairs of their respective tourism committees, and Hawai'i Tourism Authority President and CEO Rex Johnson.

“From start to finish, it was a very impressive show of support for Hawai'i's meetings industry,” Monahan added.

With the theme “Hawai'i – Your Motivation” the statewide marketing effort was focused around HVCB's Hawai'i Pavilion, a towering, eye-catching 50' x 60' showcase of the islands' culture, activities, and tropical beauty. HVCB and its industry partners created an “island” ambiance in Chicago, offering a sampling of the sights, sounds and tastes of Hawai'i, including “local-style” breakfasts by Big Island Chef Daniel Thiebaut, along with Hawaiian music and hula, fresh flower lei, Kona Coffee and other island refreshments throughout each day.

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A big hit with attendees was the *pau hana* "Mai Tai Hour" during the tradeshow's first two days, co-sponsored by United Airlines, Norwegian Cruise Line America and Maui Jim Sunglasses and featuring island-style cuisine from Chef Thiebaut. United also sponsored a grand prize giveaway of a free trip for two to Hawai'i, which included complimentary six-night, seven day accommodations.

The goal, noted Michael Murray, CMP, CMM, CASE, HVCB's vice president of sales and marketing for corporate meetings and incentives (CMI), was establishing a dominating presence to elevate Hawai'i's attributes above the other 2,000 exhibitors.

"We needed to stand out and show why Hawai'i continues to be the nation's most preferred incentive destination," said Murray. "We showed planners the excitement of being in Hawai'i, along with offering one-stop shopping to book or gather information on accommodations, activities, services, and products."

HVCB's strategy worked as the Hawai'i Pavilion was bustling with activity during *The Motivation Show's* three-day run. The convention drew more than 20,000 attendees worldwide, mostly incentive planners and business meeting decision-makers from all major industries. Murray said it felt like all of them came by to experience Hawai'i's aloha. "We nurtured existing business relationships, developed lots of new ones and the result is numerous new business opportunities," he said.

Meetings-related business is an especially lucrative, high return segment of Hawai'i tourism. According to figures released by the Hawai'i State Department of Business, Economic Development and Tourism (DBEDT), personal expenditures by U.S. West visitors coming here in 2004 for meetings, conventions and incentives averaged \$204 per person per day compared to \$140 per day for leisure visitors. U.S. East visitors averaged \$209 per person per day, compared to \$161 per day for leisure visitors.

In addition, DBEDT estimated that supplemental business-to-business expenditures by meetings-related visitors totaled \$159.8 million for Hawai'i in 2004.

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### **Industry Partners Represent Statewide Interests**

Joining HVCB and its island chapters – Kaua'i Visitors Bureau, O'ahu Visitors Bureau, Maui Visitors Bureau, and Big Island Visitors Bureau – the Hawai'i Tourism Authority and Hawai'i Convention Center were the following 50 travel industry partners representing products and services statewide: Activities and Attractions Association of Hawaii; Akina Aloha Tours; Aloha Flower Lei; Blue Hawaiian Helicopters; Creative Hawaiian Gifts; Daniel Thiebaut Restaurant & Catering; DeSilva Meeting Consultants; Destination Hawaii; Dolphin Quest; Fairmont Kea Lani Maui; Fairmont Orchid Hawaii; Four Seasons Resorts Hawaii; Grand Wailea Resort Hotel & Spa; Halekulani; Hawaiian Airlines; Hilo Hattie; Hilton Resorts Hawaii; Hilton Waikoloa Village; Hyatt Resorts Hawaii; Incentives Hawaii; Island Gifts; Island Partners Hawai'i; Kahala Mandarin Oriental Hawaii; Kathy Clarke Meetings & Incentives; King Kamehameha's Kona Beach Hotel; Manele Bay Hotel; Marriott International; Maui Jim Sunglasses; Mauna Lani Bay Hotel and Bungalows; MC&A; Media Systems; National Football League; Norwegian Cruise Line America; Pacific Beach Hotel; Paradise Cove Luau; Polynesian Cultural Center; Prince Resorts Hawaii; Red Sail Sports; Roberts Hawaii; Royal Hawaiian Destinations & Tours; Starwood Hotels & Resorts Hawaii; The Kapalua Villas, Maui; The Ritz-Carlton, Kapalua; Tihati Productions; Trade-Winds Management Group; Trilogy Excursions; Turtle Bay Resort; United Airlines; Weil & Associates; and Will Squyres Helicopter Tours.

### **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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