

**FOR IMMEDIATE RELEASE**  
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## **HAWAI'I NAMED BEST BET OUT WEST TO HOST INCENTIVES**

**HONOLULU** – The results are in and Hawai'i is the “west's best bet” as an incentive destination, according to the experts – meeting planners.

*Meetings West* magazine has honored Hawai'i with a **Planners' Best Bet Award** as the top incentive destination in 2004 for the vast region covering the western United States, western Canada, and Mexico.

“Hawai'i has long been America's favorite incentive destination and it's great to see that planners out west still feel we're number one,” said Michael Murray, CMP, CMM, CASE, director of sales, corporate meetings and incentives for the Hawai'i Visitors and Convention Bureau (HVCB). “This is a tribute to the first-rate service that planners receive from our meetings and hospitality professionals throughout the state.”

Murray added that the incentive market is especially valuable to Hawai'i, as it represents the most lucrative segment of the meetings industry.

*Meetings West* is read by 26,000 qualified planning professionals. Last fall, readers were asked to choose their favorite facilities, service elements and activities, with the winners in several categories announced in January.

For information about hosting corporate meetings and incentives in Hawai'i, visit HVCB's Web site at [MeetHawaii.com](http://MeetHawaii.com) or call 1-888-424-2924.

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