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FOR IMMEDIATE RELEASE

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VALUE, AFFORDABILITY OF HAWAII MEETINGS ON DISPLAY IN SAN JOSE

HONOLULU – This week, the Hawai'i Visitors and Convention Bureau (HVCB) and seven industry partners will be selling both the value and affordability of Hawai'i-based business meetings at a key regional conference in Northern California.

"HSMAI's Affordable Meetings West" takes place June 15-16 at the San Jose McEnery Convention Center. Sponsored by the Hospitality Sales and Marketing Association International (HSMAI), the two-day exposition will attract 800 corporate and association planners and executives, many of who represent government, military, religion, ethnic groups, sports, and reunion organizations.

"We can meet virtually any group's budget, which is what these planners want to hear, plus the appeal of meeting in Hawai'i will produce a well-attended, successful event and terrific return on investment," said Michael Murray, CMP, CMM, CASE, HVCB's vice president of sales and marketing for corporate meetings and incentives.

Joining HVCB and Maui Visitors Bureau for a Hawai'i-themed tradeshow exhibit is Aloha Airlines, Prince Resorts Hawaii, Radisson Hotel Waikiki, Radisson Kauai Beach Resort, Royal Lahaina Resort, and Waikiki Beach Marriott Resort & Spa. Organizing the exhibit is Cheryl Fernandez, HVCB's West Coast regional director of accounts.

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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