

FOR IMMEDIATE RELEASE
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HVCB SELLING HAWAI'I MEETINGS WITH NATIONAL MPI ROAD SHOW

HONOLULU – North and South. East and West. Over the next four weeks, the Hawai'i Visitors and Convention Bureau (HVCB) will go from corner to corner of the continental U.S. selling the islands to Meetings Professional International (MPI).

"Our national sales team will be pushing Hawai'i for new meetings business at four top regional tradeshows," said Michael Murray, CMP, CMM, CASE, HVCB director of sales for corporate meetings and incentives. "It's great exposure for the local industry, including all the ancillary businesses that benefit from new bookings."

Murray added that MPI's executive board held its annual meeting on Maui last month, and that Hawai'i scored points with the leadership. HVCB and the Hawai'i Convention Center are collaborating on a bid to host MPI's Professional Education Conference of North America. The national convention was previously booked by HVCB and held at the Center in January 2002.

Dallas-based MPI is the meeting industry's largest association with more than 19,000 worldwide members booking 700,000 meetings annually.

MPI Cascadia Conference, March 13-14

HVCB's road show begins this weekend in Bend, Oregon, with the MPI Cascadia Conference, March 13-14. More than 200 planners from the Pacific Northwest will attend this sales and networking tradeshow. Selling Hawai'i for business meetings and incentives will be Cheryl Fernandez, HVCB's West Coast-based regional director of accounts. Fernandez is also conducting a sales blitz of targeted key clients in the area and, with HVCB serving as a sponsor, making a presentation to 65 planners at the MPI British Columbia annual meeting in Vancouver.

MPI Southern California Annual Tradeshow, March 15

HVCB and Fernandez have no time for rest, moving down the coast to sell the islands at the MPI Southern California Chapter Annual Tradeshow, March 15, in Long Beach. As southern California's premier MPI annual event, the tradeshow draws 1,000 corporate, association, and independent meeting planners from the region.

Georgia MPI Tradeshow, March 30-31

HVCB will take its all-island sales exhibit across the country to the Southeast's largest annual industry event for the Georgia MPI Tradeshow, March 30-31, in Atlanta. An estimated 350 regional meeting planners will attend. Sharing Hawai'i's *aloha* and selling its meeting assets is Joseph Nagle, HVCB's eastern regional director of accounts.

New England Meetings Industry Conference and Exposition, April 13-14

HVCB concludes its MPI road show in Boston at the New England Meetings Industry Conference and Exposition, April 13-14. As New England's largest and most recognized industry event, more than 800 meeting planners are expected to attend. Nagle will again be selling Hawai'i and joined by industry partners from Maunalani Bay Hotel and Bungalows, Prince Resorts Hawaii, and Hilton Resorts Hawaii.

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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