

FOR IMMEDIATE RELEASE
November 4, 2005

**HVCB IN 'NEW YORK STATE OF MIND' TO SELL HAWAII MEETINGS
ICPA Annual Meeting, Nov. 6-10, Reaches Lucrative Insurance and Financial
Markets**

HONOLULU – The Big Apple. Times Square. Broadway.

Next week, the Hawai'i Visitors and Convention Bureau (HVCB), joined by 16 industry partners, will be in the middle of it all selling the islands to one of the meeting industry's most lucrative markets.

Hawai'i will have a major exhibit presence for the 600 meeting and hospitality professionals expected to attend the 2005 Annual Meeting of the Insurance Conference Planners Association (ICPA), November 6-10, in New York City.

HVCB and its partners will spotlight the islands with a Hawaiian-themed exhibit at the convention's headquarters in the New York Marriott Marquis Hotel, located on Broadway in the heart of Times Square. Among the special events is a breakfast reception being co-sponsored by HVCB on November 9, featuring keynote speaker Rudolph Giuliani, former mayor of New York City.

Organizing the Hawai'i exhibit is Kathy Dever, HVCB's Chicago-based regional director of accounts who specializes in selling meetings to this targeted market.

Dever commented, "Hawai'i has established a great reputation with this leading business sector and our presence at ICPA will only help to solidify our relationships and generate more business for the state."

ICPA is comprised of planners who represent exclusively insurance and financial services companies and book thousands of meetings and incentives annually.

Last year, ICPA held its annual meeting at Maui's Grand Wailea Resort Hotel & Spa. The five-day convention was a terrific showcase of the state's meetings facilities and diversity of activities on all islands.

Hawai'i has proven to be a popular site with ICPA members for insurance and finance-related meetings. More than 70 percent of its membership have hosted programs in the islands and plan to return within five years. In addition, an ICPA survey taken two years ago named Hawai'i as the #1 U.S. destination.

Joining HVCB in New York are the following partners: Destination Hawaii; Fairmont Kea Lani Maui; Fairmont Orchid; Four Seasons Hualalai; Four Seasons Lanai and Manele Bay; Grand Wailea Hotel Resort & Spa; Hilton Hawaiian Village Beach Resort & Spa; Hilton Waikoloa Village; Island Partners Hawaii; Kathy Clark Meetings and Incentives; MC&A; Marriott International Hawaiian Islands Hotels and Resorts; Princeville Resort; Sheraton Waikiki; Starwood Hotels and Resorts, and; Weil and Associates.

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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