
FOR IMMEDIATE RELEASE
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HAWAI'I SOARS WITH 15TH STRAIGHT PINNACLE AWARD

HONOLULU - Hawai'i maintained its perfect record of service excellence and hospitality for the meetings industry with the presentation of the 2005 Pinnacle Award to the Hawai'i Visitors and Convention Bureau (HVCB).

Voted on by corporate and association planners, the Pinnacle Award has been given to the top destination support organizations worldwide for the past 15 years by *Successful Meetings Magazine*, one of the meeting industry's premier publications. Impressively, HVCB has earned the prestigious honor every year.

"This is a very tough, competitive industry, so to earn this award 15 consecutive years is a testament to the incredible service that planners and their clients receive from meeting professionals statewide," said Michael Murray, CMP, CMM, CASE, HVCB's vice president of sales and marketing for corporate meetings and incentives.

Meeting planners recognized HVCB's sales team for its expertise of Hawai'i's products and services, and working with its island chapter bureaus and industry partners to create meeting programs that present a complete destination package.

Murray added that planners know Hawai'i is a proven quantity for a successful meeting experience. "We identify planners' needs and use our relationships within the industry to present their clients with world-class meeting facilities, a full range of first-rate services from start to finish, exciting pre- and post-meeting activities, and an invigorating multi-cultural business environment," Murray said.

"All of this service results in a terrific return on investment for corporations and associations to conduct business in the nation's most beautiful setting."

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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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