

FOR IMMEDIATE RELEASE
February 9, 2005

HVCB SELLING PRO BOWL FOR ALL-STAR BUSINESS MEETINGS

HONOLULU – With the kickoff of Pro Bowl Week, the Hawai'i Visitors and Convention Bureau (HVCB) is showcasing the islands to an all-star group of meeting planners to generate bookings for business meetings.

HVCB, with support from the National Football League and industry partners on Maui and O'ahu, is conducting a weeklong sales promotion of Hawai'i's meetings attributes with 13 planners representing a broad spectrum of major associations and corporations throughout the mainland U.S.

The group will conduct site inspections of resort meeting facilities while experiencing cultural presentations, historical tours, and participating in several activities. It culminates with the NFL Pro Bowl game and festivities on February 13.

Michael Murray, CMP, CMM, CASE, HVCB director of sales, corporate meetings and incentives (CMI), notes the Pro Bowl experience and NFL's support of corporate packages provides an added incentive for groups to meet in Hawai'i during winter.

"These meeting planners will see, feel and experience the kind of special VIP treatment that comes with a world-class event like the NFL Pro Bowl. It's exactly the kind of unique business opportunity that their clients will encounter firsthand if they book a meeting during Pro Bowl Week in the islands," Murray said.

He added this week's group of planners will be effective at conveying Hawai'i's message, with representatives of national trade associations being joined by decision-makers of third-party providers that represent dozens of organizations nationwide.

Last September, HVCB announced a joint partnership with both the NFL and PGA TOUR to offer customized corporate incentive packages in conjunction with the Pro Bowl and professional golf tournaments held in the islands.

The 2005 Pro Bowl marks the 26th consecutive year it has been held in Hawai'i. The annual all-star extravaganza matches the best players from the National and American football conferences as a celebration to conclude the NFL season. Through the years, being in Hawai'i for Pro Bowl Week has evolved into one of sport's most exciting incentive rewards for both players and corporate sponsors.

HVCB has a similar corporate meeting agreement in place with the PGA TOUR for Hawai'i's six professional golf tournaments known as *Aloha Season*. Customized VIP corporate and incentive packages can be designed for each tournament.

"These events add tremendous value to holding a business meeting in Hawai'i. They are a phenomenal incentive to enhance corporate performance and, once you're here, it's an incredibly invigorating environment to conduct business," Murray said.

MeetHawaii.com

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

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