

**FOR IMMEDIATE RELEASE**  
June 9, 2005

**HAWAI'I PITCHING PREMIER INCENTIVE CONFERENCE FOR 2007  
HVCB-Led Event in California to Showcase Islands for Bid**

**HONOLULU** – Starting today, the world's most popular incentive destination – Hawai'i – is making a strong bid to host one of the world's premier incentive travel conferences in 2007.

It's part of the Hawai'i Visitors and Convention Bureau's (HVCB) overall strategy to bring the Society of Incentive & Travel Executives (SITE) International Conference to Hawai'i in late 2007. Joined by its Island Chapters and industry partners, HVCB will submit its proposal later this month.

HVCB is leading a Hawai'i-themed presentation today at the exclusive Balboa Bay Club & Resort in Newport Beach, California, to showcase incentive opportunities in the islands for 80-plus members of SITE's Southern California Chapter, one of the organization's largest and most influential chapters.

The presentation's objective is two-fold: attract new incentive business to the islands from a major market, while also building support for Hawai'i to be the host destination for the 2007 SITE International Conference.

"Bringing this convention to Hawai'i is a perfect match. SITE is the crème de la crème of incentive travel associations and no destination has been more in demand than Hawai'i to reward outstanding performance," said Michael Murray, CMP, CMM, CASE, vice president of sales and marketing for HVCB's CMI division.

Murray added that the HVCB-led event will convey the industry-wide commitment, high level of service, and quality of support that SITE members and clients can expect from Hawai'i.

"Resorts statewide have made wonderful improvements to their meeting facilities in recent years and everyone wants to show them off," he said.

Attendees at today's presentation will receive fresh flower lei, be entertained with Polynesian music and dance, enjoy Hawai'i-influenced cuisine, meet with industry co-sponsors, and enter a drawing for free trips to the islands. Organizing the event is Cheryl Fernandez, HVCB's West Coast-based regional director of accounts.

Industry co-sponsors joining HVCB to promote the islands are Aloha Airlines; Fairmont Hotels & Resorts; Hyatt Resorts Hawaii; Mauna Lani Bay Hotel and Bungalows; Prince Resorts Hawaii; and Turtle Bay Resort.

SITE has 1,800 members worldwide and is the only international, not-for-profit, professional association devoted to the multi-billion dollar global incentive industry.

Murray noted that incentive meetings are especially lucrative for Hawai'i because they are generally comprised of higher-spending visitors who support a broader array of ancillary tourism enterprises. Attracting higher-spending visitors is a major strategic direction in the Hawai'i Tourism Authority's Tourism Strategic Plan.

"Year after year, incentive visitors spend more money per day in our islands than any other segment of the meetings industry," Murray said.

If Hawai'i's bid is successful, the 2007 SITE International Conference is expected to generate a wave of future bookings statewide. Key decision-makers will see and experience the opportunities and return on investment that comes with booking incentive meetings in the islands.

Hawai'i is one of six destinations currently being considered by the national organization, along with Fiji; Hilton Head, SC; Monterrey, CA; Southern California; and Vail, CO. A final decision by SITE is expected in September.

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

####

NR/17/05

Contact:

Michael Murray, CMP, CMM, CASE  
Vice President – Sales & Marketing, CMI Division  
Hawai'i Visitors and Convention Bureau  
mmurray@hvcb.org  
(808) 924-0253

Patrick Dugan  
Senior Vice President  
McNeil Wilson Communications  
pdugan@mcneilwilson.com  
(808) 539-3411