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**FOR IMMEDIATE RELEASE**  
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**HAWAII TOURISM CELEBRATED AT HVCB 103<sup>RD</sup> ANNUAL LUNCHEON  
Six Organizations Honored with HVCB's Highest Honor**

HONOLULU – The Hawai'i Visitors and Convention Bureau (HVCB) today held its 103<sup>rd</sup> Annual Luncheon, celebrating the record-breaking year of Hawai'i's tourism industry and honoring six organizations with its highest honor – the Maile Award.

HVCB selected as its theme for today's luncheon the motto of Queen Kapiolani, *Kulia i ka nu'u* (Strive for the Summit), which conveys the excellence that the Bureau is seeking with its marketing programs. It also speaks to the success being enjoyed by Hawai'i's visitor industry in 2005.

"Travel from North America has exceeded everyone's expectations this year and all of us at HVCB are glad to have played a role in helping Hawai'i's tourism industry to succeed," said John Monahan, HVCB president and CEO.

Monahan added that visitor figures released recently by the State Department of Business, Economic Development and Tourism shows that travel from North America is continuing its record run. Year-to-date through September, visitor arrivals have increased 7.8 percent from markets in U.S. West, increased 6.1 percent from U.S. East, and increased 9.7 percent from Canada compared to the same period in 2004.

Even more importantly, year-to-date visitor spending through September has increased by 9.9 percent from both U.S. West and U.S. East, and increased 10.6 percent from Canada versus 2004. In addition, per person per day spending has increased by 2.3 percent from U.S. West and by 2.7 percent from U.S. East year-over-year.

Travel from North America is expected to maintain its strong pace as air seat capacity is projected to increase by 5.1 percent in the fourth quarter compared to 2004.

In reflecting on the past year, Monahan noted he was especially pleased about how HVCB and its industry partners have established a more collaborative marketing relationship. "We've worked very hard to be a more inclusive organization, to more actively seek out ideas and input from our industry partners and then incorporate that insight within our marketing plans for 2006 and beyond," Monahan said.

At the luncheon, HVCB also welcomed incoming Board Chair Karen Hughes and showed its aloha to outgoing Chair Donald Takaki for his work and contributions on behalf of the Bureau during his two-year tenure. Hughes is regional vice president of sales and marketing for Starwood Hotels and Resorts Worldwide for Hawaii and French Polynesia. Takaki is chairman of Island Movers.

## **HVCB HONORS SIX ORGANIZATIONS WITH 2005 MAILE AWARDS**

HVCB today honored the six organizations below with Maile Awards. It is the Bureau's highest honor and is presented annually to organizations that have helped advance tourism's success in Hawai'i and helped improve the quality of life for the state. To qualify, awardees must also be celebrating their silver, golden, diamond, or centennial anniversary in the year they are honored.

### *Hawaii International Film Festival – 25 Years*

The Pacific's premier international film event is dedicated to promoting cultural understanding, and giving artists in Hawai'i, the Pacific Islands and Asia an opportunity to showcase their work. In 1981, it began as an East-West Center project screening seven films from six countries. Today, the 25<sup>th</sup> Louis Vuitton Hawaii International Film Festival is screening 260 films from 40 countries on all six islands, including 9 world premieres, 17 U.S. premieres, and 48 films made in Hawai'i.

### *Sheraton Princess Kaiulani – 50 Years*

The Sheraton Princess Kaiulani has been a Waikiki standard of first-rate hotel accommodations since its doors opened on King Kamehameha Day, June 11, 1955. Named after Princess Victoria Kaiulani and located on the site of her Aina hau garden estate, the 1,152-room Sheraton Princess Kaiulani honors her spirit and legacy with art and cultural displays celebrating Hawai'i's heritage.

### *County of Kaua'i – 100 Years*

### *City And County Of Honolulu – 100 Years*

### *Maui County – 100 Years*

### *County Of Hawai'i – 100 Years*

The municipal governments of Hawai'i's four counties are celebrating their centennial anniversary in 2005. The counties are being honored for their support of tourism and for giving Hawai'i's #1 industry the infrastructure and basic services needed to flourish respectively on Kaua'i, O'ahu, Moloka'i, Lāna'i, Maui, and Hawai'i's Big Island.

HVCB also presented Mahalo Awards to the following three individuals who have been influential supporters of Hawai'i's tourism industry.

### *Peter Schall*

Schall ran the Hilton Hawaiian Village Beach Resort and Spa from 1986 until his retirement this summer. He was deeply involved with civic and community organizations, serving on numerous boards including HVCB, Aloha Festivals, the Chamber of Commerce of Hawaii, and Friends of Hawaii Charities.

*Walter Dods*

During his tenure leading First Hawaiian Bank, Dods shared his business and marketing expertise with the visitor industry, serving as both chairman and a member of HVCB's board of directors. A community champion, he has spearheaded numerous fundraisers for nonprofit groups.

*Margy Parker*

Parker retired in July after serving 23 years as executive director of the Poipu Beach Resort Association. She founded the organization and was instrumental in helping to create Poipu into a premier, award-winning visitor destination.

For more information about Hawai'i – the Islands of Aloha – visit HVCB's website at [GoHawaii.com](http://GoHawaii.com) or call 1-800-GOHAWAII.

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