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**FOR IMMEDIATE RELEASE**

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**MEET HAWAII PRESENTS "I MUA HAWAII"  
GROUNDBREAKING VIRTUAL TRADE SHOW EVENTS**

**HONOLULU** – The Hawai'i Visitors and Convention Bureau announces the debut of "I Mua Hawai'i," its first-ever, interactive virtual trade show for meetings, conventions and incentives planners. Launching in October 2020 and running through March 2021, the engaging series of five half-day sessions will feature an impressive lineup of Hawai'i industry partners, as well as keynote speaker Dewitt Jones, renowned American photographer, writer, and film director.

"I Mua Hawai'i" allows meeting planners to connect directly with Hawai'i hoteliers, Destination Management Companies, activity providers, and Hawaiian cultural practitioners to receive a first look at new industry offerings throughout the state," said John Reyes. "In addition, planners will also learn about the enhanced safety and health measures being taken to ensure the safety of groups traveling to the islands for the immediate and long-term future."

The trade show will include pre-scheduled one-on-one appointments and showcase authentic opportunities for planners to enhance their programs in the Hawaiian Islands, including learning about the new Hawai'i MCI Blueprint, receiving destination updates, meeting Made-in-Hawai'i vendors, and experiencing a fun and entertaining Hawai'i-style *pau hana* (happy hour).

Keynote speaker Dewitt Jones, famed for the TED talk "Celebrate What's Right With the World", will share with us a new lens of optimism, celebration and aloha.

As an innovative solution to current travel restrictions, virtual attendees will be able to re-engage with the pristine beauty of Hawai'i's diverse landscapes, familiarize themselves with activities that inspire creativity and wellness, and experience the unique culture that makes the Hawaiian Islands an unparalleled destination for groups.

Interested planners can contact [meetings@meethawaii.com](mailto:meetings@meethawaii.com)

**SCHEDULE:**

Thursday, October 15, 2020

8:30 AM to 12:30 PM HST

Topic: All Customer Market Segments

Wednesday, November 18, 2020

8:30 AM to 12:30 PM HST

Topic: Incentive Market Segment

Wednesday, December 16, 2020

8:30 AM to 12:30 PM HST

Topic: Medical Meetings Market Segment

Wednesday, January 20, 2021

8:30 AM to 12:30 PM HST  
Topic: TBD

Wednesday, March 17, 2021  
8:30 AM to 12:30 PM HST  
Topic: TBD

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### **About Meet Hawai'i**

Meet Hawai'i is a collaboration of the Hawai'i Tourism Authority (HTA), HTA's Global Marketing Teams and the Hawai'i Convention Center (HCC) to reinforce the brand of the Hawaiian Islands as a world-class destination for global business meetings, conventions and incentive programs. The marketing efforts of the Meet Hawai'i team are overseen by HTA, the state of Hawai'i's tourism agency. HTA was established in 1998 to ensure a successful visitor industry well into the future. Its mission is to strategically manage Hawai'i tourism in a sustainable manner consistent with the state of Hawai'i's economic goals, cultural values, preservation of natural resources, community desires and visitor industry needs. For information about Meet Hawai'i and the hosting of meetings, conventions and incentives, please visit [MeetHawaii.com](http://MeetHawaii.com).

**Special note to media:** The Hawai'i Visitors and Convention Bureau (HVCB) recognizes the use of the *'okina* ['] or glottal stop, one of the eight consonants of the (modern) Hawaiian language; and the *kahakō* [ā] or macron (e.g., in place names of Hawai'i such as Lāna'i). However, HVCB respects the individual use of these markings for names of organizations and businesses.

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