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WHAT'S NEW IN HAWAII FOR MEETINGS, CONVENTIONS & INCENTIVES

Aloha and *Hau'oli Makahiki Hou* (Happy New Year)! With the New Year brings exciting updates and developments for meetings, conventions, and incentives in the Hawaiian Islands from hotel and meeting venue renovations to new and engaging activities and creative programs.

MEET HAWAII HIGHLIGHTS

Meet Hawai'i Facilitates Seamless Site Visit Spanning Four Islands

Meet Hawai'i assisted meeting planner Robin Scheller, senior director of Global Accounts for HelmsBriscoe, with coordinating the logistics for a multi-island site inspection. Scheller and her client at Michelin North America were considering the islands of Kaua'i, Lāna'i, Maui, and Hawai'i Island for an incentive program. With the help of Meet Hawai'i's Adele Tasaka, senior director of accounts and Josette Murai, convention services manager, Scheller and her client were able to navigate across four islands with ease allowing them to focus on the task at hand.

"I typically try to do everything myself, but in this case, I just couldn't have done it without them," Scheller said. "The knowledge that they have of the islands and all of its intricacies was invaluable in putting together all the pieces of our complex itinerary including helping us decide which order to visit the islands, which flights to take, and how to get around. The entire trip was seamless and my client was very happy with how it turned out. I have to give credit to Adele and Josette for making me look good."

Hawai'i Island Hosts 2014 FICP Annual Conference

Hawai'i's meetings industry stocked up praise from financial and insurance conference planners when the **2014 Financial & Insurance Conference Planners (FICP) Annual Conference** was hosted on Hawai'i Island from Nov. 16-19, 2014. A post-event survey conducted showed that 96% of the nearly 600 attendees rated the overall conference either good or excellent.

"This year's conference has been one of the most memorable in recent years," said Steve Bova, executive director for FICP. "It's always a special treat to come to Hawai'i, but the quality of the venues and personalized care and service we received on Hawaii Island far exceeded our expectations. The comments and praise we have received to date validate that attendees were satisfied with the experience."

The FICP Conference themed '*Ohana – Connection*' was held at the Hilton Waikoloa Village. The event opened with an inspiring session that combined the traditional and non-traditional elements of Hawaiian culture, including a Hawaiian 'oli (chant) and blessing, an ancient-style hula, and 'ukulele performance by Taimane Gardner.

Hawai'i Convention Center Receives Praise for Handling of Hurricane Threat

Preparedness was key when it came to reassuring Deb Hanson, director of meetings & exhibits for the American Society for Reproductive Medicine that her group would be in good hands at the Hawai'i Convention Center in light of the looming tropical storm turned category 1 Hurricane Ana. The storm passed by the state with no major incident and the 70th annual meeting of the **American Society for Reproductive Medicine (ASRM)** carried on as planned from Oct. 18-22 at the Hawai'i Convention Center. More than 5,000 medical professionals were in attendance from the Continental U.S., Asia, North and South America, Europe, and Africa.

"The Convention Center as well as the hotel community was on top of everything," said Hanson. "They already had a Plan B in place; probably a Plan C. Everyone had all the things that they needed. If something were to happen, I felt more safe here than if I was back home and a tornado was coming."

"The Biggest Loser" Wins with Kaua'i for Ultimate Destination Challenge

For the contestants of NBC's "The Biggest Loser: Glory Days," an invigorating journey to the Hawaiian Islands helped them achieve their goals and inspired them to fulfill their New Year's resolutions. In two episodes that aired on Dec. 18, and on New Year's Day, Jan. 1, the Island of Kaua'i provided a beautiful and uplifting backdrop for the hit competition show's visit to the Aloha State.

The Hawai'i Visitors and Convention Bureau successfully negotiated the show's selection of Kaua'i for these two hour-long episodes. Filming with the six contestants and nearly 80 production crewmembers took place in October 2014 exclusively on Hawai'i's Garden Isle. While on Kaua'i, the group stayed at the Kaua'i Marriott Resort and enjoyed a private helicopter ride over the island, snorkeling at 'Anini Beach, outrigger canoe paddling at Kalapaki Beach, rappelling down a cascading waterfall with Da Life, and rope swinging with Just Live! in a tropical forest.

ACCOMMODATIONS & MEETING VENUES

O'ahu's **Hilton Hawaiian Village Waikiki Beach Resort** has completed a five-month, \$21 million renovation of its 17-story Diamond Head Tower. The top-to-bottom transformation includes the refurbishment of all guestrooms and suites, corridors and a refreshed lobby. All 380 rooms, including eight suites and 48 junior suites, incorporate natural and indigenous-inspired textiles to convey a distinctive Hawai'i sense of place in a subtle, contemporary way. Hues of cream, sand, pale gray and mocha are accented by island themed textures and fixtures including lauhala-style woven chairs, brass drawer knobs emulating porous coral, and carpet inspired by native Hawaiian *kāhili*-feather standards used for Hawaiian royalty. HiltonHawaiianVillage.com

The guestrooms in the Tower and Diamond Wing at the **Moana Surfrider, A Westin Resort & Spa** (O'ahu) have recently been rejuvenated with a new contemporary, Hawai'i design comprised of soft tones that inspire relaxation and subtly frame the clear ocean views; sun bleached finishes; tropical weaves and textures. The renovations are complete with custom carpet featuring a dynamic adaptation of an Art Deco palm tree trunk, contemporary photographs of a collection of indigenous Hawaiian plants, and an artwork themed around the Hawaiian lei. In the Diamond Wing guestrooms, the bathrooms received a total custom re-design with a new Westin Heavenly shower

complemented by a stylish sink and vanity. All ten Penthouse Ocean Guestrooms and Suites located on the 21st floor of the Tower Wing were also upgraded with new colors and patterns inspired by the ocean during the different times of the day.

Moana-Surfrider.com

A total of 553 completely rejuvenated guestrooms and suites in the Ocean Tower of **The Westin Maui Resort & Spa** were unveiled in March 2014. Exuding contemporary elegance, the \$70-million project included intuitive enhancements such as:

- New bedrooms with redesigned furnishings, modern décor and island-inspired artwork, state-of-the-art electronics, HSIA (High Speed Internet Access), and fresh flooring.
- New bathrooms with elegant glass-enclosed showers featuring Westin brand's spa-like Heavenly Shower.
- New balconies with weather-resistant sliding door, matching lanai furniture and flooring as well as transparent glass railings to provide panoramic views of Kā'anapali Beach and the west Maui mountains.

Within the Beach Tower of this 759-room resort, all guestrooms and suites as well as hallways have been refreshed with new carpeting for a renewed look and feel.

WestinMaui.com

Grand Wailea, a Waldorf Astoria Resort on Maui is continuing work on several enhancements that began in 2014 and will continue in 2015, including upgrades to its guestrooms, pools and meeting areas. Room enhancements are being headed by esteemed interior architect Robert Barry of the Los Angeles-based Barry Design Associates (BDA), an original interior designer of the Grand Wailea and behind the luxuriously iconic look of the resort's Spa Grande. The overall design will focus on a clear but subtle sense of place, translated in a sleek, modern aesthetic. The island's surroundings inspire the color story for the room palette with the green scheme from the lush landscape of Hāna; the auburn/brown and gold scheme from the colors inside the Haleakalā Crater; and the coral scheme for the reefs that surround Maui. The platform bed and wicker style furniture is fitting for the resort's tropical setting. Additional enhancements to the guestrooms will include upgraded high speed in-room internet, all new furniture featuring fresh artwork by regional and local artists, sofa sleepers and chairs, 55" HD LCD flat screen television with USB connectors, power stations on the desk and bedsides, fresh carpeting with ceramic tile at the entryways, plus new tile, vanity, lighting and flooring in the bathrooms. GrandWailea.com

A new **Courtyard by Marriott Laie** is currently being built adjacent to the Polynesian Cultural Center on O'ahu's North Shore. Scheduled to open mid-2015, the 144-room hotel will feature an upscale pool, a bistro, and meeting space. The two and three-floor hotel is part of a vision to revitalize and sustain the Ko'olauloa region. Marriott.com/CourtyardOahuNorthShore

Hampton Hotels recently announced that Hawai'i's first **Hampton Inn & Suites** will be located in West O'ahu as part of a new development called **Ka Makana Ali'i**, a family-friendly, mixed-use gathering place for travelers and community members alike. Construction of the 175-key Hampton Inn & Suites will begin in mid-2015. Ka Makana Ali'i will feature a 1.4 million-square-foot regional shopping center with more than 150 new shops and restaurants, a cinema and LEED-certified office space. The first phase of Ka Makana Ali'i is scheduled to be open in 2016. Hampton.com

The **Sheraton Princess Kaiulani** on O'ahu has completed a \$2 million soft renovation, which brought improvements to all 1,636 guestrooms, as well as the main lobby, restaurants, fitness center, and its 24-hour business center the Link@Sheraton. The lobby and guestrooms are all updated with new flat screen televisions, carpets, bathroom fixtures, ceiling fixtures, paint, linens, and signature Sheraton Sweet Sleeper mattress. The restaurants now feature a more contemporary look and feel, with new food station equipment, tables, and chairs. Princess-Kaiulani.com

The dining options at the **Grand Hyatt Kauai Resort & Spa** are undergoing a \$1.2 million refreshment project that includes a new contemporary poolside restaurant Hale Nalu, adding a sushi bar to Stevenson's, modernizing the buffet at Ilima Terrace, and turning Poipu Bay Clubhouse into a quick take-out stop. The new Hale Nalu restaurant features a vintage surf shack vibe with a façade reminiscent of island plantation towns of old but with a stylish modern approach. At Stevenson's, the south shore's elegant late-night spot, the new 20-foot sushi bar can seat up to eight guests. Also added was an exclusive chef's table for VIP dining, additional table seating, and a live performance area. Kauai.Hyatt.com

Hilton Waikoloa Village (Hawai'i Island) has continued improving the property through updates and renovations and now boasts 235,000 square feet of meeting, convention and outdoor function areas following the project's completion. The unparalleled ballrooms, breakout rooms, pre-function areas, exhibit facilities, promenades, boardrooms and scenic outdoor venues have gained additional hang-points to better facilitate technical audiovisual productions, enhanced lighting and new wall and ceiling coverings to provide clear acoustics, as well as expanded audience space in the Monarchy Ballroom. HiltonWaikoloaVillage.com

ACTIVITIES & ATTRACTIONS

Nature lovers can enjoy a new **botanical tour** offered at the **Westin Maui Resort & Spa** within the 87,000 square-foot aquatic playground featuring outdoor gardens with meandering streams, waterfalls and five amazing pools. The complimentary activity showcases almost 50 flora and fauna including indigenous cultural plants such as Naupaka, Hawaiian canoe plants like sugar cane from New Guinea and modern introductions, as well as wildlife such as flamingos from Chile. WestinMaui.com

Travaasa Hāna, Maui added a new **outrigger canoe adventure** in Hāna Bay to its extensive resort programming. The 1.5-hour journey is exclusive to hotel guests and is offered several times throughout the week on Travaasa Hāna's custom-made canoe, Wananalua. During the tour, expert local guides will teach the basics of canoeing and its significance to the Hawaiian culture. Travaasa.com/Hana

The Doris Duke Foundation for Islamic Art recently opened the Mughal Suite at **Shangri La** (O'ahu) to the public for the first time in the property's history. This bedroom-and-bathroom suite is Shangri La's cornerstone – a set of rooms that Doris Duke (1912-1993) commissioned while on her 1935 honeymoon with James Cromwell. The newly renovated suite reflects the rooms' earliest completed appearance in 1939 as documented by historical photographs. An exhibit in the Mughal Suite will showcase Duke's rarely viewed collections of sumptuous gold, diamond, ruby and emerald Indian jewelry, jewel-encrusted jade vessels, ivory figurines and enameled-gold decorative objects. ShangriLaHawaii.org

Trilogy Excursions (Maui) launched a new adults-only tour, the **Captain's Sunset Dinner Sail**, offering fine dining with oceanfront seats and panoramic views. The two and a half hour sail departs out of Ma'alaea, Maui, on Trilogy's luxury 65-foot catamaran, where couples are seated at private tables complete with candlelight, throw blankets, and a four-course dinner menu prepared on board by a chef, incorporating locally grown or sourced items. The sailing boat is fully staffed with a bartender, maître d', wait staff, and captain, who once the sun sets, gives a celestial narrative on wayfaring and the current season the stars reveal. Throughout the evening, enjoy a variety of premium adult beverages including Trilogy's signature craft cocktails. Total seating is limited to 20 couples to ensure a high-quality, personalized experience. SailTriology.com

Undergoing its largest renovation since opening nearly half a century ago, the **Kauai Museum** in Līhu'e will add a second level office building complete with an elevator and open-air walkways to connect all three buildings. The new developments will help to create easier access to the museum's upper levels and provide additional space for educational and research components. Additionally, the museum will incorporate indigenous plants into the surrounding landscape and complete a total re-design of the permanent exhibits to better portray "The Story of Kaua'i." KauaiMuseum.org

TRANSPORTATION

Alaska Airlines announced new nonstop flights between **San Diego** and **Kona** on Hawai'i Island. Starting March 5, the new flights will operate three times weekly on Mondays, Thursdays, and Saturdays. AlaskaAir.com

Delta Air Lines will launch daily seasonal nonstop service from **Minneapolis-St. Paul International Airport** to **Honolulu International Airport** this fall. The flight will operate beginning Oct. 25, 2015 through March 26, 2016 using a 225-seat Boeing 767-300ER aircraft. Delta.com

Beginning on May 20, **Hawaiian Airlines** is bringing back its seasonal nonstop service between **Oakland** and **Los Angeles**, and **Līhu'e, Kaua'i** and **Kona, Hawai'i Island** and will operate for 15 to 18 weeks. Additionally, the airline is adding a second daily seasonal nonstop flight between **Los Angeles** and **Maui** starting June 11 and will operate for 14 weeks. HawaiianAirlines.com

Roberts Hawaii launched a new private car service on O'ahu offering clients more personalized vehicle services in addition to revamping its website for easier navigation. Customers can reserve a vehicle ranging from sedans, SUVs, stretch limousines, and Mercedes Benz Sprinters, and request a professional driver for private transfers to and from the Honolulu International Airport, as well as conduct trips throughout the island. RobertsHawaii.com

CREATIVE PROGRAMS

The **Hawai'i Convention Center** is now inviting groups to book the **Hanohano Rooftop Barbeque Under the Stars** for a private dinner party atop its beautifully landscaped 2.5-acre rooftop garden. Guests will feast on a sumptuous dinner buffet with barbeque favorites and action grilling stations serving grilled New York steak with Maui onion crisps and grilled island fish with Maui onions, local tomatoes, parsley, and extra virgin olive oil, all while enjoying the views of the vibrant Honolulu city skyline, fresh island

air, and live Hawaiian entertainment. Pricing begins at \$153 per person and includes a complimentary welcome Mai Tai drink for each guest and a fresh flower lei greeting. Minimum of 300 guests required. MeetHawaii.com

Sheraton Kona Resort & Spa at Keauhou Bay on Hawai'i Island is now offering the opportunity to weave authentic Hawaiian components into meetings, conventions and conferences for a truly unique teambuilding and bonding experience. Sheraton Kona will work with meeting planners to develop an agenda incorporating Hawaiian activities that meets the needs of each client. Examples include a group cultural tour through the Kaukulaelae historic sites and ancient battlefield at Lekeleke, paddle branding artwork, lei making, hula lessons and ocean sports activities in Keauhou Bay. Groups also have the dining option of a lū'au during their stay, with live hula that tells the story of the historic sites experienced during the tour. SheratonKona.com

Project Runway Gone Culinary is a new concept developed for groups at the **Sheraton Waikiki** (O'ahu) by general manager Kelly Sanders. Participants will team up with the hotel's food and beverage team, heading out into town to shop for ingredients and returning to create unique dish which is later presented down the runway to a panel of judges. The activity supports local farmers and businesses while working with some of the best culinary leaders in the state. Sheraton-Waikiki.com

The Royal Hawaiian, A Luxury Collection Resort embraces the 1940s era by introducing its newest event concept, **Golden Age Gala**, in tribute to the hotel's colorful past. The event will recapture a moment when romance was synonymous with glamour and opulence. Newspaper articles, rumored stories, and legends have documented the extraordinary gala events which took place in the hotel's famed Monarch Ballroom and hosted celebrities including Charles de Gaulle, Franklin D. Roosevelt, Harry S. Truman and Hollywood actress Rita Hayworth. The resort's unique Golden Age Gala themed event beckons attendees back to an era of tuxedos, glamorous dresses and timeless style – set in an iconic resort that is registered with Historic Hotels of America. Menus for the Golden Gala are inspired by the swanky '40s through researching archives of previously printed historic menus from that era. Royal-Hawaiian.com

Groups meeting at any Starwood hotel or resort on O'ahu now have a unique opportunity to engage in special projects that can bring them closer to local communities through its new program, **Events with Aloha**. Groups can participate in a variety of volunteer initiatives that provide intimate connections to the islands' people and natural resources. Teaming with local community and nonprofit organizations, groups can take part in efforts to preserve Hawai'i's oceans and watersheds; care for hydroponic vegetable gardens and *lo'i* (taro patches); repair fishpond walls; maintain heritage trail markers and landscaping; restore habitat for native birds; and eradicate invasive species. StarwoodHotelsHawaii.com/Oahu

Moana Surfrider, A Westin Resort and Spa and **Moana Lani Spa, A Heavenly Spa by Westin** recently created a new wellness meeting program to help attendees revive, renew, rejuvenate, replenish, relax, and reflect all in one-day. The **Be Well Meeting Program** is geared to nourish mind, body, and soul, which help to spark creativity and increase motivation. Start the day with *hō'ala* to revitalize energy levels and end by reflecting on the day's learning experience with a post-meeting *pau hana* package. With the resort's new wellness focused meeting packages, short Wellness Breaks are encouraged during the middle of the day so attendees are able to enjoy Westin

Superfood snacks and Westin Heavenly Spa treatments to lift mental blocks so innovative ideas are shared throughout the day. Moana-Surfrider.com

Sheraton Maui Resort & Spa offers meeting planners **Creative Ways to Connect**, a menu of pre-packaged experiences to pass on to their groups. One example allows groups to take advantage of the size and location of the hotel's 12,000 square-foot Ocean Lawn for a day of connecting and team building with programs and activities such as a beachside BBQ, snorkeling, group hula lessons, beach party, or field day which include a rotation of team building activity stations. Groups can also choose to participate in a 'give back' type of activity such as a beach cleanup before diving in to the events on the Ocean Lawn. For another fun team bonding activity, groups at Sheraton Maui Resort & Spa can unlock the rich history of the property's 23 oceanfront acres during a comprehensive on-site scavenger hunt. Sheraton-Maui.com

Hilton Waikoloa Village on Hawai'i Island hosted nearly 600 professionals at the closing ceremony of the 2014 FICP Annual Conference with a "**by the sea**"-themed **Kona Pool event**. Featuring multiple vignette performances, such as national renowned 24/7 Dance Crew (America's Got Talent), Female Eclectic Fire Dancers, Taimane with her Ukulele Virtuoso, a 12-man Fire Dance Show and the headlining Liquid Blue Band, the blue theme was prevalent in lighting and decor as well as the attendees' electric blue-tinted accessories and glowing blue cups filled with Lilikoi martinis. An extravagant fireworks display closed what has been described as "one of the best final night parties for FICP." HiltonWaikoloaVillage.com

The **Hawaii Prince Hotel Waikiki** (O'ahu) recently launched **Prince Catered Collections** giving its groups the flexibility of hosting seamless events both on property and off-site with the same dedicated team from beginning to end. For the Pan Am Aloha Reunion 2014, Hawaii Prince Hotel Waikiki planned and executed a series of successful events, including a welcome reception and formal dinner complete with ice sculptures and Hawaii-style roast pigs. The hotel also provide full-service catering for the final banquet at the Pacific Aviation Museum and greeted the over 450 guests with a specially created "Blue Coral" cocktail. PrinceResortsHawaii.com

SPECIAL OFFERS

Meeting planners who book eight rooms or more at the **Holiday Inn Resort Waikiki Beachcomber** on O'ahu in the first quarter of 2015 can earn double IHG Meeting Rewards Points, a value of six IHG Meeting Rewards Points per \$1 in room revenue. The hotel features newly renovated reception and private function space adjacent to its outdoor pool plus 20,000 square feet of indoor and outdoor private event space on-site at Jimmy Buffett's at the Beachcomber. Centrally located only 300 steps from Waikiki Beach, less than a mile away from the Hawai'i Convention Center, and within walking distance to a variety of dining, shopping and entertainment options, the Beachcomber is Waikiki's hot spot with the largest TVs in town for sports fans or business presentations, twice daily live music and happy hour specials offered at Jimmy Buffett's. WaikikiBeachcomberResort.com

The Modern Honolulu (O'ahu) offers cosmopolitan chic for business pursuits in Hawai'i. Deftly combining style and sophistication, the hotel features more than 20,000 square feet of flexible meeting space, including a 9,200-square-foot ballroom, one of the largest in Honolulu. In 2015, take advantage of our 20-15% commission opportunity for

a 20% commission on our suites and 15% on all other room categories.
TheModernHonolulu.com/Meetings

KapohoKine Adventures is offering a 25% discount off its tours for groups of ten or more looking for adventure at Hawai'i Volcanoes National Park and beyond on Hawai'i Island. The **Kilauea Hike 'n Glow** takes groups beyond the visitor center with a walk through the Thurston Lava Tube and four miles across the crater floor with steam and smoke rising nearby. As evening nears, guests will enjoy dinner at the Volcano House perched on the rim of the Kilauea Volcano caldera before heading to the overlook at Jaggar Museum to see the red lava glow reflected in steam at the bottom of Halema'uma'u Crater.

Groups ready for an all-day adventure can combine both Hawai'i Volcanoes National Park and ziplining with the **Zippin' Volcano**. Covering nearly two miles of gorgeous tropical river gorges, the eight-line course at Zipline Through Paradise is the only one in the Hawaiian Islands to boast every line with the redundant double-cable safety system, zipSTOP automatic brakes and dual lines to zip with a partner. After lunch, explore Hawai'i Volcanoes National Park including a walk through Thurston Lava Tube, dinner at Volcano House, and a sunset view of the lava glow at Halema'uma'u Crater from the Jaggar Museum overlook. Capacity on both tours is 13 persons per vehicle with a daily capacity of 130 persons. KapohoKine.com

AWARDS & ACCOLADES

Josette Murai, convention services manager for the Hawai'i Visitors and Convention Bureau (HVCB), has received the **Certified Professional in Catering and Events (CPCE)** designation from the National Association for Catering and Events (NACE). As an active member of NACE and past president of the Hawai'i Chapter, Murai is one of less than 10 catering professionals in the state who currently hold the CPCE designation. Murai has more than 20 years of experience in Hawai'i's hospitality industry with expertise in catering sales and event planning at Mauna Kea Resort, Waikoloa Beach Marriott Resort & Spa, and Waikiki Beach Marriott Resort & Spa. NACE.net

Last month, Hawai'i was honored as "Best Destination: U.S. State" while the Island of Maui received "Best Destination: Hawai'i" as part of the **12th annual Travel Weekly Readers Choice Awards**. To win the Best U.S. State category, readers chose Hawai'i over other finalists California, Colorado, Florida, Nevada, and New York. The awards were given out at the Plaza Club in New York. HVCB's Karen Hughes and Robyn Basso accepted the awards on behalf of the Hawai'i tourism industry. Dr. Richard Kelley, chairman emeritus of Outrigger Enterprises Group received Travel Weekly's Lifetime Achievement Award. Other Hawai'i companies honored were Starwood Hotels & Resorts Worldwide for "Best Hotel Chain: Hawai'i/South Pacific," Pleasant Holidays for "Best Tour Operator: Hawai'i," and Norwegian Cruise Lines for "Best Cruise Line: Hawai'i/Pacific." Marriott International won Best Hotel Chain: Overall and Domestic. TravelWeekly.com

Condé Nast Traveler editors revealed the magazine's **Gold List 2015: The World's Best Hotels**. Three Hawai'i properties made the highly curated dream list of top hotels including **Mauna Kea Beach Hotel** on Hawai'i Island and **The Royal Hawaiian, a Luxury Collection Resort** and **Halekulani** on O'ahu. CNTraveler.com

Travel + Leisure unveiled its list of **Top 50 Hotels Worldwide 2015** based on its annual World's Best Awards survey determined by its readers. Two Hawai'i properties made the coveted list with **Four Seasons Resort Hualālai at Historic Ka'ūpūlehu** on Hawai'i Island ranked at No. 22 and **Four Seasons Resort Maui at Wailea** ranked at No. 47.

TravelandLeisure.com

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About Meet Hawai'i

Meet Hawai'i is a collaboration of the Hawai'i Visitors and Convention Bureau (HVCB) and Hawai'i Convention Center (HCC) to reinforce the brand of the Hawaiian Islands as a world-class destination for business meetings, conventions, and incentive programs. The marketing efforts of the Meet Hawai'i team are overseen by the Hawai'i Tourism Authority (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.

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For information about Meet Hawai'i and the hosting of meetings, conventions and incentives, please visit MeetHawaii.com.