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HAWAII CONVENTION CENTER PROVIDES AN UNPARALLELED GLOBAL EXPERIENCE

HONOLULU – From the Asia-Pacific Economic Cooperation (APEC) Leaders' Meeting to the International Chemical Congress of Pacific Basin Societies (Pacifichem), Honolulu is a proven destination for bringing together attendees from East and West. Hawai'i has also been selected as the destination for major gatherings such as the International Union for Conservation of Nature's (IUCN) World Conservation Congress in 2016.

"Our geographic location is a big factor in luring members from all over the world," said Brian Lynx, vice president of Meetings, Conventions and Incentives for the Hawaii Tourism Authority. "We are proud to provide an environment that fosters cutting-edge thinking and productivity in Hawai'i and at the Hawai'i Convention Center."

INCREASED ATTENDANCE

Meeting planners attest that choosing Hawai'i for meetings and conventions has been a great draw and often results in increased attendance by engaging attendees from near and far. In 2014, the 29th Annual Conference of the Society for Industrial and Organizational Psychology (SIOP), brought together nearly 3,000 delegates at the Hawai'i Convention Center.

"We were very excited to hold our annual conference for the first time in Hawai'i this year," said David Nershi, executive director of the SIOP. "This location offers a beautiful and culturally enriching backdrop to our annual gathering of workplace psychologists from around the world. We are especially pleased to be welcoming a much larger number of guests from the Pacific Rim region this year due to the easier access and shorter flight times than the previous conference location."

MEET HAWAII ADVANTAGE

"When it comes to understanding international markets, look no further than Meet Hawai'i," said Karen Hughes, vice president of Meet Hawai'i and Travel Industry Partnerships. "Our team works closely with meeting planners to simplify a relatively complex destination, build member interest, and deliver an exceptional program."

The Meet Hawai'i team focuses on connecting with key contacts and targeting audiences in countries throughout the Pacific Rim, building attendance for numerous clients. Central to this effort is Meet Hawai'i's 'Elele Business Ambassadors Program, which enlists the support of community leaders, known as ambassadors, who have ties to professional organizations with national and international meetings. Meet Hawai'i also provides the following services and advantages including:

- Identifying and working with industry ambassadors to provide support.
- Creation of specialized micro-sites and promotional collateral in a variety of languages.
- A nuanced understanding of international business, cultures, protocol and guidelines.
- Identification of travel-company partners to develop tours and packages for delegates.

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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.

Special note to media: HTA 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, HTA respects the individual use of these markings for names of organizations and businesses.

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