



## FOR IMMEDIATE RELEASE

July 2, 2024

### HAWAII VISITORS AND CONVENTION BUREAU RECOGNIZED WITH THREE 2024 WAVE AWARDS FROM *TravelAge West*

**HONOLULU** —The [Hawai'i Visitors and Convention Bureau](#) (HVCB) was honored with three top *TravelAge West* 2024 WAVE Awards in the categories of, "U.S. Tourism Board Providing the Best Travel Advisor Support," "Best Marketing by a Tourism Board, U.S." and "Destination With the Highest Client Satisfaction, USA," on June 13, at The Ritz-Carlton, Marina del Rey in California.

HVCB members and industry partners also received notable recognition. Pleasant Holidays won "Best Tour Operator, Hawai'i." For resorts and hotels, [OUTRIGGER Resorts & Hotels](#) received the awards for "Best Hotel Brand" and "Best Hotel Brand for Families, Hawai'i." [Sheraton Waikiki Beach Resort](#) was honored as the "Best New Resort or Major Renovation, Hawai'i," and [Aulani, a Disney Resort & Spa](#), was recognized as the "Best Resort for Cultural Immersion, Hawai'i."

"These accolades reflect the dedication of our members and hospitality partners who consistently deliver exceptional experiences to our visitors," said Tom Mullen, president and CEO of the Hawai'i Visitors and Convention Bureau. "At HVCB, we're committed to supporting travel advisors and championing a form of tourism that not only preserves but enriches the authentic culture and natural beauty of our island home. Our newest campaign with the Hawai'i Tourism Authority, '[The People. The Place. The Hawaiian Islands.](#),' embodies this commitment by highlighting the unique people, culture, and experiences that make Hawai'i truly special."

This commitment extends to HVCB's robust support of travel professionals, who are integral to the mission of bringing mindful visitors to the Hawaiian Islands. HVCB offers comprehensive support through in-person and virtual training sessions, in-destination familiarization trips (FAMs), and a newly updated travel advisor website. This platform provides valuable sales, marketing, and training resources, including a multi-tiered Hawai'i Destination Specialist Program. Travel advisors can access these tools at [agents.gohawaii.com](https://agents.gohawaii.com).

More than 6,400 travel professionals throughout the U.S. voted on the best of the best awards. Led by Editor-in-Chief Ken Shapiro, the editorial team at *TravelAge West* meticulously evaluates numerous travel suppliers and products, using a comprehensive review process that includes product analysis, on-site visits, a survey of travel agents and extensive online research.

"By any measure, travel is booming," said Shapiro. "The WAVE Awards give travel advisors the opportunity to recognize the great travel companies that go above and beyond to make sure their customers have an amazing experience as they see the

world. It's this partnership — between advisors and suppliers — that makes bucket-list travel experiences possible for so many.”

*TravelAge West* will feature WAVE Awards coverage in the July 15, 2024, issue. Visit the [WAVE Awards website](#) for a list of this year's winners.

For more information about The Hawaiian Islands, visit [gohawaii.com](#).

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## **2024 WAVE AWARD WINNERS – HAWAII INDUSTRY**

### **TOUR OPERATOR**

Best Tour Operator, Hawai'i  
Pleasant Holidays

### **RESORT/HOTEL**

Best New Resort or Major Renovation, Hawai'i  
Sheraton Waikiki Beach Resort

Best Hotel Brand, Hawai'i  
OUTRIGGER Resorts & Hotels

Best Hotel Brand for Families, Hawai'i  
OUTRIGGER Resorts & Hotels

Best Resort for Cultural Immersion, Hawai'i  
Aulani, a Disney Resort & Spa

### **DESTINATIONS**

Destination With the Highest Client Satisfaction, USA  
Hawai'i

### **TOURISM BOARD**

U.S. Tourism Board Providing the Best Travel Advisor Support  
Hawai'i Visitors and Convention Bureau

Best Marketing by a Tourism Board, U.S.  
Hawai'i Visitors and Convention Bureau

### **IMAGES**



**Photo Caption:** HVCB and the OUTRIGGER Hawai'i team. From left to right: Sean Dee, executive vice president and chief commercial officer, Outrigger Hospitality Group; Robyn Basso, senior director, travel industry partnerships, HVCB; Bob Froio, director of sales and marketing - North America, Outrigger Hospitality Group; Geraldine Harvey, global account manager, Outrigger Hospitality Group; Angela Murphy, vice president sales - The Americas, Outrigger Hospitality Group

**Photo Credit:** TravelAge West



**Photo Caption:** Robyn Basso, senior director, travel industry partnerships at HVCB accepts three Wave Awards from TravelAge West.

**Photo Credit:** TravelAge West

## **ABOUT HVCB**

The Hawai'i Visitors and Convention Bureau (HVCB) is a private, non-profit membership organization founded in 1945. Contracted by the Hawai'i Tourism Authority (HTA) for marketing services in the continental U.S., HVCB works in partnership with its members to promote Hawai'i as a premier visitor destination. HVCB serves the people of Hawai'i by showcasing the state's unique culture, natural beauty, and aloha spirit to the world, aiming to foster a regenerative tourism model that ensures the social, environmental, and economic balance for our island home. For more about HVCB, visit [hvcb.org](http://hvcb.org) or follow updates on Instagram, Facebook, and LinkedIn.

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