



**FOR IMMEDIATE RELEASE**  
October 21, 2021

**HVCB'S MEET HAWAII TEAM APPOINTS ADRIENNE NUDO AS  
SENIOR DIRECTOR, CITYWIDE SALES MIDWEST REGION**

**HONOLULU** – The Hawai'i Visitors and Convention Bureau (HVCB) welcomes sales veteran Adrienne Nudo as Meet Hawai'i's Senior Director, Citywide Sales Midwest Region. In her role, Nudo will be responsible for covering the Midwest U.S. region, promoting Hawai'i as a preferred destination for citywide conventions and generating citywide leads and bookings for the Hawai'i Convention Center and MCI hotels.

Nudo is a hospitality sales leader with more than 15 years of experience. She most recently served as Senior Sales Manager, Main Chicago/Midwest Region at Visit San Antonio, where she focused on citywide conventions, managing sales of 15,000-plus hotel rooms and 600,000 square-feet of space for clients in the Chicagoland area and surrounding Midwest states. Prior to Visit San Antonio, Nudo held sales positions at San Mateo County/Silicon Valley Convention & Visitors Bureau and Chicago Convention & Tourism Bureau.

"Adrienne is a seasoned professional with extensive experience in the meetings and conventions industry and has an impressive track record of exceeding sales goals," said John Monahan, HVCB's President and CEO. "The addition of Adrienne further bolsters our sales team and will help us bring new and exciting conventions to the world's greatest travel destination."

Nudo will work remotely from Chicago, Illinois as part of HVCB's Meet Hawai'i sales strategy to prospect and book Chicago and Midwest citywide association business for the Hawai'i Convention Center.

"The lure of Hawai'i with all of its beauty and history has made it a bucket list destination for people around the world, said Nudo. "Waking up each day and making that bucket list a reality for so many is a dream job come true and I am thrilled and ready to help Meet Hawai'i achieve and exceed their convention and visitor goals."

"Hawai'i's convention business continues to rebound and points to a vibrant future," added Hawai'i Tourism Authority President and CEO John De Fries. "Adrienne will play a key role in delivering future conventions that will have far-reaching economic and community effects benefiting the entire state. We're pleased to welcome her on board."

-more-



*HVCB's Meet Hawai'i Team Appoints Adrienne Nudo as Senior Director, Citywide Sales  
Midwest Region  
Page 2*

Nudo is a member of several event and meeting organizations including the Professional Convention Management Association (PCMA), Meeting Professionals (MPI) and The International Association of Exhibitions and Events (IAEE). Nudo holds a Bachelor of Science degree in Hospitality & Tourism Management from Purdue University in West Lafayette, Indiana.

HVCB is contracted by the Hawai'i Tourism Authority (HTA), the state of Hawai'i's tourism agency, to provide marketing management services for the meetings, conventions and incentives, and leisure market segment. For information about hosting meetings, conventions and incentives, visit [MeetHawaii.com](http://MeetHawaii.com) or call 1-888-424-2924. For information about leisure travel, visit [GoHawaii.com](http://GoHawaii.com).

*-pau-*



**Photo Caption:** Adrienne Nudo

**Photo Credit:** Hawai'i Visitors & Convention Bureau

**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.

**Media Contacts:**

Darlene Morikawa  
Director of PR/Communications  
Hawai'i Visitors and Convention Bureau  
[dmorikawa@hvcb.org](mailto:dmorikawa@hvcb.org)  
(808) 924-0259

Pua Sterling  
Account Supervisor, Public Relations  
Anthology Group  
[pua.sterling@anthologygroup.com](mailto:pua.sterling@anthologygroup.com)  
(808) 441-9720