



FOR IMMEDIATE RELEASE

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**HVCB NAMES LYNN WHITEHEAD
VICE PRESIDENT GLOBAL MCI SALES & MARKETING**

HONOLULU – The Hawai'i Visitors and Convention Bureau (HVCB) today announced the appointment of Lynn Whitehead as its new Vice President Global MCI Sales & Marketing. She assumes the role effective January 1, 2024, following the retirement of John Reyes who held the position since February 2020.

Bringing more than three decades of hospitality sales experience, Whitehead will be responsible for overseeing and directing HVCB's global sales and marketing efforts for both citywide and single-property meeting, conventions, and incentives (MCI) business. She has actively positioned Hawai'i as the preferred destination for citywide conventions, and consistently generated leads and secured bookings across the eastern U.S. region and Europe as HVCB's Senior Director of Citywide Sales for Meet Hawai'i.

"Lynn has been an invaluable member of our MCI team since joining us two years ago and has leveraged her industry relationships to increase quality, high-impact citywide bookings," said John Monahan, HVCB's President and CEO. "Her strong background in building and leading teams, solid reputation in the Hawai'i and U.S. markets, and her ability to produce solid results throughout her career made Lynn more than qualified to fill this position."

Throughout her career, Whitehead has shown consistent achievements in revenue production, new business development and producing profitable results for internal and external stakeholders.

Prior to joining HVCB, Whitehead was with the San Diego Tourism Authority where she served as National Sales Director, Eastern Region focused on citywide conventions. There she managed sales of 13,000-plus hotel rooms and 2.6 million square-feet of space for association clients in Washington, D.C., Maryland and Virginia. Prior to SDTA, she served as Director of National Accounts for the San Diego Convention Center Corporation.

"It is truly an honor to lead the Meet Hawai'i team and I look forward to continuing our focus on educating and inspiring meeting planners across the globe to bring their programs to the Hawaiian Islands," said Whitehead. "I am motivated by the fact that we are entering 2024 with positive momentum and look forward to sharing the unique history, culture and stories of Hawai'i as we aim to close more business in the years ahead."

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Hawai'i Tourism Authority Interim President and CEO Daniel Nāho'opi'i added, "We extend our congratulations to Lynn and look forward to her leadership of the Meet Hawai'i team as we work together on the important group business market. It is critical that Hawaii remains competitive in the MCI space by welcoming meeting groups that spur creativity, innovation and generate a robust economic impact to the well-being of Hawai'i's visitor industry. The Hawaiian Islands is a beautiful and inspiring destination to host meetings and events; we are excited about the future."

Whitehead is a member of the Professional Convention Management Association and serves on the PCMA Foundation's Auction Committee. She is also a member of ASAE and IAEE.

HVCB is contracted by the Hawai'i Tourism Authority (HTA), the state of Hawai'i's agency responsible for representing the Hawaiian Islands around the world, 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 or call 1-888-424-2924. For information about leisure travel, visit GoHawaii.com.

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Photo Caption: Lynn Whitehead

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
(808) 924-0259

Pua Sterling
Account Supervisor
Anthology | FINN Partners
pua.sterling@finnpartners.com
(808) 441-9720