

FOR IMMEDIATE RELEASE

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MEET HAWAII UNVEILS DIGITAL MEETING PLANNER GUIDE

NEW ELECTRONIC PLATFORM PROVIDES MEETING PLANNERS WITH AN ENHANCED AND INTERACTIVE PLANNING EXPERIENCE

HONOLULU – The Hawai'i Visitors and Convention Bureau (HVCB) today announced Meet Hawai'i has launched a digital meeting planner guide. Meet Hawai'i developed the interactive electronic platform to equip meeting planners with enhanced digital-planning resources such as engaging visual assets, detailed fact sheets, comprehensive information on Hawai'i's convention services, meeting facilities, event spaces, hotel accommodations, transportation and more.

“With its scenic beauty, treasured history and vibrant culture, combined with innovative technology, the Hawai'i Convention Center and world-class hotels, Hawai'i is the embodiment of a dream convention destination for attendees,” said John Reyes, senior vice president and chief MCI sales officer of Meet Hawai'i. “Our goal is to showcase the Hawaiian Islands to meeting planners, providing them with a customized and robust platform to consider booking our destination for their next meeting, conference or convention.”

Key features of the meeting planning guide include:

- **Meetings that Mālama:** Mālama Hawai'i is a corporate social responsibility (CSR) program that encourages mindful and regenerative tourism by providing special offers to meeting groups who participate in a voluntourism activity. Mālama Hawai'i offers attendees an opportunity to “give back” during their trip by taking part in volunteer opportunities that directly impact the environment. The goal for this program is to create a deeper understanding of the importance of the land to Hawai'i's culture and provide a way to preserve both in the future.
- **Personalized Navigation:** The digital planning guide is designed to equip planners with a customized experience to book their next meeting in Hawai'i. Meeting planners can personalize and navigate their next event intuitively and seamlessly discovering unique meeting spaces, while exploring everything from hotel accommodations to incentive trips for groups, and more.

- **Dynamic Digital Assets:** Along with a visual tour of six Hawaiian Islands, colorful photos, vivid videos, interactive maps, and thorough fact sheets, the digital planning guide also provides meeting planners with a vibrant online venue catalog and an expansive view of exploring the Hawai'i Convention Center, other event facilities and Hawai'i's amenities to help planners find the right setting and options for their next event.

Meeting planners can explore the digital meeting planner at hawaiimeetingguide.hvcb.org

HVCB is contracted by the Hawai'i Tourism Authority, the State of Hawai'i's agency responsible for representing The Hawaiian Islands around the world, and for holistically managing tourism in a sustainable manner, to provide global marketing and management services for the meetings, conventions, and incentives market. For information about hosting meetings, conventions and incentives, visit MeetHawaii.com or call 1-888-424-2924.

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About HVCB

The Hawai'i Visitors and Convention Bureau (HVCB) is a private non-profit organization contracted by the Hawai'i Tourism Authority (HTA) for global meetings, conventions, and incentives marketing and management services. HTA is the state's agency responsible for representing The Hawaiian Islands around the world, and for holistically managing tourism in a sustainable manner consistent with community desires, economic goals, cultural values, preservation of natural resources, and visitor industry needs. For more information about the Hawaiian Islands, visit gohawaii.com or follow updates on [Instagram](#), [Facebook](#) and [YouTube](#).

About Meet Hawai'i

Meet Hawai'i is a collaboration of the Hawai'i Visitors and Convention Bureau (HVCB) and the Hawai'i Convention Center (HCC) to reinforce the brand of the Hawaiian Islands as a world-class destination for global business meetings, conventions and incentive programs. The Global MCI efforts of the Meet Hawai'i team are overseen and funded by HTA, the State of Hawai'i's agency responsible for holistically managing tourism in a sustainable manner. HTA works with the community and industry to Mālama Ku'u Home – care for our beloved home. For information about Meet Hawai'i and the hosting of meetings, conventions and incentives, please visit MeetHawaii.com.

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.

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