



**FOR IMMEDIATE RELEASE**

September 8, 2014

**INAUGURAL HAWAII HERITAGE & HOSPITALITY FORUM  
TO CONVENE AT HAWAII CONVENTION CENTER, OCTOBER 31**

**HONOLULU** – Historic Hawai'i Foundation and the Hawai'i Tourism Authority will present a one-day inaugural forum on issues and opportunities for heritage travel at the Hawai'i Convention Center on Oct. 31, bringing together travel industry professionals, cultural stewards, non-profit organizations, eco-tourism groups, and other community stakeholders to explore ways to preserve Hawai'i's unique sense of place and provide a high-quality experience for visitors.

"We are pleased to support this significant first-time forum as cultural and heritage tourism represent a growing sector in the state's travel industry," said Brian Lynx, vice president of meetings, conventions, and incentives for the Hawai'i Tourism Authority. "This important gathering is aligned with Meet Hawai'i's overall mission of supporting sustainable meetings and conventions."

The forum includes plenary presentations, concurrent educational sessions, and a luncheon with keynote speaker, Andrew Te Whaiti, managing director of The Department of Discovery, a New Zealand-based brand tourism company. Andrew Witt, executive director of the St. Johns Cultural Council in Florida, will deliver the plenary talk. In addition, an exhibition will be held for participating heritage sites and travel industry operators to showcase their services.

"We are proud to facilitate this discussion dedicated to preserving Hawai'i's diverse and unique history," said Kiersten Faulkner, executive director of Historic Hawai'i Foundation. "This meaningful program will engage attendees across multiple sectors and industries to better understand heritage tourism and the balance between visitation and integrity of sites."

The program is offering a limited number of scholarships and travel stipends to encourage and support the participation of a broad range of professionals and community leaders. General forum admission of \$150 is available online through October 21. For more information, visit [www.hhh.historichawaii.org](http://www.hhh.historichawaii.org).

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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.

### **About Historic Hawai'i Foundation**

Historic Hawai'i Foundation is a statewide non-profit organization that encourages the preservation of historic buildings, sites, communities and objects relating to the history of Hawai'i. Founded in 1974, Historic Hawai'i Foundation has become the driving force behind historic preservation in the state through its core programs of developing a community ethic of preservation, supporting smart legislation, and providing technical assistance to make preservation accessible. For more information, visit [www.historichawaii.org](http://www.historichawaii.org).

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For information about Meet Hawai'i and the hosting of meetings, conventions and incentives, please visit [MeetHawaii.com](http://MeetHawaii.com).