



# PACIFIC ASIA TRAVEL ASSOCIATION

## Hawaii Chapter

**BIG PICTURE ISSUES - LOCAL RELEVANCE**

Fostering industry relationships and educating members on trends and opportunities.

### “New Waikiki – Rejuvenating the Product”

**Thursday, March 27, 2008**

**Hawai'i Prince Hotel Waikiki**

On-going efforts to keep Waikiki an exciting and diverse destination are underway. Come hear how some of these changes will affect marketing efforts and the visitor experience.

#### Featured Speakers:

- Moderator: **Rick Egged**, President, Waikiki Improvement Association.
- **Barbara Campbell**, Vice President, Retail Development and Leasing, Outrigger Enterprises Group.
- **Manu Boyd**, Cultural Director, Royal Hawaiian Center.
- **Cheryl Williams**, Regional Vice President of Sales & Marketing, Starwood Hotels & Resorts Worldwide, Inc – Hawaii and French Polynesia.

Thursday, March 27, 2008  
 Hawai'i Prince Hotel Waikiki, Mauna Kea Ballroom  
 Registration from 11:30 a.m. - 12:00 noon  
 Lunch w/Speaker: 12:00 p.m. - 1:30 p.m.  
 Self-parking \$4 or valet available for \$7

Student Sponsorship \$15  
 Help support a student. Your contribution of \$15 will subsidize one of our students at a PATA event. Please enclose payment if you would like to participate. Your support is greatly appreciated.

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<u>March 26 event:</u>	<u>Chapter Member</u>	<u>Non-member</u>	<u>Table Sponsorship</u> (table of 7)	
PATA-Hawaii _____	\$35 x _____	\$40 x _____	\$245 _____	Total \$ _____
Member Name: _____			Company: _____	
Guest(s) Name: _____			Company: _____	
Guest(s) Name: _____			Company: _____	

Please reserve a vegetarian meal for: \_\_\_\_\_

**Please RSVP by Monday March 24 to: [procom@hawaii.rr.com](mailto:procom@hawaii.rr.com)**  
**Mail check payable to: PATA-Hawaii 1636 Royal Palm Dr., Wahiawa, HI 96786**  
**For more information phone: 808.621.2482 ext. 3**  
**[patahawaii.org](http://patahawaii.org)**