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MARRIOTT RESORTS HAWAII LAUNCHES SOCIAL MEDIA CAMPAIGN TO CELEBRATE 50 YEARS OF STATEHOOD

Contests Using Twitter, Facebook and YouTube to Give Away Free Trips to Islands

HONOLULU – August 18, 2009 – Marriott Resorts Hawaii (www.marriotthawaii.com / @MarriottHawaii) is celebrating Hawaii's 50th anniversary of statehood with a "Tweet Yourself to Hawaii" online campaign. The sweepstakes will offer U.S. social media enthusiasts with two ways to win free trips to Hawaii aboard Hawaiian Airlines with stays at Marriott hotels in Hawaii:



- 25 all-expense paid trips for two to a designated Marriott resort on Kauai, Oahu, Maui, or Hawaii's Big Island by simply submitting a Twitter handle, Facebook connection or email address;
- A Hawaii "tweetup" (meet-up for Twitterers) for one winner and 11 of his/her friends or family members by submitting a video describing why he/she loves Hawaii.

The contest web site is **www.marriotthawaiitweets.com**.

"Social media is an incredibly powerful communications tool," said Ed Hubennette, vice president for North Asia, Hawaii, and South Pacific, Marriott International. "We believe that people will care enough about these fabulous free trips to Hawaii to share the news with their friends through Twitter, Facebook, YouTube, message boards, websites and blogs, and that the campaign will take on a life of its own and reach tens of thousands of people."

The campaign is the result of a collaborative effort between Marriott, Hawaii Visitors and Convention Bureau (HVCB), Hawaiian Airlines and Hertz.

"With social networks building at incredible speeds, this campaign has the potential to spread very quickly," said John Monahan, President and CEO of the Hawaii Visitors and Convention Bureau (HVCB). The Bureau is participating in this campaign as well promoting it at its Los Angeles city blitz in September.

The contest is being launched nationally this week with a media blitz in New York City, where Maui Chef Beverly Gannon is appearing on national television shows and Hubennette will be hosting a private party for movers and shakers on Statehood Day at The Ritz-Carlton, Battery Park.

Publicity and advertising is being utilized online and in traditional media to engage people in the contest. In September, a "tweetup" is being organized in Los Angeles as part of the scheduled HVCB month-long area blitz. Locally, Marriott Resorts Hawaii will introduce the contest to the Hawaii social media community with a Waikiki "tweetup" the evening of Tuesday, August 18 at Waikiki Beach Marriott Resort & Spa.

“It’s an exciting program and we’re pleased to be part of it,” said Glenn Taniguchi, senior vice president of sales and marketing for Hawaiian Airlines. “The free trips are a fun incentive that will bring new visitors to our website and increase brand awareness.”

People can enter both contests by visiting www.marriotthawaiiitweets.com. The unique challenge that was presented to Marriott from a technical aspect was having a seamless interaction between a general sweepstakes and the authentic feel of a social media platform. “We wanted users to enjoy a smooth interface along with all the accessibility that social media grants, along with an enjoyable campaign that everyone would benefit from being a part of,” said Hubennette.

For the 25 trips for two to Hawaii, sharing and entering the contest is simple – just visit www.marriotthawaiiitweets.com and enter an email address, Twitter handle or Facebook connection. Announcements of all winners will be made over Twitter from @MarriottHawaii and on Marriott Resorts Hawaii’s Facebook page. Contest rules, terms and conditions are posted on www.marriotthawaiiitweets.com.

25 winners will be randomly selected for a trip for two over an eight-week period. The first winner will be drawn on Friday, August 28, 2009 at 9:00 a.m. HST. Subsequent drawings will be made every Monday, Tuesday and Wednesday, ending on October 21, 2009.

The winners will receive roundtrips for two from any Hawaiian Airlines U.S. West Coast gateway city and a five-night stay at a designated Marriott resort in Hawaii, along with a Hertz rental car, dining credit and access to island activities and attractions. During their trips, the winners will be encouraged to “tweet” and blog about their Hawaiian vacation.

In addition to giving away 25 trips for two, Marriott Resorts Hawaii is awarding an even bigger prize of a tweetup for 12 people in Hawaii. This contest requires people to submit a video that best showcase why they love Hawaii. “We are asking people to tell us ‘Why You Love Hawaii,’” said Hubennette. “In your submission, tell us why you deserve this amazing trip and why the public should vote for your video to win.”

Entrants can submit their YouTube video link to www.marriotthawaiiitweets.com by December 20, 2009. Upon review, Marriott Resorts Hawaii will post them on the contest web site for viewing. In January 2010, a select number of the best fan videos will be posted for public judging, with the highest vote-getter winning the free Hawaiian tweetup for them and 11 friends/family members. The group will enjoy seven nights at up to two participating Marriott resorts in Hawaii of their choice with roundtrip airfare courtesy of Hawaiian Airlines.

In anticipation of a high level of interest and participation, Marriott Resorts Hawaii has designated two full-time associates to execute and manage the social media duties. Marriott plans to monitor and track the campaign through a customized third party social influence analytics tool.

**The contests are not approved, sponsored or endorsed by Twitter, Inc., Facebook or YouTube.*

For reservations, please visit marriott.com, or toll free within the U.S. and Canada at 1-800-228-9290, or your nearest Marriott Worldwide reservations office in your country.

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EDITOR'S NOTE: JPG images of all resorts and www.marriotthawaiiitweets.com are available upon request.

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