Hawai'i Convention Center
1801 Kalākaua Avenue, Honolulu, Hawai'i 96815
kelepona tel 808 973 2255
kelepa'i fax 808 973 2253
kahua pa'a web hawaiitourismauthority.org

David Y. Ige
Governor

George D. Szigeti
President and Chief Executive Officer

For Immediate Release: December 5, 2016
HTA Release (16-66)

HTA Teams Up with the L.A. Clippers on Hawai'i Marketing Partnership

Clippers to Hold 2017 Training Camp in Honolulu

HONOLULU – The Hawai'i Tourism Authority (HTA) announced today a partnership with the L.A. Clippers, promoting travel to the Hawaiian Islands and bringing the Clippers to Honolulu where the team will hold its 2017 training camp on the campus of the University of Hawai'i.

A highlight of the Clippers' visit to Hawai'i will be a Fan Fest featuring the team's players and coaches. Details and dates for training camp and other events will be announced at a later date.

"This marketing partnership is ideal for both of our futures," Leslie Dance, HTA Vice President of Marketing and Product Development said. "The Clippers are one of the NBA's hottest teams with a growing fan base in Hawai'i and across the Pacific, and the Hawaiian Islands is a favorite destination for travelers from southern California.

"It will be a very exciting week when the Clippers come to Hawai'i for training camp next fall. Our residents, especially the kids, will enjoy the Fan Fest and seeing them play in person, and the experience will generate a lot of attention for Hawai'i with Clippers fans around the world."

"We already are looking forward to the Clippers training camp in Hawai'i and working closely with the Hawai'i Tourism Authority to showcase the beauty of the state," Clippers President of Business Operations Gillian Zucker said. "This unique partnership is another step in Steve Ballmer's vision of expanding the Clippers brand, while also providing our fans in Hawai'i with the opportunity to see NBA basketball in person."

HTA's comprehensive official marketing partnership with the Clippers to showcase Hawai'i began December 4 and continues through the rest of the team's 2016-2017 regular season, combining broadcast and online exposure with in-game promotions at STAPLES Center in Los Angeles.

About the Hawai'i Tourism Authority
The Hawai'i Tourism Authority is responsible for strategically managing the State of Hawai'i's marketing initiatives to support tourism. HTA's goal is to optimize tourism's benefits for Hawai'i, while being attentive to the interests of travelers, the community and visitor industry. Established in 1998 to support Hawai'i's leading industry and largest employer, HTA continually strives to help ensure the sustainability of tourism's success.

For more information about HTA, please visit www.hawaiitourismauthority.org. Follow updates about HTA on Facebook, Twitter (@HawaiiHTA) and its YouTube Channel.

Media Contacts:
Charlene Chan
Director of Communications
Hawai'i Tourism Authority
808-973-2272 (o)
808-781-7733 (m)
Charlene@gohta.net

Patrick Dugan
Senior Vice President
Anthology Marketing Group
808-539-3411 (o)
808-741-2712 (m)
Patrick.Dugan@AnthologyGroup.com