



**FOR IMMEDIATE RELEASE**

May 1, 2019

**UNDER THE OWNERSHIP OF JTB, MC&A, INC. COMPLETES MERGER WITH KUONI DM USA,  
POSITIONING ITSELF AS A LEADER IN DESTINATION MANAGEMENT**

**HONOLULU** – MC&A, Inc., Hawaii’s leading destination management company, has officially completed its merger with prominent Mainland counterpart, Kuoni Destination Management USA (“Kuoni DM USA”) effective May 1, 2019.

The new entity now known as, MC&A, brings together two companies with a collective 50 years of experience in the destination and event management industry.

A major rebranding theme built on the ideals of Imagination, Creation and Celebration has been created to reflect the new company’s evolution into an all-encompassing global destination business and will be introduced through new collateral and online channels.

The rebranding includes a new domain name change to [www.mcadmc.com](http://www.mcadmc.com) and a top-to-bottom redesign of the company’s website, logo, communications and correspondence.

The new relationship introduces MC&A’s presence on the Mainland while maintaining its strong position in the Hawaii and Asia-Pacific markets. Hawaii operations will be led by Johan Marzuki while US Mainland operations will be led separately by Fritz Lehman. Overall operations of both will be overseen by MC&A President and CEO Chris Resich. All staff at MC&A and Kuoni DM USA have been retained and there will be no change in the way either organization currently services its clients.

“After 35 years of building a dominant position in the Group and Events business in Hawaii, we are excited to extend our MC&A brand to the Mainland US. In partnership with the Kuoni DM USA team, we look forward to servicing our clients in a consistent, reliable and excellent way throughout the entire network of our destinations. We intend to IMAGINE and CREATE extraordinary experiences for our clients, and CELEBRATE their successes with them!” said Chris Resich, MC&A President.

Since its founding in 1983, MC&A, Inc. has been widely recognized as the dominant destination and event management company in the Hawaiian Islands specializing in English-speaking markets in the MICE, leisure wholesale, luxury and cruise markets. MC&A’s business also includes Island Partners Hawaii, Diamond Head Vacations, Luxe Travel Hawaii, and Upon a Star Hawaii. MC&A, Inc. has been recognized as one of the top 25 Destination Management Companies on a global basis by Special Event magazine and has received numerous client awards across all lines of business over the years.

Originally established as a part of international destination company, Kuoni Group, Kuoni Destination Management USA provides a wide range of DMC Services including event planning development and strategy, creative direction and design, budgeting and on-site execution. Kuoni DM USA services clients in most key U.S. destinations with teams based in San Diego, Scottsdale, Las Vegas, Orlando, Miami, New Orleans, Washington and Chicago.

Both companies are a part of the Global DMC Network by JTB and are dedicated to fulfilling JTB Corporate's promise of delivering "Perfect moments, always".

According to Fritz Lehman, Senior Vice President and General Manager, USA, "It has been 4 months since we announced our exciting news about our merger with our JTB sister company, MC&A out of Hawaii. MC&A celebrated its 35<sup>th</sup> anniversary last year and we are proud to join forces with an organization that has been a dominant leader on the islands. The best part is that our ownership remains the same and we expect to drive greater value for our business, our clients as well as our employees."

MC&A will continue to maintain and build on Kuoni DM USA's already impressive reputation on the US Mainland and is already in the process of standardizing the best practices of both entities. Clients of both MC&A and Kuoni Destination Management USA can be assured that they will continue to receive the same attentive and personalized service from teams across all business brands and will benefit from an ongoing, focused investment in products and services.

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**About MC&A, Inc.**

For 35 years, MC&A, Inc. has been widely recognized as the leading destination and event management company in the Hawaiian Islands, specializing in English-speaking markets in the MICE, leisure wholesale, luxury and cruise businesses. Today, MC&A, Inc. is an integrated organization that consists of a collection of company brands encompassing all aspects of event and destination management. These brands include: MC&A, Island Partners Hawai'i, Diamond Head Vacations, Upon a Star Hawai'i, and Luxe Travel Hawai'i. With over 120 employees, MC&A is based in Honolulu and on Maui and operates on all Hawaiian Islands. MC&A is recipient of numerous client awards across all business lines over the years. MC&A, Inc. is owned by JTB Hawaii. Visit [www.mcadmc.com](http://www.mcadmc.com).

**About Kuoni Destination Management USA**

Kuoni DMC teams across the U.S. uphold Kuoni's reputation with a unique consultative approach, warm personalized service and, above all, the execution of creative ideas that reveal each destination's authentic character. What do Kuoni destination experts have in common? A passion for their locale and the willingness to always go the extra mile for Kuoni clients. In the U.S., Kuoni provides a wide range of DMC Services, from event planning development and strategy to creative direction and design, from budgeting and on-site execution to financial reconciliation. Kuoni DM USA is owned by JTB Americas. For information, visit [www.kuoni-dmusa.com](http://www.kuoni-dmusa.com).