



The Royal Hawaiian, a Luxury Collection Resort
2259 Kalakaua Avenue
Honolulu, Hawaii 96815
TEL: 808.923.7311 FAX: 808.931.7098
www.royal-hawaiian.com

Media Contact:

Scott Kawasaki
Director of Public Relations
Starwood Hotels & Resorts Waikiki
Phone: 808-931-8909
scott.kawasaki@starwoodhotels.com

**THE EVOLUTION OF TRAVEL CONTINUES
AT THE ROYAL HAWAIIAN, A LUXURY COLLECTION RESORT
WITH THE OPENING OF THE MAILANI TOWER APRIL 2015**

HAWAII, HONOLULU, WAIKIKI – From the moment it first opened its doors on a pristine expanse of Waikiki Beach, The Royal Hawaiian, a Luxury Collection Resort ushered in a new standard of exotic luxury. A magnet for Hollywood’s elite and distinguished guests from around the globe, its enveloping pink glow reflected both the radiant beauty of Hawaii’s spirit and the essence of indulgent escape.

This April, the famed “Pink Palace of the Pacific” is poised to recapture the imaginations of a new generation of pleasure seekers as it unveils the newly transformed Mailani Tower, embodying the allure of Hawai’i’s spirit and the essence of indulgent escape.

Mailani describes the essence of “wahi pana” (this celebrated place) and sits upon the grounds of Helumoa, once a favored retreat for Hawaiian royalty. It is here where they bathed in the

healing waters of Waikiki and spent their days in the shade of the niu (coconut trees). Mailani's purpose is to serve as an intimate haven for guests where they will discover true indulgence, be pampered with world-class services, and experience unparalleled, indigenous experiences.

Mailani will redefine luxury as it welcomes its esteemed guests to an oasis of unparalleled sophistication and grandeur. Gracefully bridging the sumptuous splendor of the property's original allure with the conveniences and comforts expected by modern travelers, Mailani will set the standard of excellence in Hawaii hospitality.

Stepping into the velvety embrace of The Royal Hawaiian's majestic lobby and through the pillared breezeway, it is immediately apparent that Mailani is an elegant expression of its location – a portal to the islands' indigenous charms and beautiful traditions in the world's most exciting and desirable destination – Waikiki.

The Mailani experience will begin even before arrival as the resort's Gold Key Concierge initiate pre-stay communications so as to create personalized itineraries for each guest that tap into the essence of Waikiki and Oahu. Upon arrival at this fabled resort, guests will be escorted down the iconic breezeway to an exclusive Mailani-only reception area. After check-in, Mailani's concierge staff will place calls to each guest room to ensure that their individual needs are recognized by the hotel staff.

At Mailani's ground level, guests will delight in a dedicated front reception area for check-in and checkout, as well as personalized recommendations by a team of expert Gold Key Concierges. Just steps away, the Mailani Lounge will offer tranquil views of the pool, and seating areas where guests may leisurely enjoy "Mailani Mornings" and "Mailani Evenings." Mailani Mornings (6:30 – 9:30 a.m.) will include a barista coffee station offering Kona coffee, espresso, cappuccino and assorted gourmet teas, sparkling wine Mimosas, an oatmeal station, a granola & Greek yogurt station, and a bounty of freshly baked pastries and seasonal island fruits. Mailani Evenings (5 – 8 p.m.) will feature a daily signature cocktail from a Luxury Collection resort that will be prepared daily by the resort's mixologists, a beverage station featuring beer and wine selections, and Armenian breads and flat breads accompanied by assorted olive oils and dips.

Rarely seen and original artwork and photos may be found throughout The Royal Hawaiian, and the Mailani Tower is no exception as it sports a mosaic replica of an original drawing created by celebrated local artist Carl Pao as the focal point of the Mailani Lounge. The Royal Hawaiian is honored to display Pao's newest creation, which was hand-drawn onto an ABSOLUT bottle at the resort's Coconut Lanai area. Pao's ABSOLUT bottle design commemorates the ancestral name of the grounds on which The Royal Hawaiian sits – Helumoa. The piece includes images of a supernatural rooster named Ka'auhelemao, Hawaiian Chief Kakuhihewa, and the first coconut planted from which a grove of over 10,000 trees grew. Pao's artistic work is inspired by his Kanaka Maoli culture and explores diverse themes including spirituality, history, environment, politics and identity.

In guest rooms from the Mailani Tower Loft Suites on the ground level to the Mailani Tower Ocean Suites on its top floor, Mailani's luxurious accommodations will gratify the senses and set the tone for an extraordinary stay. Many of Mailani's guest spaces will offer a reimagined "lanai" (balcony terrace), stunning ocean or pool views, and the soothing sounds of the vast Pacific Ocean. In addition, guest floor corridors, elevator landing areas, and guest elevators will be redone, offering efficient and smooth service.

Mailani's rooms offer a modern counterpoint to those in the resort's Historic Wing with a distinctly breezy, airy, beach-inspired feel with modern, chic touches, while still maintaining the signature mold of luxury for which The Royal Hawaiian is known. To the delight of fans and long-time guests of The Royal Hawaiian, Mailani rooms feature many hints of pink with detail points creatively laid out in each guest room. Boudoir pillows and Frette-brand bathrobes are a fresh shade of pink, as is the upholstery on the desk chairs. In addition, each Tower room features original artwork by celebrated local artists Solomon Enos and Carl Pao, who were commissioned to create paintings through inspiration from the hotel and its surrounding area.

The Royal Hawaiian's spa-inspired in-room amenities by Malie Organics offer a luxurious and authentic sensory experience for the mind, body and soul. With the highest quality ingredients straight from the land, Malie Organics' new amenities items allow guests to take in the aromas of paradise by immersing themselves in the scents of their destination.

Mailani Tower guests may also take advantage of resort offerings offered to all guests at The Royal Hawaiian. Access to Waikiki's soft white sand is immediate via The Royal Beach Club, which features five private cabanas at the Malulani Pool and lounge chairs situated on the best stretch of sand in Waikiki — oases built for those with a taste for decadence, and staffed by attendants serving cool drinks and tasty locally-inspired morsels. A host of other gorgeously landscaped water features at the Helumoa Playground, complete with a water slider, cascading waterfall, and twin Jacuzzis ensure that each guest is just steps away from a family-focused pool experience.

From its prime location, The Royal Hawaiian offers the perfect launch point from which to experience the multitude of ocean activities of Waikiki Beach. In particular, The Royal Hawaiian's new generation of "beach boys" acts as ambassadors for the sport of surfing, where guests may enjoy personally guided surf experiences in the gentle waves of Waikiki, where the sport of surfing was invented and perfected. All guest experiences are curated by veteran beach boy and respected waterman Ted Bush, who has been a well-known fixture on Waikiki Beach for decades.

"Rethought and reimagined, Mailani Tower embraces the iconic legacy of The Royal Hawaiian for a new generation of guests and visitors," said Cheryl Williams, general manager, The Royal Hawaiian. "Here, one will soon understand how The Royal Hawaiian made Waikiki famous and the locale where the world first fell in love with Hawaii."

A limited-time promotional room package will be available for the Mailani Tower from April 1 – December 25, 2015 and is available for booking immediately. With a minimum four-night booking, the package will include \$100 resort credit per stay in Mailani Tower Ocean accommodations, and \$200 resort credit per stay in Mailani Tower Loft Suites. Also included are “Mailani Mornings” and “Mailani Evenings” services at the Mailani Lounge. Mailani Tower package accommodations are available from \$610 per night, and Mailani Tower Loft Suites are available from \$695 per night plus applicable taxes and fees. Room only rates in Mailani Tower start at \$585 per night. Rates are commissionable to travel agents at 10 percent.

For more information about Mailani Tower at The Royal Hawaiian, a Luxury Collection Resort, please visit www.royal-hawaiian.com/mailani-tower or call 808-923-7311.

Timeless Waikiki – Moana Surfrider and The Royal Hawaiian

With 200 years of gracious hospitality shared between Waikiki’s most quintessential and recognizable resorts, Moana Surfrider, A Westin Resort & Spa and The Royal Hawaiian, a Luxury Collection Resort, still stand to this day as the golden standard by which all other Hawaiian resort properties are measured. These two havens of refuge that captured the hearts of generations of Hawaii enthusiasts ushered in a remarkable era of tourism to the Hawaiian Islands and together have been recognized as stalwart pillars of the industry for decades. The timeless traditions and countless memories that have been interwoven between these resorts are poignantly described as “Timeless Waikiki.” Today and into the future, these two fabled resorts will continue to bring forth new traditions and further add to their legendary saga.

About Starwood Hotels & Resorts in Waikiki

Starwood Hotels & Resorts in Waikiki, comprised of the Sheraton Waikiki, Sheraton Princess Kaiulani, The Royal Hawaiian, a Luxury Collection Resort, and Moana Surfrider, A Westin Resort & Spa, is owned by Kyo-ya Hotels & Resorts, LP and managed by Starwood Hotels & Resorts Worldwide, Inc. Between the four properties, Starwood Hotels & Resorts in Waikiki offers 4,110 rooms, ranging from comfortable affordability to the ultimate in suite luxury. In addition, the properties offer industry-leading and critically-acclaimed food and beverage offerings and one-of-a-kind resort amenities. Kyo-ya Hotels & Resorts, LP is one of Hawaii’s largest employers, with nearly 3,000 hotel associates in its workforce.

About Kyo-ya Hotels & Resort, LP and Kyo-ya Kaiulani, LLC

As one of Hawaii’s largest employers, with more than 4,500 hotel associates in its workforce, Kyo-ya has a long history in Hawaii dating back to 1961. The company is the steward of six hotel and resort properties in Hawaii and California, including historical treasures: Moana Surfrider, A Westin Resort & Spa; The Royal Hawaiian, A Luxury Collection Resort and The Palace Hotel, A Luxury Collection Hotel in San Francisco; as well as the Sheraton Waikiki, Sheraton Princess Kaiulani and Sheraton Maui Resort & Spa. The company recently completed extensive renovations and upgrades, investing more than \$300 million in its Waikiki properties alone, and plans to continue its investment to ensure Waikiki maintains its reputation as a world-class destination. Kyo-ya is committed to strengthening the communities where it does business by partnering with local nonprofit organizations, community establishments and community leaders who share the same vision and passion for making a difference.

About Starwood Hotels & Resorts Hawaii

With 11 properties across the diverse Hawaiian Islands of Oahu, Maui, Kauai and the Big Island, Starwood Hotels & Resorts Hawaii offers the best hotel destinations to celebrate romance, reconnect with family, focus on business or launch an adventure. Located on or just footsteps away from the Islands' best beaches, Starwood Hotels & Resorts in Hawaii is a collection of iconic and historic hotels and resorts – properties with expansive and breathtaking backdrops, innovative guest programming and luxurious amenities representing internationally renowned hotel brands from Sheraton, Westin, Luxury Collection and St. Regis. For more information about Starwood Hotels & Resorts in Hawaii, please call (866) 716-8140 or visit Starwoodhawaii.com.

For booking information please call 1-866-716-8140 or visit www.starwoodhawaii.com.

About Starwood Hotels & Resorts Worldwide, Inc.

Starwood Hotels & Resorts Worldwide, Inc. is one of the leading hotel and leisure companies in the world with nearly 1,200 properties in 100 countries and 181,400 employees at its owned and managed properties. Starwood is a fully integrated owner, operator and franchisor of hotels, resorts and residences with the following internationally renowned brands: St. Regis®, The Luxury Collection®, W®, Westin®, Le Méridien®, Sheraton®, Four Points® by Sheraton, Aloft®, and Element®. The Company boasts one of the industry's leading loyalty programs, Starwood Preferred Guest (SPG®), allowing members to earn and redeem points for room stays, room upgrades and flights, with no blackout dates. Starwood also owns Starwood Vacation Ownership, Inc., a premier provider of world-class vacation experiences through villa-style resorts and privileged access to Starwood brands. For more information, please visit www.starwoodhotels.com.

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