



## THE RENAISSANCE OF WAIKIKI

### FOR IMMEDIATE RELEASE

**HONOLULU, HI - January 2007.** Waikiki is amidst a dramatic renaissance – a fusion of ancient and modern, the beach and the boulevard, the plush and the casual, the serene and the spirited. With over half a billion dollars being invested in this innovative revitalization project, affluent travelers from around the globe are becoming intimately acquainted with the extraordinary tropical beauty, flawless hospitality, state of the art meeting facilities, rich and varied nightlife, superior shopping, international cuisine, and Honolulu's unique culture and arts. This transformation encapsulates the essence of Waikiki with its modern articulation of the timeless spirit of Aloha – offering a living tradition and shared experience unlike any other.

The most extensive change is the 7.9-acre *Waikiki Beach Walk*, which is being entirely reconstructed to emerge as the epicenter of the new Waikiki. As one of the largest developments ever undertaken in Waikiki's history, this multi-million dollar investment will provide visitors with an outdoor entertainment plaza, 40 new retailers, six excellent restaurants and four hotels. The design theme of the Waikiki Beach Walk is an artful ode to Hawaii's voyaging and ocean heritage; which will undoubtedly emerge as the ultimate expression of Hawaii today. The grand opening of the Waikiki Beach Walk is planned for April 2007.

Flip flops to high heels grace the fashionable feet of the people in Waikiki; as one of the area's greatest activities and attractions is its premier shopping destination – *The Royal Hawaiian Shopping Center*. A vital component of Waikiki's transformation, the Shopping Center is currently undergoing a major renovation that incorporates strong Hawaiian cultural influences to the Center, as well as new retailers, restaurants, and entertainment venues. The Royal Hawaiian Shopping Center is located on more than six acres along a three-block stretch on Kalakaua Avenue, and completion is scheduled for mid-2007.

The Waikiki Beach Walk vicinity becomes even richer with the addition of *Trump Tower Waikiki*, an exclusive luxury development of fee-simple studio, one, two, and three bedroom suites and residences. Designed with exquisite elegance, most of these suites and residences exhibit breathtaking views of Fort DeRussy Park, Diamond Head, and the sparkling emerald waters of Waikiki in addition to gourmet-style kitchens, and luxurious bathrooms. While all units have been sold, its presence in Waikiki celebrates the dynamic offerings of this contemporary cityscape.

Halekulani, Waikiki's premier luxury resort is the corner stone of emerging Waikiki. "Waikiki is growing and evolving in a dynamic and timely way, and Halekulani could not be more excited about its surrounding neighborhood," says Peter Shaindlin, Chief Operating Officer of *Hotels and Resorts of Halekulani*. "This new chapter in Waikiki's history celebrates the fusion of what a beachfront cityscape should boast...a perfect blend of serene beauty with a thriving metropolis of dining, nightlife, shopping, art, culture and most of all, hospitality. For Halekulani, this spirited awakening of the surrounding area showcases Waikiki as the future of luxury travel."

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### **About Halekulani**

Consistently ranked among the world's best hotels, Halekulani is a member of The Leading Hotels of the World and Okura Hotels & Resorts, two exclusive organizations pursuing service excellence and standards of the highest quality. *Travel + Leisure* ranked Halekulani as #1 hotel in Oahu and #19 worldwide in 2006; while naming the *Vera Wang Suite at Halekulani* one of the 50 most romantic destinations in the world. Also in 2006, the three year-old *SpaHalekulani* was named a "Leading Spa of the World" and the #2 best resort spa in North America by Conde Nast Traveler. In addition, Halekulani's fine dining restaurant La Mer is Hawaii's only AAA-Five Diamond Restaurant, holding this esteemed rating for 17-consecutive years, as well as being voted #8 of "America's Top 100 Hotel Restaurants" by Zagat in 2006. The Leading Hotels of the World, Ltd. has bestowed Halekulani with its annual *Quality Award*, making the Waikiki resort the only Leading Hotel to achieve this prestigious honor in either the United States or Canada.

Halekulani is managed by the Hotels and Resorts of Halekulani, a brand management division of the Honolulu-based Halekulani Corporation, which also manages Waikiki Parc Hotel. For reservations and information contact your travel planner or the hotel at (800) 367-2343 or (808) 923-2311. Reservations can also be made through Halekulani's website at [www.halekulani.com](http://www.halekulani.com).

### **For Further Information, Please Contact:**

#### **Hotels and Resorts of Halekulani**

Erika Kauffman

Director of Public Relations

Phone: (808) 526-1186

Fax: (808) 536-8794

Email: [erika.kauffman@halekulanicorp.com](mailto:erika.kauffman@halekulanicorp.com)

#### **Evins Communications, Ltd.**

Celeste Niebergall

Group Manager, Hospitality Division

Phone: (212) 688-8200

Fax: (212) 935-6730

E-mail: [Celeste.Niebergall@evins.com](mailto:Celeste.Niebergall@evins.com)