



## SCENT OF THE PARC "Maile Lavender"

### **FOR IMMEDIATE RELEASE**

**HONOLULU, HI - March 2007.** Hand-picked from serene island lavender-fields and blended with the regal scent of ancient Hawaiian *Maile*, guests of the stylishly revitalized Waikiki Parc Hotel can now experience an exclusive new shampoo, conditioner, body gel, lotion and hand soap amenity-line. The scent is a delicately balanced blend of *Maile* and *Lavender* which combines the essence of old Hawaii and the sophistication of luxury travel.

"Excellence in guest service speaks to the delight of every sense, most powerfully, the sense of smell," said Julie Arigo, Hotel Manager. "We are thrilled to have created a custom scent that is exhilarating, calming and honoring of our guests."

Waikiki Parc Hotel, sister property of world-renowned Halekulani, has undergone a room and public area revitalization project designed to captivate, sustain and exceed today's discerning traveler's tastes and expectations. Infused with bold style, extraordinary culinary offerings and a revitalized sense-of-place, the Waikiki Parc Hotel has quickly become the chicest address in Waikiki, a powerful entity of the luxury brand Hotels & Resorts of Halekulani.

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#### **About Waikiki Parc Hotel**

The newly revitalized Waikiki Parc Hotel is the pulse of Waikiki and intertwines contemporary flair and sophistication with chic urban living and ultra-refined service. Future home of NOBU WAIKIKI, the Waikiki Parc Hotel envelopes guests in an unmatched stylish experience framed by stunning views of Honolulu city lights and ocean horizons. The Waikiki Parc Hotel is managed by the Hotels and Resorts of Halekulani, a brand management division of the Honolulu-based Halekulani Corporation, which also manages world-renowned sister property, Halekulani. For reservations and information contact your travel planner or the hotel at 808-921-7272 or visit [www.waikikiparc.com](http://www.waikikiparc.com)

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

Hotels & Resorts of Halekulani, HRH, represents a luxury hospitality legacy of unique and iconic properties including Halekulani or "House Befitting Heaven" and the Waikiki Parc Hotel, both on the beach in Waikiki. More than a brand, the HRH philosophy embodies a profound lifestyle experience and immeasurable hospitality, fusing a blend of the indigenous cultural qualities each properties surrounding paired with unprecedented personalized service. Consistently ranked and acclaimed as one of the world's finest hotels, Halekulani in Waikiki has been hosting discerning travelers to Waikiki Beach since 1917 and set new industry standards with its re-opening in 1983. Waikiki Parc Hotel, situated conveniently adjacent to Halekulani, was created and developed by the Halekulani Corporation in 1987 following the success of the Halekulani. The Waikiki Parc Hotel offers affordable luxury in an intimate contemporary setting, and provides attentive and gracious service, hallmarks of the impeccable HRH brand of hospitality. Waikiki Parc has also garnered statewide acclaim for its professional and sincere style of service, and provides a remarkable complement to the Halekulani family.

Future growth plans call for the continued selective development of the fabled Hotels & Resorts of Halekulani experience to exciting new locales across the globe.

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