

TRAVELAGE

EXPLORING TRAVEL FAVORITES AND FRONTIERS WEST

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aqua continues to grow



Aqua Hotels & Resorts' Aqua Aloha Surf & Spa lobby

With 10 hotels located in the heart of Waikiki, Aqua Hotels & Resorts continues to distinguish themselves from the competition with plans for continued growth both in Waikiki and the neighboring islands.

For the upcoming year, two of the brand's hotels will undergo renovations. The Aqua Bamboo & Spa will receive guestroom upgrades slated to begin in early 2008, according to Elizabeth Churchill, vice president of sales and marketing. The upgrades are scheduled to be completed before summer.

At the Aqua Coconut Plaza, a complete renovation of rooms and common areas is planned to begin in

February.

"Once finished, the hotel will be elevated from the Lite Line to the Aqua Boutique Collection, including a possible name change," said Churchill. The Aqua brand currently offers five stylish and modern Aqua Boutique hotels and five Aqua Lite properties for the more budget-conscious traveler.

To keep agents informed about the different properties, Aqua plans to include even more information and updates on its Web site.

"The Aqua Web site will continue to expand its Travel Consultants section to include more information on all 10 Aqua hotels," said Churchill. "This will make it easier for agents to recommend an Aqua property to their clients and also provides opportunities for agents to reap the rewards of loyalty through the Lifestyle Specialist program."

The Travel Consultants area includes the debut of Brian's Waikiki Beat, featuring insider tips on Oahu events, culture, food and dining by travel writer Brian Berusch and new room, hotel and destination images of the Aqua hotels and Waikiki.



Aqua Waikiki Wave

"The improved Travel Consultants area is much more user-, search- and navigation-friendly," said Amber Record, Aqua's e-commerce manager. "Agents can now check online for Aqua FAQ's and resources, Aqua policies and information, travel agent familiarization rates and a Waikiki map showing the location of each Aqua hotel."

According to Aqua, the brand's Web site, designed by TravelCLICK, recently received an award for hotel Web site design excellence from the Web Marketing Association's Web Awards.

In addition to the enhanced Web site, the company also improved its loyalty program in 2007, replacing the Get the Point program with the Lifestyle Specialist program. The program

allows agents to earn a free night for every 25 room nights booked at any Aqua hotel in Waikiki. The company also plans to upgrade its reservation services department to aid agents in the booking process.

Also keeping agents in the loop with Aqua is the brand's commitment to educating their agent partners with fams and site visits. Fam rates are \$79 and \$99 through Dec. 20 and include free upgrades when available.

And agents can be assured that the hotel will leave guests satisfied. According to Churchill, Aqua is the only Waikiki hotelier with three hotels in the top 10 on www.TripAdvisor.com.