

Aqua Aloha Surf, Aqua Bamboo & Spa, Aqua Continental, Aqua Island Colony, Aqua Coconut Plaza, Aqua Waikiki Marina, Aqua Palms & Spa, Aqua Waikiki Wave, Ocean Tower Hotel, The Equus, Aqua Aloha Surf, Aqua Bamboo & Spa, Aqua Continental, Aqua Island Colony, Aqua Coconut Plaza, Aqua Waikiki Marina, Aqua Palms & Spa, Aqua Waikiki Wave, Ocean Tower Hotel, The Equus

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PROPERTY PROFILE



444 Kanekapolei Street
Waikiki Beach, HI 96815

www.aquaresorts.com

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AQUA ALOHA SURF COMPLETES \$10 MILLION RENOVATION PROGRAM

With resurfacing work on the balconies done, Aqua Aloha Surf recently completed nearly \$10 million in renovations and upgrades since becoming an Aqua property in 2005. It's truly become a great boutique hotel!

Early on, enhancements included designer interior finishes such as custom furniture with granite tops and amenities like flat-screen LCD televisions, FREE high-speed Internet access and AquaKIT (microwave, mini-refrigerator and coffeemaker). The large, open-air lobby was refreshed with paint, along with new carpet, furniture and artwork. More recently, the swimming pool received upgraded outdoor furniture. All of the upgrades were designed to make the Aqua Aloha Surf a hip, friendly, comfortable and affordable boutique hotel in Waikiki.

In 2006, based on customer comments and feedback, additional complimentary guest services and amenities were offered at all Aqua Boutique Hotels including daily local newspaper, coffee and tea service in the lobby, weekly Manager's Reception with signature drink and signature Macadamia Nut and Coconut cookies upon departure

Recently, further additions were made to Aqua's hotel and guest room enhancement program including complimentary local and toll-free phone calls; complimentary use of the in-room safe, custom Aqua robes and custom Aqua rain ponchos; Hawaiian Artesian bottled water on arrival; complimentary apples at the front desk, live plants in guest rooms; custom bath amenities (Noni/Papaya/Pineapple shampoo, conditioner, body scrub, body lotion, hand and bath soap); a complete collection of new collateral materials including: key cards, key card packets, note pads, pens, Do Not Disturb signs, guest services directory, guest comment cards and Aqua's signature "Fish" filled with information for guests and express check-out.

To celebrate Aqua Aloha Surf's fresh look, new photography was taken to showcase the updated look and feel.

Models are shown relaxing in the lobby. The cool colors of the chairs and ottoman are offset by the bright, white panels.

The lobby and pool areas are totally WiFi enabled. Both areas have become a great places to sit while checking emails or to meet friends.



Aloha ...

It's our pleasure to introduce the great new management team at the Aqua Aloha Surf. They have been entrusted with the task of ensuring your clients are well taken care of during their stay with us and enjoy their visit to Waikiki.

KeAlii Alexander, General Manager

KeAlii has been onboard since November 2006, overseeing operations of the 202-room hotel including front desk, housekeeping and maintenance. KeAlii has been in the visitor industry for over 10 years and gained valuable first-hand knowledge by working his way up the ranks, starting as a part-time bellman. He was most recently with ResortQuest Hawaii where he was assistant general manager of their Waikiki Beachside and Waikiki Beach Tower properties.



According to KeAlii, the Aqua Aloha Surf is a great hotel for visitors who are seeking a host of amenities in a refreshing environment. The Aqua Aloha Surf has resurrected itself and become one of the premier boutique hotels in Waikiki. We have an eclectic mix of clientele from around the world that enjoy exploring our island and activities. Our close proximity to Waikiki Beach, restaurants and a variety of shopping is ideal. At the same time we are able to offer fantastic rates with all inclusive amenities, incomparable to anything at our market level.

Aqua's model of providing a multitude of free services and amenities really works well at this property. It's a fun, hip venue with inviting décor and clean, stylish rooms - overall a fantastic product.

Our new management team has been working hard to continually push the envelope on service levels. The relationships we build are integral to our success and the opportunity to interact with our visitors is an important dimension in the reciprocity of Aloha.

For those who have never stayed with us, or who remember this hotel from the past, come visit the NEW Aqua Aloha Surf and experience why so many people are raving about the transformations Aqua is making in Waikiki.

Courtney Koski, Hotel Manager

Courtney comes to Aqua Hotels from Hersha Hospitality in Boston where she was Director of Sales & Marketing. She also worked at Wyndham Hotels and Starwood Hotels (in Hawaii).

As hotel manager, Koski will be responsible for the day-to-day functions of Aqua Aloha Surf and work closely with KeAlii. Courtney received her degree in Travel Industry Management from the University of Hawaii.



Shelley Tokuda, Guest Services Manager

Most recently at The Kahala Hotel & Resort, Shelley is responsible for Front Desk Operations which includes managing extranets, reservations and other Front Office functions. A graduate of Heald College, her strength in guest services is a great resource as she leads the department toward exceeding expectations.



AquaSPA – Spa facilities, AquaFIT – Access to fitness centers, AquaFRESH – Newly renovated accommodations, AquaKIT – Microwave, refrigerator and coffee maker, AquaCONNECT – Free in-room high-speed Internet Access and/or WiFi, AquaSTART – Free daily continental breakfast, AquaPROMISE – 24x7 Hotline to Aqua Owner Mike Paulin



Complimentary amenities and services include Hawaiian artesian bottled water on arrival, apples at the front desk, daily local newspaper, daily coffee and tea service in the lobby, weekly Manager's Reception, local and toll-free phone calls, use of the in-room safe and Signature Macadamia Nut and Coconut Cookies on departure. Custom Aqua robes and custom bath amenities available for use. Express check-out.

JOIN US ON TUESDAY at our weekly Manager's Reception

It's a fabulous time for guests to mingle and for our managers to engage with our guests. It's been a lot of fun this year. Live music graces our lobby on occasion while KeAlii and Courtney host the event with the Aloha Surf's signature "Wipeout" cocktail. It gives our managers an opportunity to get a good feel of how the operation is running and where we can assist or improve. More importantly though, guests really appreciate the availability of management and have a venue to relax and simply, "talk story."

Travelers have always yearned to be immersed in our culture and activities but, increasingly, they seek interaction with the local community and personalities within. We continually seek out those opportunities to meet, share, and enjoy each other's company because Hawaii is truly about the spirit of the people, something no other destination can offer.

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