

## Elizabeth Churchill named VP Sales & Marketing for Aqua Hotels

### FOR IMMEDIATE RELEASE

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WAIKIKI BEACH, Hawaii – Mike Paulin, Chairman and CEO of Aqua Hotels & Resorts announced on Friday that Elizabeth Churchill has been named Vice President Sales & Marketing for the company.

“Beth is Aqua’s visionary leader and I’m very pleased to make this announcement,” said Paulin. “She has tirelessly worked to establish the Aqua brand and she championed the development of Aqua’s service leadership program. Consequently, Aqua is currently TripAdvisor’s ‘most honored hotel’ company in Waikiki with three of its hotels in the Top 10.”

Churchill has been with Aqua since 2005 and was most recently VP Marketing & Guest Services, responsible for strategic marketing and advertising, eCommerce initiatives, guest services as well as development of new project acquisitions. Paulin says Churchill’s transition to the newly-created VP Sales & Marketing position creates a more efficient business process for the company that was not possible earlier.

In her expanded role, Churchill also directs the global sales and revenue management initiatives for Aqua’s ten Waikiki properties.

“I’m delighted to have the opportunity to lead the sales and revenue management team and take Aqua to new levels of service and brand awareness,” stated Churchill.

Actively involved in both the international and Hawaii travel industry, Churchill was past president of the Travel & Tourism Research Association – Hawaii Chapter and Education and Environmental Chair, PATA Hawaii Chapter.



Churchill received her Bachelor of Science degree from Syracuse University, Syracuse, New York.

High-rez DIGITAL IMAGE (pictured) is available upon request.

About Aqua Hotels & Resorts

Aqua was founded in 2001 by Hawaii hotelier Mike Paulin to manage and operate hotels and hotel-condominiums in Hawaii. In 2005, the company introduced Aqua Boutique Hotels, a select group of properties responding to the sense of style and attitude of today's sophisticated traveler.

In 2006, Aqua Lite, representing the company's value product, was added. Currently, Aqua's chain-wide inventory of 10 properties is located exclusively in Waikiki.

For additional information, visit [aquaresorts.com](http://aquaresorts.com). For reservations, see your travel agent or call toll free at 1-866-406-2782.

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