

Aqua Aloha Surf & Spa, 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 & Spa, 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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Attention to its customers drives Aqua Hotels' growth

In all 262 rooms and suites at the Aqua Palms & Spa in Waikiki, guests will find the phone number of Mike Paulin. Call it and he'll do his best to answer.

"And they do call," said Paulin, chairman and CEO of Aqua Hotels and Resorts. "You need bathroom tissue? I'll get you bathroom tissue."

That dedication to customer service has helped Aqua increase its revenue five-fold since 2005, from \$711,000 to \$3.8 million in 2006. Paulin said Aqua is on track to pull in \$4.5 million this year.

Aqua Hotels & Resorts, with 320 employees at 10 properties in Waikiki, is No. 8 in PBN's Fastest 50 list this year.



Mike Paulin

At the Ocean Tower hotel, another Aqua property, General Manager Terry Dowsett said the personal touch goes a long way in securing repeat business.

"We host breakfasts in our lobby and get a chance to sit and talk with our customers," said Dowsett, a veteran of 30 years in the local hospitality industry. "We learn things, like maybe a couple are on their honeymoon or having a reunion. We send champagne or leis to their room. It makes a difference."

Others have noticed. TripAdvisor.com, which attracts more than 24 million monthly visits, has ranked the Ocean Tower the best hotel on Oahu nearly every week since March edging out much more expensive and well known properties.

Of Aqua's 1,350 rooms, 950 are condotel rooms leased to Aqua by their owners. The other 400 are standard hotels rooms, some of which Aqua owns but most of which Aqua manages for developers.

Aqua and its investment partners have spent some \$34 million in upgrading the properties. In December, the 72-room Ocean Tower at 129 Paoakalani St. off Kalakaua Avenue, will become Hotel Renew following a \$5-million renovation. Dowsett calls it "Hawaii's first designer boutique hotel."

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It will also be Aqua's first luxury property, leaping from two stars to four, as part of Aqua's new Elite brand. It will complement Aqua's five mid-range Boutique brand condotels and four economy priced Lite brand condotels.

In 2008, the 143-room Aqua Continental will switch from a Lite to a Boutique after a \$2 million renovation and a name change to Aqua Essence.

Expect the personal touch to remain a company mantra. Every employee of Aqua Hotels and Resorts, including Mike Paulin, is required to carry a laminated card that lists directives including "No. 5 – Escort guests rather than pointing directions" and "No. 7 – Whoever receives a complaint will own it and resolve it to guests' satisfaction."

Paulin launched Aqua in 2001 with \$1,000. But he was no novice. In 1987 he created Marc Hotels, specializing in resort condominium management. He sold it to Sunterra Corporation in 1997.

A local hotelier since the 1960's, Paulin cut his teeth with the likes of Andre Tatibouet, where he helped create Aston Hotels and Resorts in 1978.

"From Andre I learned the importance of optimism and resilience," Paulin said. "That's got me through good times and bad – hurricanes, terrorist attacks, bubble bursts."

Aqua mantra No. 4: "Always smile and maintain positive eye contact."

**Pacific Business News
annual Hawaii's "Fastest 50" recognized small
businesses for outstanding achievements and
industry leaderships**

Name change for Aqua Aloha Surf!

On August 1, Aqua Aloha Surf underwent a name change and is now Aqua Aloha Surf & Spa. Located at 444 Kanekapolei Street, the 202-room hotel with an urban surf theme is one of five properties in Aqua's Boutique Collection.

According to Elizabeth Churchill, VP Sales & Marketing for Aqua Hotels & Resorts, "We've been looking for a suitable location for the third AquaSPA in Waikiki and the recent availability of tenant space at the Aqua Aloha Surf was perfect for our needs."

New hotel signage is on order and plans call for the third AquaSPA to be in place by the end of year.

Management appointments

Audrey Amoy Sales Manager Aqua Coconut Plaza

With over 25 years of hotel sales experience, Amoy was named sales manager for the 80-room Aqua Coconut Plaza.

Amoy's extensive sales experience includes positions as sales manager for Miramar at Waikiki, account executive for Waikiki Parkside Hotel and, most recently, sales manager for Hilton Hawaiian Village Hotel. Amoy is graduate of Kapiolani Community College.



Patricia Beardeaux Sales Support Manager Aqua Home Office

In her role as Sales Support Manager, Beardeaux is responsible for supporting the company's national and international sales teams.

Beardeaux comes to Aqua from the Halekulani where she was sales assistant, supporting wholesale, retail and group sales segments. Beardeaux received her Bachelor of Arts from the University of Hawaii where she majored in Communications and Sociology.



May Cabauatan Guest Services Manager Aqua Bamboo & Spa

As Guest Services for Aqua Bamboo & Spa, Cabauatan oversees guest service agents on their daily activities to ensure the highest standard of quality service is provided to guests staying at this stylish asian-themed boutique hotel.

Cabauatan comes to Aqua from the King George Hotel and The Inn at Union Square in San Francisco where she oversaw revenue and yield management for both hotels. She is a graduate of San Francisco State University where she majored in hospitality management.



**www.aquaresorts.com
reservations: 866-406-2782**

New photography of The Equus

What better way to show off the changes that have taken place at The Equus than with new photos?



The popular "Bamboo" guest rooms are attractive and comfortable. Here, the "Bamboo Queen" features unique bamboo furniture and new bedding.



The pool area was revamped new seating areas including a bench, teakwood table and chairs.



The inviting lobby has been refreshed with new art, comfy wicker chairs and ceiling fan.

U.S. Coast Guard Dragon Boat Team sponsored by Aqua Hotels & Resorts



Saturday, August 11: The annual Hawaii International Dragon Boat Festival is celebrated each year and Aqua was proud to be part of this popular event in conjunction with our partner, the U.S. Coast Guard. Team Aqua consisted of a dynamic group of twenty-five paddlers from the Coast Guard, local community and Aqua volunteer staff. The festival began in China as an occasion for driving off evil spirits and pestilence, and for finding peace in one's life. The event is highlighted by the colorful dragon boat races in which competing teams drive their canoes forward to the rhythm of pounding drums. The new base commander Captain John Hickey, along with his wife Bethany and Coach/Morale Welfare Recreation (MWR) Specialist Lee Lopez, guided Team Aqua to a 1st Place in Overall Performance in the U.S. Military Division and 3rd place in Overall Performance. Congratulations all!



Team Aqua relaxing before the race.



Lee Lopez of the Coast Guard (left), Capt. John Hickey (center) and Aqua's Tulinh Luciano-DeSmith (right) with the trophies presented to Team Aqua.

Check out our new Website

If you haven't done so already, visit www.aquaresorts.com and check out the changes that have taken place including:

- New images reflecting the 'Beach Life and Urban Vibe' of Waikiki
- New room and hotel images which better represent the personality of each hotel
- Improved navigation features throughout the web site
- "Brian's Waikiki Beat" - featuring exclusive insider tips on Oahu events, culture, food and dining by travel writer Brian Berusch

The new Travel Consultants area of the site is now live and Aqua is showcasing the "Lifestyle Specialist Program." The new program replaces "Get the Point" by making it easier to redeem points.

Aqua's Lifestyle Specialist Program encourages and rewards loyal travel consultants for their support by offering a free night for every 25 room nights booked at any Aqua hotel in Waikiki.

The Travel Consultants area has also been expanded and includes:

- A new section for Hawaii-based travel agents
- Travel consultants specials (now featuring fam rates)
- Aqua's policies and information
- A map of our 10 Waikiki properties

Announcing Aqua's Special Travel Agent Fam Rate

Aqua Hotels & Resorts is offering \$79 "Travel Agent Familiarization Rates" at seven of its Waikiki hotels from now until December 20, 2007.

The following hotels are offering rates of \$79 a day, based on availability:

AQUA BOUTIQUE HOTELS: Aqua Palms & Spa, The Equus, Aqua Aloha Surf & Spa, Aqua Waikiki Wave (participating at \$99 per day)

AQUA LITE HOTELS: Ocean Tower Hotel, Aqua Island Colony, Aqua Waikiki Marina, Aqua Coconut Plaza

For reservations, call toll free at 1-866-406-2782, or email us at reservations@aquaresorts.com. Please include your IATA number to qualify.

The \$79 "Travel Agent Familiarization Special" is offered on a space available basis to bona fide travel agents with IATA designations. This offer is valid for a maximum of three nights. Travel agents must occupy the room and present their IATA card at check-in.

New offerings at AquaSPA

AquaSPA locations at the Aqua Palms & Spa and Aqua Bamboo & Spa hotels have expanded their services to include:

Pamper & Protect Sunscreen Chair Massage - instead of simply applying sunscreen while lounging by the pool, let the massage therapist do it for you, using SPF 15 or 30 - leaving you relaxed and protected ... \$35 for 15 minutes

After-Sun Skin Repair Wrap using a revitalizing wrap with Seaweed Gel, Lavender and Aloe Vera ... \$115 for 60 minutes

Noni, Papaya and Pineapple Body Scrub - for all skin types ... \$115 for 60 minutes

Cirtus Body Polish - four-in-one body polish that cleanses, tones, exfoliates and moisturizes ... \$115 for 60 minutes

Aqua Sampler for Two - 30 minutes Lomi Lomi, 30 minutes Hot Stone, 30 Minutes Body Scrub of your choice ... \$340 for 90 minutes

Sunblock SPF 15 & 30 can be combined with any treatment for an additional \$10

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 (fruit, pastry, beverages), AquaPROMISE – 24x7 Hotline to Aqua Owner Mike Paulin



Daily local newspaper, Coffee and tea service in the lobby. Weekly Manager's Reception, Signature Macadamia Nut and Coconut cookies. Complimentary local and toll-free phone calls, Complimentary use of the in-room safe, Custom Aqua robes. Hawaiian Artesian bottled water on arrival, Complimentary apples at the front desk, Custom bath amenities, Complete collection of new collateral materials, Express checkout

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