

Aqua Hotels offering \$49 ‘fam’ rates to Travel Agents

FOR IMMEDIATE RELEASE

February 21, 2007

WAIKIKI BEACH, Hawaii – Aqua Hotels & Resorts is offering \$49 “Travel Agent Familiarization Rates” at seven of its Waikiki hotels from now until June 15, 2007.

“Instead of the usual ‘50% off rack rate’ offer available to travel agents year-round, we’re lowering the rate to \$49 a day at Aqua Palms & Spa, Aqua Aloha Surf, The Equus, Ocean Tower Hotel at Waikiki Beach, Aqua Coconut Plaza, Aqua Island Colony and Aqua Marina,” said Cara Okawa, Aqua VP Sales and Revenue Marketing. The Aqua Waikiki Wave is also participating at a rate of \$79 per day.

“Travel agents are truly VIPs to us and Aqua hotel managers will be providing the best room available to agents upon check-in,” remarked Okawa. “Although Aqua has a fabulous new website, full of images and descriptions to help agents sell our hotels, we want agents to also sell from personal experience. We’re encouraging travel agents, who are usually booking Waikiki for their clients, to get to know the Aqua Brand up close and in person by spending a few nights with us.”

Waikiki is in the final stages of a tremendous revitalization due to the hundreds of millions of dollars recently spent on renovations and upgrades by many businesses and hotels. “Aqua also completed over \$28 million in renovations over the last two years and have at least \$8 million in upgrades committed this year,” stated Elizabeth Churchill, Aqua VP Marketing and Guest Services. “This is the perfect time for agents to visit Waikiki and check out for themselves what the buzz is all about – seeing will be believing!

Both of Aqua’s hotel brands, Boutique and Lite, are participating in the travel agent special. Complimentary amenities at Aqua Boutique hotels include daily continental breakfast, high-speed internet and WiFi, local and toll-free calls, daily local newspaper, in room safe and private label bottled Hawaiian water on arrival. Aqua Lite hotels include free daily local newspaper, AquaKIT (mini-refrigerator, microwave and coffee maker) and use of

- more -

the in room safe. "Agents will surely agree that \$49 is a great rate when booking an Aqua Lite Hotel and an even greater rate when choosing an Aqua Boutique hotel." added Okawa.

Aqua Boutique Hotels participating in the Travel Agent Fam special are The Equus, Aqua Aloha Surf, Aqua Palms & Spa and Aqua Waikiki Wave (pictured below).



The Equus



Aqua Aloha Surf



Aqua Palms & Spa



Aqua Waikiki Wave

The \$49 "Travel Agent Familiarization Special" is offered on a space available basis to bona fide travel agents with IATA designations. A three-night minimum requirement applies (at one hotel or split between 2 or 3 hotels) and travel agents must occupy the room.

High-rez DIGITAL IMAGES of all participating hotels are 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. Aqua Boutique Hotels feature lifestyle amenities comprising the seven pillars of the Aqua brand – AquaSPA, AquaFIT, AquaFRESH, AquaKIT, AquaCONNECT, AquaSTART and AquaPROMISE.

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. For reservations, call toll free at 1-866-406-2782.