

Hotel Online Special Report



Aqua Hotels & Resorts Reclassifies Their Eight Waikiki Properties; Adds Aqua Lite Hotels for Value Conscious Travelers

February 23, 2006 - Waikiki Beach, Hawaii - Aqua Hotels & Resorts has reclassified their eight Waikiki properties.

"Since several hotels have recently been added to our portfolio, the timing was appropriate for Aqua to further define our product line," said Elizabeth Churchill, Vice President Marketing & Guest Relations for Aqua Hotels. "The reclassification enables consumers to easily differentiate the product offering in each group."

Formed in 2001 to manage and operate hotels and hotel-condominiums in Hawaii, Aqua's CEO and Owner, Mike Paulin unveiled Aqua Boutique Hotels in October 2005 - a select group of properties catering to the lifestyle of today's sophisticated young traveler. Aqua Boutique Hotels offer an intimate and contemporary style and feature seven pillars of the Aqua brand such as AquaSPA and AquaSTART. Aqua Boutique Hotels also provides an array of additional complimentary lifestyle amenities raising the quality of the overall guest experience even more such as:

- Welcome gift on arrival
- In-room high-speed Internet
- Wireless connection at the pool and in the lobby
- Lobby coffee / tea service from 7 am - Noon
- Daily local newspaper
- Nightly turndown service

"Along with Aqua Boutique Hotels, we now have Aqua Lite Hotels," noted Churchill. "Aqua Lite Hotels offer moderately-priced accommodations and several of the Aqua brand amenities- a perfect choice for value-conscious travelers and young families." Aqua's new categories are:

- **Aqua Lite Hotels:** Aqua Marina, Aqua Kuhio Village and Aqua Continental, Ocean Tower Hotel at Waikiki Beach and Aqua

Coral Reef

- **Aqua Boutique Hotels:** Aqua Palms & Spa, Aqua Bamboo & Spa and Aqua Aloha Surf
- **Aqua Elite Hotels:** Future plans include having several upscale properties in this category

Recent additions, Ocean Tower Hotel at Waikiki Beach and Aqua Coral Reef, are undergoing renovations that will transition each property into Aqua Boutique Hotel status when the work is completed.

"These are exciting times," said Mike Paulin. "When I first started Aqua, my goal was to launch a hotel chain that was geared to the emerging condotel market. As we approach our fifth year, Aqua has evolved and so has my goal. It's a terrific industry that's full of growth opportunities and I love it!"

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. Aqua's chain-wide inventory of eight properties is located exclusively in Waikiki.

Contact:

Sandi Yara

Phone: 808-221-2759

Email: sandiyara@hawaii.rr.com

Also See: [Aqua Hotels & Resorts Named to Manage the 247 room Coral Reef Hotel, the Waikiki Hotel Owned by Andre Tatibouet Since 1973 / January 2006](#)

[Aqua Hotels to Manage the Former Mauka Tower in Waikiki; 72 room Hotel Renamed Ocean Tower Hotel at Waikiki Beach / January 2006](#)

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