



Aqua Hotels & Resorts Refines Brand

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HONOLULU, Hawaii – Aqua Hotels & Resorts has refined the “Aqua brand” by including key amenities and services that upgrade their property facilities, increase value and enhance the guest experience.

According to Mike Paulin, CEO of Aqua Hotels & Resorts, “As the company approaches its fourth year of doing business, we are removing price as the company’s value proposition and replacing it with branded amenities comprising the seven pillars of the ‘Aqua Brand’.”

- AquaSPA – Poolside cabana offering massage therapies, body scrubs and facials
- AquaFIT – Fitness center with a variety of exercise equipment
- AquaFRESH – Like new accommodations
- AquaKIT – Microwave, refrigerator, coffee maker, wet bar
- AquaCONNECT – WiFi or Hi-Speed Internet Access
- AquaSTART – Healthy continental breakfast, daily
- AquaPROMISE – Hotline to Mike Paulin, 24x7

Since August 2001, Paulin has grown Aqua Hotels & Resorts from a one property operation to five condotels in Waikiki. “When we started, occupancy at the Aqua Marina was below 50 percent so we needed to fill rooms immediately and a low price strategy became our brand promise,” remarked Paulin. “We’ve been successful at maintaining excellent occupancies and achieving profits for our owners but, now it’s the opportune time for Aqua to re-define who we are.”

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The branded amenities place attention on the “new” Aqua product – newly upgraded condotels featuring contemporary services, like AquaSpa and AquaFit, at a good value.

Aqua targets independent men and women and young families who appreciate the condotel concept. The seven pillars of the Aqua Brand are Paulin’s next steps in anticipating customers’ needs and expectations. According to Paulin, “Our employees have always done a great job in providing the essentials but now we’re adding the distinct lifestyle services that will differentiate Aqua from other Hawaii condotel operators.”

Aqua Hotels & Resorts was at the forefront of the condotel innovation in Waikiki and fortunate to have maintained a successful track record. “We’re coming out of our shell and making a difference,” Paulin commented. “The condotel concept makes good business sense because nearly 95% of the converted rooms at each property remain in the Waikiki rental inventory. The hotel to condo conversion market continues to be hot and we’re excited about several projects on the planning horizon.”

“We want to continue growing our business and our reputation as Hawaii’s condotel leader,” stated Paulin.

For additional information on Aqua Hotels & Resorts, visit aquaresorts.com

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