



News Release

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FOR IMMEDIATE RELEASE

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THE ROYAL HAWAIIAN, A LUXURY COLLECTION RESORT ANNOUNCES THE DEBUT OF ITS NEWLY RENOVATED ROYAL BEACH TOWER

*The Addition of Beach-Inspired Theme in Royal Beach Tower Rooms
Marks the Completion of \$70 Million in Resort Enhancements*

HAWAII, HONOLULU, WAIKIKI – February 22, 2011 – Throughout its glorious 84 year history, The Royal Hawaiian, a Luxury Collection Resort has embodied the allure of Hawaii’s spirit and the essence of indulgent escape while ushering in a new era of luxury travel to the islands. This iconic 528-room property on Waikiki Beach, affectionately known as the “Pink Palace of the Pacific,” is poised once again to redefine the luxury vacation experience with the completion of a multimillion transformation to its 178-room Royal Beach Tower.

While the re-imagination of the resort’s Historic Wing rooms in 2009 brought locally-inspired furnishings, artwork and color templates to the forefront with a nod to the resort’s historic past, the redesigned Tower rooms and suites will offer a counterpoint with a distinctly breezy,

airy, beach-inspired feel with modern, chic touches, while still maintaining the signature mold of luxury for which The Royal Hawaiian is known.

Adhering to its new, beach-inspired theme, each touch point and surface area in The Royal Hawaiian's Tower Ocean and Tower Suite accommodations have been completely redone by local interior designer Karen Sakamoto of NEXT Design. Tower rooms now combine exquisite, contemporary Hawaiian furnishings in lighter, "beachy" colors reminiscent of driftwood, and design elements draw inspiration from the area on which this historic property stands – Helumoa. To the delight of fans and long-time guests of The Royal Hawaiian, Tower rooms now feature more hints of pink with detail points creatively laid out in each guest room. Boudoir pillows and Frette-brand bathrobes are now a fresh shade of pink, as is the upholstery on the desk chairs. In addition, each Tower room features original artwork by celebrated local artists Solomon Enos and Carl Pao, who were commissioned to create paintings through inspiration from the hotel and its surrounding area.

While the breathtaking views of Waikiki Beach and Diamond Head have not changed over the years, the newly redone guest rooms and suites offer the finest room comforts and amenities on Waikiki Beach, setting new heights and expectations of the luxury vacation experience. With guest comfort and functionality in mind, each Tower room offers Luxury Collection bedding with plush bed linens and pink bathrobes by Italian luxury linen manufacturer Frette. Furnishings are modern and chic with its light, driftwood color tone with each furniture piece in each room telling the story of Helumoa and Waikiki Beach with a floor lamp reminiscent of a coconut tree, lounge chair and ottoman by luxury furnishing leader McGuire, Indonesian side "Z" table carved and created from a tree trunk, an Asian-inspired dresser and nightstands by Cheng Meng, lanai furnishings specifically created for in-room dining by Italian furniture-maker Roberti, new vanity and mini bar cabinets with limestone tops, and beach glass-inspired night stand lamps. In addition, room carpeting sports patterns in a sand-tinged beige color scheme while the room's balcony is aqua blue, creating a uniquely relaxing ambiance and feel for being on Waikiki Beach.

One of the most important aspects of the Tower rooms' redesign includes a spectacular transformation of the bathroom area with new bathtubs and tiling, hand held showers, Toto brand bidets (washlets), a brilliantly speckled mosaic glass vanity wall and mirror, a lighted makeup mirror, and professional-grade T3 BeSpoke hairdryers.

Guest floor corridors have also been completely transformed in the beach-theme with new paint, wall coverings, carpeting, with ocean-inspired photos adorning the walls of each floor. In addition, guest elevators in the Tower have also received a cabin interior refresh as well.

Kelly Hoen, The Royal Hawaiian's first female general manager, said, "We are extremely pleased to be able to announce the new Royal Beach Tower experience at The Royal Hawaiian, a Luxury Collection Resort – one that will offer a luxuriously contemporary setting for discerning global travelers. The Luxury Collection brand allows for freedom at each historic resort to exude its own personality so we have maintained The Royal Hawaiian's sense of place while being able to offer two distinct experiences from our Historic Wing to the new Royal Beach Tower."

Throughout its illustrious history, the palatial grandeur of The Royal Hawaiian has left an indelible mark on the history of luxury travel for generations of world-travelers seeking an authentic taste of Hawaii. In 2009, upon completion of a \$60 million renovation, The Royal Hawaiian made its debut as a Luxury Collection Hotels & Resorts property, one of just 75 of the world's finest hotels and resorts in 30 countries. Owned by Kyo-ya Hotels & Resorts, LP and renovated by hospitality designers WCIT Architecture in collaboration with interior design firm Philpotts and Associates, the 528-room resort features 35 suites including 18 oceanfront and six two-story exclusive suites, more than 66,000 square feet of beachfront space, and world class signature restaurants and lounges, including the world famous Mai Tai Bar and Waikiki's only beachfront luau. With the completion of the final phase of its renovation to the resort's Royal Beach Tower, this storied resort has received \$70 million in upgrades to its physical product in

addition to the many service enhancements brought with the upgrade in its brand status to a Luxury Collection property.

For more information about The Royal Hawaiian, a Luxury Collection Resort, please visit the resort's website at <http://royal-hawaiian.com> or call direct at 808-923-7311.

The famed "Pink Palace of the Pacific" has set the standard for luxurious and glamorous travel for more than 80 years. The Royal Hawaiian, a Luxury Collection Resort, the hotel that mesmerized Hawaii's early travelers, re-opened its doors as Waikiki's most fashionable destination on January 20, 2009. Emerging from a multimillion-dollar re-imagining with a radiant new face and an entirely new attitude, The Royal Hawaiian offers discerning travelers a redefined luxury experience filled with rich tradition, customized services, exclusive settings and amenities, as well as the brand new Azure restaurant and rejuvenating Abhasa Spa. Set on 14 beachfront acres, with 529 guest rooms, including 35 suites, The Royal Hawaiian will capture the imagination with its opulent architecture and majestic and storied history amid Diamond Head's picturesque setting. The Royal Hawaiian has again redefined luxury.

The Luxury Collection® is a selection of hotels and resorts offering unique, authentic experiences that evoke lasting, treasured memories. For the global explorer, The Luxury Collection offers a gateway to the world's most exciting and desirable destinations. Each hotel and resort is a unique and cherished expression of its location; a portal to the destination's indigenous charms and treasures. Magnificent décor, spectacular settings, impeccable service and the latest modern conveniences combine to provide a uniquely enriching experience. Today, The Luxury Collection is a glittering ensemble of more than 75 of the world's finest hotels and resorts in more than 26 countries in bustling cities and spectacular destinations around the world. The Luxury Collection includes award-winning hotels that continuously exceed guest expectations by offering unparalleled service, style and class in some of the most desired destinations in the world. Most recently, Mystique, a Luxury Collection Resort, was honored with the 2008 Travel + Leisure Design Award for Best Small Resort in the world. All of these hotels, many of them centuries old, are internationally recognized as being among the world's finest. For more information, please visit www.luxurycollection.com.

Kyo-ya Hotels & Resorts LP owns the Sheraton Waikiki, Sheraton Princess Kaiulani, The Royal Hawaiian, a Luxury Collection Resort, the Moana Surfrider, A Westin Resort & Spa, and the Sheraton Maui Resort & Spa. Kyo-ya Hotels & Resorts LP is one of Hawaii's largest employers, with nearly 3,000 hotel associates in its workforce. The hotels are a part of the 11-hotel group of Starwood Hotels & Resorts-managed properties in Hawaii.

Starwood Hotels & Resorts Worldwide, Inc. is one of the leading hotel and leisure companies in the world with 1025 properties in 100 countries and territories with 145,000 employees at its owned and managed properties. Starwood Hotels is a fully integrated owner, operator and franchisor of hotels, resorts and residences with the following internationally renowned brands: St. Regis®, The Luxury Collection®, W®, Westin®, Le Méridien®, Sheraton®, Four Points® by Sheraton, and the recently launched Aloft®, and ElementSM. Starwood Hotels also owns Starwood Vacation Ownership, Inc., one of the premier developers and operators of high quality vacation interval ownership resorts. For more information, please visit www.starwoodhotels.com.

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