



The Royal Hawaiian, a Luxury Collection Resort
2259 Kalakaua Avenue
Honolulu, Hawaii 96815
TEL: 808.923.7311 FAX: 808.931.7098
www.royal-hawaiian.com

Media Contact:

Dara Young
Complex Public Relations Manager
Starwood Hotels & Resorts Waikiki
Phone: 808-931-8409
dara.young@starwoodhotels.com

**THE ROYAL HAWAIIAN, A LUXURY COLLECTION RESORT APPOINTS
SCOTT KAWASAKI AS DIRECTOR OF SALES & MARKETING**

HAWAII, O'AHU, WAIKIKI BEACH – The Royal Hawaiian, a Luxury Collection Resort, has named Scott Kawasaki as its director of sales and marketing, according to General Manager Cheryl Williams. In his new position, he will oversee all facets of the resort's sales and marketing efforts for the hotel affectionately known as the Pink Palace of the Pacific.

Kawasaki is a visitor industry veteran with more than 20 years in public relations, advertising, as well as food and beverage sales. He has spent the last seven years as director of public relations for Starwood Hotels & Resorts' Waikiki complex: Sheraton Waikiki; The Royal Hawaiian, a Luxury Collection Resort; Moana Surfrider, A Westin Resort & Spa; and Sheraton Princess Kaiulani. Prior to that, he was with the Hyatt Regency Waikiki Resort & Spa for 13 years – four of which as its director of public relations and advertising.

“Scott is the latest addition to our ‘Dream Team’ here at The Royal Hawaiian,” said Williams.

“His expertise in many different markets will be valuable as we move ahead with our ‘Only at

the Royal' customer experience vision to elevate the overall guest and associate experience at the Pink Palace of the Pacific.”

Kawasaki holds a Bachelor of Arts degree in journalism from the University of Hawaii at Manoa. He is a graduate of Punahou School and enjoys surfing, singing and playing the guitar in his spare time.

About Starwood Hotels & Resorts in Waikiki

Starwood Hotels & Resorts in Waikiki, comprised of the Sheraton Waikiki, Sheraton Princess Kaiulani, The Royal Hawaiian, a Luxury Collection Resort, and Moana Surfrider, A Westin Resort & Spa, is owned by Kyo-ya Hotels & Resorts, LP and managed by Starwood Hotels & Resorts Worldwide, Inc. Between the four properties, Starwood Hotels & Resorts in Waikiki offers 4,110 rooms, ranging from comfortable affordability to the ultimate in suite luxury. In addition, the properties offer industry-leading and critically-acclaimed food and beverage offerings and one-of-a-kind resort amenities. Kyo-ya Hotels & Resorts, LP is one of Hawaii's largest employers, with nearly 3,000 hotel associates in its workforce.

About Kyo-ya Hotels & Resort, LP and Kyo-ya Kaiulani, LLC

As one of Hawaii's largest employers, with more than 4,500 hotel associates in its workforce, Kyo-ya has a long history in Hawaii dating back to 1961. The company is the steward of six hotel and resort properties in Hawaii and California, including historical treasures: Moana Surfrider, A Westin Resort & Spa; The Royal Hawaiian, A Luxury Collection Resort and The Palace Hotel, A Luxury Collection Hotel in San Francisco; as well as the Sheraton Waikiki, Sheraton Princess Kaiulani and Sheraton Maui Resort & Spa. The company recently completed extensive renovations and upgrades, investing more than \$300 million in its Waikiki properties alone, and plans to continue its investment to ensure Waikiki maintains its reputation as a world-class destination. Kyo-ya is committed to strengthening the communities where it does business by partnering with local nonprofit organizations, community establishments and community leaders who share the same vision and passion for making a difference.

About Starwood Hotels & Resorts Hawaii

With 11 properties across the diverse Hawaiian Islands of Oahu, Maui, Kauai and the Big Island, Starwood Hotels & Resorts Hawaii offers the best hotel destinations to celebrate romance, reconnect with family, focus on business or launch an adventure. Located on or just footsteps away from the Islands' best beaches, Starwood Hotels & Resorts in Hawaii is a collection of iconic and historic hotels and resorts – properties with expansive and breathtaking backdrops, innovative guest programming and luxurious amenities representing internationally renowned hotel brands from Sheraton, Westin, Luxury Collection and St. Regis. For more information about Starwood Hotels & Resorts in Hawaii, please call (866) 716-8140 or visit Starwoodhawaii.com.

For booking information please call 1-866-716-8140 or visit www.starwoodhawaii.com.

About Starwood Hotels & Resorts Worldwide, Inc.

Starwood Hotels & Resorts Worldwide, Inc. is one of the leading hotel and leisure companies in the world with nearly 1,200 properties in 100 countries and 181,400 employees at its owned and managed properties. Starwood 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, Aloft®, and Element®. The Company boasts one of the industry's leading loyalty programs, Starwood Preferred Guest (SPG®), allowing members to earn and redeem points for room stays, room upgrades and flights, with no blackout dates. Starwood also owns Starwood Vacation Ownership, Inc., a premier provider of world-class vacation experiences through villa-style resorts and privileged access to Starwood brands. For more information, please visit www.starwoodhotels.com.

(Note: This press release contains forward-looking statements within the meaning of federal securities regulations. Forward-looking statements are not guarantees of future performance or events and involve risks and uncertainties and other factors that may cause actual results or events to differ materially from those anticipated at the time the forward-looking statements are made. These risks and uncertainties are presented in detail in our filings with the Securities and Exchange Commission. Although we believe the expectations reflected in such forward-looking statements are based upon reasonable assumptions,

we can give no assurance that our expectations will be attained or that results and events will not materially differ. We undertake no obligation to publicly update or revise any forward-looking statement, whether as a result of new information, future events or otherwise.)

###