



HALEKULANI WINS AWARD FOR 'OUTSTANDING WEBSITE' BY WEB MARKETING ASSOCIATION

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WAIKIKI, HAWAII – October 7, 2014 – Halekulani is pleased to announce its accolade of the Web Marketing Association's 2014 *WebAward* for 'Outstanding Website'. As the authority in ratings for website development, the Web Marketing Association reviews and rates all competing sites on a 10-point scale, covering seven major categories including design, innovation, content, technology, interactivity, copywriting, and ease of use. Halekulani's Website, www.Halekulani.com, received a 9 (out of 10) or higher in all categories, far exceeding the industry average.

"Since its inception, Halekulani has continued to set industry standards within luxury hospitality through its digital innovation and dedication to customer service," said Liana Mulleitner, Director of Marketing at Halekulani. "The Web Marketing Association's prestigious award of our site is a testament to our ability to providing our guests with unmatched experiences across all platforms, both online and offline".

Halekulani re-launched its Website earlier this year to celebrate its 30th Anniversary. The revamped Halekulani.com allows travelers to virtually experience the iconic property through vivid imagery, integrated social content, a dedicated blog inspired by *Halekulani Living Magazine*, and the new "Be Our Guest" testimonial section.

As the longest running annual website award competition, the Web Marketing Association's *WebAward* set the standards of excellence for network development. For the past 17 years, the *WebAward* has been dedicated to naming the best websites in 96 industries while recognizing the people and organizations responsible for creating some of the most effective digital platforms of today's world.

About Halekulani

Celebrating its 30th Anniversary in 2014 as one of the world's finest and most acclaimed independent luxury hotels, Halekulani has received more than 500 accolades, awards and honoraria since its inception in 1984. Ranked as the #1 Oahu hotel in *Travel + Leisure's World's Best Awards 2014* readers' survey and consistently top-ranked by *Condé Nast Traveler* and several travel media institutions, the Waikiki property is home to SpaHalekulani and La Mer, Hawaii's only Five-Star restaurant by *Forbes Travel Guide* and Hawaii's longest, consecutively ranked AAA-Five Diamond Restaurant. For twenty years, Halekulani has maintained a strong commitment to arts and culture through exclusive alliances with Oahu's most iconic cultural venues. Halekulani is operated by the Hotels and Resorts of Halekulani, a brand management division of the Honolulu-based Halekulani Corporation, which also oversees the Waikiki Parc Hotel. Halekulani is a member of The Leading Hotels of the World and is aligned with Tokyo's legendary Imperial Hotel.

Stay connected with Halekulani via www.halekulani.com, on Twitter and Instagram at @HalekulaniHotel or on Facebook at www.facebook.com/HalekulaniHotel.

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