



HALEKULANI CELEBRATES 30TH ANNIVERSARY

Legendary Waikiki Hotel Commemorates Three Decades of Innovation, Leadership and Gracious Hospitality

FOR IMMEDIATE RELEASE

WAIKIKI, HAWAII – July 9, 2014 – Halekulani, one of the world’s finest and most acclaimed Hawaii luxury hotels celebrates its 30th Anniversary in 2014 with the launch of its new website, Halekulani.com, enabling travelers to experience the property virtually. The site’s new features include vivid imagery, integrated social content, a dedicated blog inspired by *Halekulani Living Magazine* and the new “Be Our Guest” testimonial section. It provides all the information travelers want, while simultaneously conveying the culture of authenticity, personalized service and gracious Hawaiian hospitality signature to Halekulani.

"The launch of the new Halekulani.com is just the beginning of an exciting line-up of digital and social initiatives that we will be rolling out in the coming year, creating a rich user experience for all of our guests," said Peter Shaindlin, Chief Operating Officer of Halekulani Corporation. "This particular project has been months in the making, and the enhanced website will make it easier for guests to explore the property, make and manage bookings, connect and share through social media and allow travelers who have not yet stayed with us to virtually experience the world of Halekulani."

Embracing the online communities of social media, the new website incorporates popular platforms including Facebook, Twitter, Instagram, Pinterest and Google+. The integrations will not only enable greater connectivity for Halekulani fans and followers to engage with the Waikiki hotel, but the ability to share specific property content with their own social communities.

Halekulani also celebrates its 30th Anniversary with the release of “Celebrate,” a new private label wine created exclusively for the hotel. The wine is a Cabernet Sauvignon produced by Neyers Vineyard, the Napa Valley winery known for its high quality wines made from organically grown, hand-picked grapes. “Celebrate” is intended to be enjoyed during special occasions and will be available for a limited time only. The exclusive wine is now available at Halekulani’s award-winning restaurants - La Mer and Orchids, as well as at the Halekulani boutique (\$150 per bottle).

Guests are encouraged to join the celebration with Halekulani’s *Legacy Package*, which is available for travelers to book via the new Halekulani.com. The special offer features a host of amenities including meals and a sunset cocktail at House Without a Key, Orchids and the award-winning La Mer restaurant; airport transfers and an exclusive Halekulani 30th Anniversary gift.

Additionally, SpaHalekulani is offering specially priced 30-minute, area-specific custom massages through the end of August 2014 at 30 percent off, starting at \$95, as well as a 30 minute mini-moisturizing facial at \$115.

(more)

The *Legacy Package* includes:

- Daily buffet breakfast for two at House Without a Key or Full American Breakfast at Orchids
- One lunch for two at Orchids
- Dinner for two in Hawaii's longest ranked AAA-Five Diamond Restaurant and the only Five Star restaurant in Hawaii, La Mer
- World-famous sunset cocktails at House Without a Key, one night during the stay
- Round-trip sedan airport transfer
- Welcome amenities, exclusively for Halekulani's 30th Anniversary
- Complimentary admission to Oahu's finest arts and cultural venues

Package rates start at \$3,580 for a minimum four-night stay. Valid for travel dates now through December 22, 2014. For more information visit www.Halekulani.com.

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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 *Forbes Travel Guide*, the Waikiki property is home to SpaHalekulani and La Mer, Hawaii's longest ranked AAA-Five Diamond Restaurant. Halekulani is managed by the Hotels and Resorts of Halekulani, a brand management division of the Honolulu-based Halekulani Corporation, which also manages 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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