



Waikiki Wiki Wiki Wire

Aston Hotels & Resorts Returns

ResortQuest Hawaii Re-Brands with a Celebrated Name

ResortQuest Hawaii announced today that it is returning to its former esteemed and well-recognized name of Aston Hotels & Resorts. The change comes as the Hawai'i-based management company celebrates its 61st year in the hospitality industry of Hawai'i, as one of the state's largest hotel and condominium resort management companies. The Aston name evokes leadership and innovation in the travel industry and is widely recognized by consumers and travel professionals alike around the world.

"Returning to this well-recognized brand reminds employees and customers alike that the real spirit of hospitality is still very much alive at Aston Hotels & Resorts," stated Kelvin Bloom, president. "The new Aston Hotels & Resorts reflects an innovative attitude needed in today's challenging economic climate. It comes with over 60 years of experience delivering on a brand promise, building long-lasting relationships and creating lasting memories for millions." The name change is the centerpiece of a complete re-branding campaign that will encompass a new image, including a logo that embodies the respected Aston reputation with a contemporary update.



Kelvin Bloom

Product enhancements are being developed that will include amenities and activities to enliven the company's 26 properties and to distinguish them from the competition. The Aston properties range from boutique accommodations to authentic charming plantation cottages to hotels and condominium resorts which offer the value of a complete condominium experience, a feature that will play particularly well as travelers become more cost conscious.

A key component of the expanded marketing campaign will be an increased sales presence in Asia, with the recent opening of general sales offices in China and Korea, complementing an already well-established presence in Japan. Initiatives have already begun to bring the new Aston name to China, Korea and Japan.

Aston was the first hotel management company in Hawai'i to develop all-suite condominium resort hotels with the blending of two concepts: hotel services and spacious condominium accommodations. This combination of value and convenience are among many other "firsts," as listed in the timeline to follow. Today, Aston Hotels & Resorts has emerged as a leading provider of hotels and condominium resorts, offering 26 properties throughout Hawai'i, boasting an inventory of more than 4,500 rooms with an assortment of hotels, condominium suites, villas and cottages to fit any lifestyle, taste and budget.

Aston Hotels & Resorts is an operating segment of Interval Leisure Group, Inc. (Nasdaq: IILG), a leading global provider of membership and leisure services to the vacation industry.

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History of Aston Hotels & Resorts:

It all began decades ago, when a shipwrecked sailor whose travels had brought him from France to the middle of the Pacific found love with a Hawaii girl. The two married and in 1948 opened a small 14-room, two-story walk-up hotel in Waikiki, creating what would grow into one of Hawaii's best-known hospitality companies, serving visitors to Hawaii's islands from around the world.

1948: A MODEST BEGINNING

The Royal Grove Hotel opens. Built in a grove of palm trees that once belonged to Princess Kaiulani, heir to the Hawaiian monarchy, the hotel offered 14 rooms at an average rate of less than \$5 per night and hosted close to 250 guests that year.

1959: THE COMPANY DOUBLES IN SIZE

Hawaii becomes the 50th State and the company built the four-story Cleghorn Apartment Hotel in Waikiki, named for Princess Kaiulani's father.

1968: A MANAGEMENT COMPANY IS FORMED

Hotel Corporation of the Pacific is established to manage current and future hotel and condominium projects.

1969: CONDOMINIUM HOTEL EMERGES

Considered a major project for its time, the 360-room Pacific Beach Hotel is completed by Hotel Corporation of the Pacific. In addition, the company's 100-room Kuhlolani Hotel becomes Hawaii's first condominium to be managed as a hotel.

1978: ANOTHER INDUSTRY FIRST

Hotel Corporation of the Pacific signs its first large condominium management contract.

1979: PIONEERS OF AN INDUSTRY

Hotel Corporation of the Pacific pioneers all-suite condominium resort hotels with the blending of two concepts: hotel services and spacious accommodations, highlighting the value and convenience of resort condominiums. Expansion now begins to Neighbor Islands of Kauai and Hawaii Island.

1980: EXPANSION TO MAUI

The Aston Kaanapali Shores opens on Maui and Hotel Corporation of the Pacific now manages condominium resorts on all four major Hawaiian Islands.

1986: A NEW NAME AND NEW SERVICES

Hotel Corporation of the Pacific launches a new name as ASTON Hotels & Resorts and becomes one of the first resort condominium companies to operate its portfolio under a common brand name.

ASTON becomes one of the first resort condominium chains to offer a central toll-free 800 number for reservations service and to match the hotel industry commission structure for travel agents. ASTON hosted more than 500,000 guests this year.

1987: REACHING SENIORS

ASTON was one of the first companies in Hawaii to offer a special discount for the rapidly expanding seniors market. Founded as ASTON'S SUN CLUB, the program offered special deals for seniors. Today the program is recognized as Hawaii 5-0.

1988: ONE MORE INNOVATION

ASTON partners with American Airlines to feature the first Air-Inclusive Condominium Resort Vacation packages in Hawaii.

1990: ADDED VALUE SERVICE PROGRAMS

ASTON was one of the first hotel and condominium companies in Hawaii to offer 24-hour toll free reservation service and the first hotel company to provide added value with the ASTON Fun Book, complete with certificates for discounts on gifts, meals and admissions from area restaurants, stores and attractions. ASTON also developed Reach for the Stars, a travel agent incentive program for Hawaii hotels and condominium resorts.

1997: HONEYMOONERS LOVE ASTON

A 1997 survey of travel agents for MODERN BRIDE magazine ranked ASTON Hotels & Resorts as the leading resort condominium/villa chain for honeymooners.

1998: U.S. MAINLAND EXPANSION

ASTON joins 12 other hospitality companies to form ResortQuest International (RQI), the largest vacation rental company in North America. ASTON welcomes more than 750,000 guests this year.

2003: A NEW DIRECTION

Gaylord Entertainment purchases RQI. ASTON was at the forefront in the redevelopment of Waikiki with the renovation, re-positioning and re-launch of the Waikiki Beach Hotel.

2007: NEW OWNERSHIP, AMBITIOUS FUTURE

ResortQuest Hawaii, now separate from the mainland ResortQuest, becomes an operating segment of Interval Leisure Group, Inc. (Nasdaq: IILG), a leading global provider of membership and leisure services to the vacation industry.

2009: A IS FOR ASTON HOTELS & RESORTS

Celebrating 61 years in the travel industry, the company revives the iconic brand in its strategic repositioning efforts.

A photo selection of Aston's Waikiki hotels and logo ...



Aston
Waikiki Banyan



Aston Waikiki Beach



Aston Waikiki
Beach Tower



Aston
Waikiki Sunset



Royal Hawaiian Center Extends Free Parking Offer

Four hours of free parking with restaurant and food court validations through March 2009

Royal Hawaiian Center is excited to extend its free validated parking rates now through March 31, 2009. Guests will continue to receive four hours of free parking when they dine at any restaurant or Paina Lanai food court vendor at the Center.

Participating restaurants include Beijing Chinese Seafood, Doraku Sushi, Okonomiyaki Chibo Restaurant, P.F. Chang's Waikiki, Paradiso Seafood & Grille, Restaurant Suntory, Senor Frog's Restaurant & Bar, The Cheesecake Factory and Villa Paradiso. Wolfgang's Steakhouse by Wolfgang Zwiener will also be opening soon, right before Valentine's Day.

Paina Lanai Food Court options include Ezogiku, Grove Bar, Kenny's Hawaiian Express, Maui Tacos, Panda Express, Paradise Cafe, Salad Creations, Sbarro, Tacone Flavor Grill and Yummy's Korean BBQ.

"We want to give both kamaaina and visitors the opportunity to explore the full range of dining, shopping and entertainment options at their fingertips," said Marleen Akau, general manager of Royal Hawaiian Center. "With free ongoing activities and concerts, this is a great time to rediscover Waikiki."

If guests exceed the allotted four hours of free parking, restaurant validations can be combined with retail validations of \$2 for two hours, which are available at every merchant in the Center. No minimum purchase is required. Royal Hawaiian Center has one of the largest parking structures in Waikiki with more than 600 stalls on 10 levels. Special parking validation rates only apply for Royal Hawaiian Center merchants. Standard parking rates apply to non-validated parking tickets. Restaurant and Paina Lanai employees are not eligible for this validation offer.

The Center is open daily from 10 a.m. to 10 p.m. For more information, contact Lei Ohu Guest Services at (808) 922-2299 or visit

www.RoyalHawaiianCenter.com



Waikiki Beach Walk's February line-up includes two Ukulele Virtuosos

Jeff Apaka orchestrates Waikiki Beach Walk's Sunday Showcase as host and emcee

Outrigger Enterprises Group's Na Mele No Na Pua Kama'aina Concert and Sunday Showcase music series continues in February with another great line-up of island entertainment. Music enthusiasts can look forward to an array of musical stylings that include jazz, Hawaiian, hula performances,



contemporary island sounds and two exciting ukulele virtuoso. Set to appear on February 22 are Jake Shimabukuro, who headlines



the Na Mele No Na Pua bi-monthly concert on the Embassy Suites Grand Lanai at 4pm that afternoon, and Taimane Gardner, whose performance will follow the Na Mele concert downstairs on the Plaza Stage as part of Waikiki Beach Walk's weekly Sunday Showcase.

Adding a special bit of nostalgia to the weekly Sunday Showcase series is host and emcee Jeff Apaka. The son of Hawai'i's legendary Golden Voice of Hawai'i, Alfred Apaka, Jeff carries on his father's legacy and love of island entertainment every Sunday at Waikiki Beach Walk.

A consummate performer himself, Jeff has played across the U.S. Mainland, Europe, Canada, and the Orient, in supper clubs, concert halls as well as co-starring in musicals on stages in New York and Los Angeles. Now he brings that rich musical heritage into which he was born to the stage at Waikiki Beach Walk.



SUNDAY SHOWCASE

This free weekly program takes place every Sunday afternoon (weather permitting) from 5 p.m. to 6 p.m. on the Plaza Stage at Waikiki Beach Walk.

February 1 - Alec B & Friends (Jazz)

Alec Briguglio, aka Alec B., has accumulated many awards and accolades as a musician, teacher and artist. Born and raised in Massachusetts, he graduated from the Berklee College of Music in Boston and has traveled extensively performing and teaching music around the world. Shortly after moving to Hawai'i ten years ago, he quickly established himself as an outstanding musician performing through out the islands and winning the prestigious Hawaii Music Award's Jazz Artist of the Year in 1999 and the Hawaii Music Educator of the Year award. This Punahou Jazz Band Director has also recently released "The Different Flavors of Alec B." which places him into the best of the best Jazz circles in the world. He also is an active member of the Hawaii Water Color Society and his paintings have been displayed throughout Hawai'i and the mainland. Listen and enjoy the special unique Jazz styles of Alex B.

February 8 - Hula Halau 'O Kehaulani (Hula/Hawaiian)

Hula Halau O Kehaulani is under the direction of Kumu Kehaulani Sousa-Yonehiro. Hula Halau O Kehaulani is a non-competitive school offering both the ancient (Kahiko) and modern ('auana) styles of Hula since 2007. Kumu Kehau holds a Bachelors of Arts in Dance from the University of Oregon and has been a dance Director and teacher for over 15 years. She also frequently travels to Japan to teach and is currently sharing her talents with Mika Nakamura of Kiawe Hula Studio in Yokohama. Kehaulani learned the art of hula through Auntie Arlene Kauinohea DeSilva and Leiolani Pratt of Hawaii Kai. Hula Halau 'O Kehaulani also proudly performs every Saturday evening from 5:30-7:30 pm on the 4th floor Grand Lanai of the Embassy Suites as well as many other venues in Hawai'i.

Valet parking for up to four hours is available for \$6.00 at the Embassy Suites-Waikiki Beach Walk (201 Beachwalk) and the Wyndham Vacation Ownership-Waikiki Beach Walk (227 Lewers Street), with any same-day purchase from any Waikiki Beach Walk merchant.

Hawai'i Convention Center Executive named to the board of Leading Meetings Organization

Randall Tanaka, assistant general manager of the Hawai'i Convention Center, has been named to the board of directors of the Professional Convention Management Association (PCMA). The appointment was announced at the PCMA Annual Meeting held in New Orleans on January 11 - 14.

"This is definitely a tremendous honor for the Hawai'i and Hawai'i Convention Center," said Joe Davis, SMG general manager of the Hawai'i Convention Center. "Randy's membership on the board will greatly enable the Hawai'i and the Hawai'i Convention Center to better serve our clients by developing networking programs with other members as well as creating stronger ties with our partners in PCMA, providing HCC with the latest, cutting edge facilities and meetings industry information."

The Hawai'i Convention Center was the location of the organization's annual meeting in 2005 and it is one of 11 strategic partners of PCMA. Through these partnerships, organizations such as the HCC can optimize the available assets that each partner provides such as the latest advancements in facility technology and industry networking. Additionally, the partnership provides the HCC team access to the most senior level meeting planners in association, corporate, tradeshows, and independent meeting markets and additional exposure on the PCMA Web site and at events.

As a member of the board of directors, Tanaka will collectively work with other board leaders to advance the interest of the meetings industry, present compelling educational programming, represent member needs, uphold the values and vision of PCMA, and support fundraising goals.

PCMA began in 1956 with its first Annual Meeting held in Philadelphia. PCMA incorporated as an organization shortly after in 1957. Initially, PCMA was designed to be a networking association for health care executives.

Throughout the years, PCMA's initial focus shifted to providing both networking and educational opportunities for meeting professionals at all levels, plus suppliers, faculty and students. Currently, PCMA represents more than 6,000 members from 16 chapters in the United States and Canada.

Tanaka brings 31 years of hospitality industry experience to the board position and has been with the Hawai'i Convention Center since 1996 when he was hired as director of sales and marketing, one of the Center's first employees.

ANTEPRIMA/PLASTIQ Offers "ANTEPRIMA X Hello Kitty" Collaboration Collection

Limited quantities available at Waikiki and Ala Moana from January 31, 2009

ANTEPRIMA/PLASTIQ, A luxury handbag brand designed in Italy by a well-known Japanese designer, Ms. Izumi Ogino, offers "ANTEPRIMA X Hello Kitty" Collaboration Collection starting from January 31st, 2009 at both of Waikiki and Ala Moana stores. This limited collection includes ANTEPRIMA's iconic WIREBAGS, charm, necklace and parasol.

The WIREBAGS, glittering and sophisticated, bring "Fun and Joy" to women. The Hello Kitty, beloved by women all over the world, brings happiness at various scenes. This collaboration between two happy symbols was destined to happen and the dream finally came true. This collection will make anyone delighted and happy to carry these items. Hurry up to visit the ANTEPRIMA/PLASTIQ stores as there is a very limited quantity of all "ANTEPRIMA X Hello Kitty" Collaboration Collection items.



Hyatt Regency Waikiki Beach Resort & Spa offers Sweetheart Deals for Valentine's Day at Ciao Mein and The Colony

Valentine's Day is right around the corner and the Hyatt Regency Waikiki Beach Resort & Spa's award-winning restaurants are taking reservations and offering two romantic dinner menus.

Say "I Love You" with creative Chinese and Italian cuisine at Hyatt's award-winning Ciao Mein restaurant offering a romantic 5-course menu. This delightful menu starts with Bruschetta Al Pomodoro and Caesar Salad. The entrées include Jumbo Ginger and Green Onion Prawn Casserole, Sizzling Black Pepper Tenderloin with Sugar Snap Peas and Hamakua "Alii" Mushroom Risotto, infused with Black Truffle. Finishing off this incredible meal is an Amaretto Bread Pudding served with Spumoni and a choice of Starbucks® Coffee or a selection of Tazo® Teas.

This special Valentine's Day menu is \$75 per person for two or more and is available from Friday, February 13, 2009 to Monday, February 16, 2009.

Hours: 6:00 p.m. - 10:00 p.m. Also offered is a special wine pairing.

Get four times the romance at The Colony, Hyatt's award-winning steak, seafood and sushi restaurant, with a carefully selected 4-course meal.



To start, the menu begins with a choice of our Sampler of Sushi that includes Maguro, Hamachi, Unagi, Shake and Ikura or Pickling Spiced, Poached and Chilled Prawns followed by our award winning Caesar Salad. Next up, the main course is a juicy Keawe grilled Petite Filet Mignon and a choice of Fresh Island Catch Sautéed in Lemon Butter Sauce, Sautéed Jumbo Tiger Prawns or our famous Scallops Provençal all accompanied with Asparagus and Classic Baked Potato and Garnish.

The menu finishes with our special "Lovers Delight" and a choice of Starbucks® Coffee or a selection of Tazo® Teas. This special Valentines meal is \$79 per person for two or more and is available from Friday, February 13, 2009 to Monday, February 16, 2009. Hours: 6:00 p.m. - 10:00 p.m.

A special wine pairing is also available. On February 14, 2009, enjoy special dinner hours from 5:00 p.m. - 10:00 p.m.



Self-parking is complimentary at the Hyatt Regency Waikiki Beach Resort & Spa with a restaurant validation.

Please call 808-923-1234 for reservations or inquiries.

Honolulu Zoo Society offers twilight tours



What's Wild in Waikiki? Take a stroll to the Honolulu Zoo and learn the sort of monkey business that goes on after hours. Learn about the lives of the Zoo's remarkable citizens.

Tours are held from 5:30 to 7:30 p.m. every Friday and Saturday evening! It's a fun evening of education never experienced by day visitors.

Special arrangements can be made for large groups. Families are welcome. The tours are appropriate for all ages 5 to 105! Please purchase tickets in advance from the Honolulu Zoo Society (HZS) by calling 971-7195. Walk-ups are welcome if space is available - meet at the Front Entrance at 5:15pm.

See www.honzoosoc.org for info.



Waikīkī Hula Show at the Kūhiō Beach Hula Mound

NEW SHOW SCHEDULE (changing to 3 nights a week)

Authentic Hawaiian music and hula shows by Hawai'i's finest hula *halau hula* (dance troupes) and Hawaiian performers. Opens with traditional blowing of conch shell.

Tues-Thurs-Sat, weather-permitting. 6:30-7:30 p.m. (6:00-7:00 p.m.-Jan) at the Kūhiō Beach Hula Mound, near Duke Kahanamoku statue, beachside at Uluniu & Kalākaua Ave. in Waikīkī.

FREE and open to the public. Outdoors, casual, seating on the grass; beach chairs, mats, etc. okay. Cameras welcome. Presented by the City & County of Honolulu, the Hawai'i Tourism Authority and Waikīkī Improvement Association.

For information, call 843-8002.

Week-nights

Every Tuesday – Ainsley Halemanu and Hula Halau Ka Liko O Ka Palai

Every Thursday – Joan "Aunty Pudgie" Young and Puamelia

Weekends

Saturday, Jan 31 – Kapi'olani Ha'o and Halau Ke Kia'i A O Hula

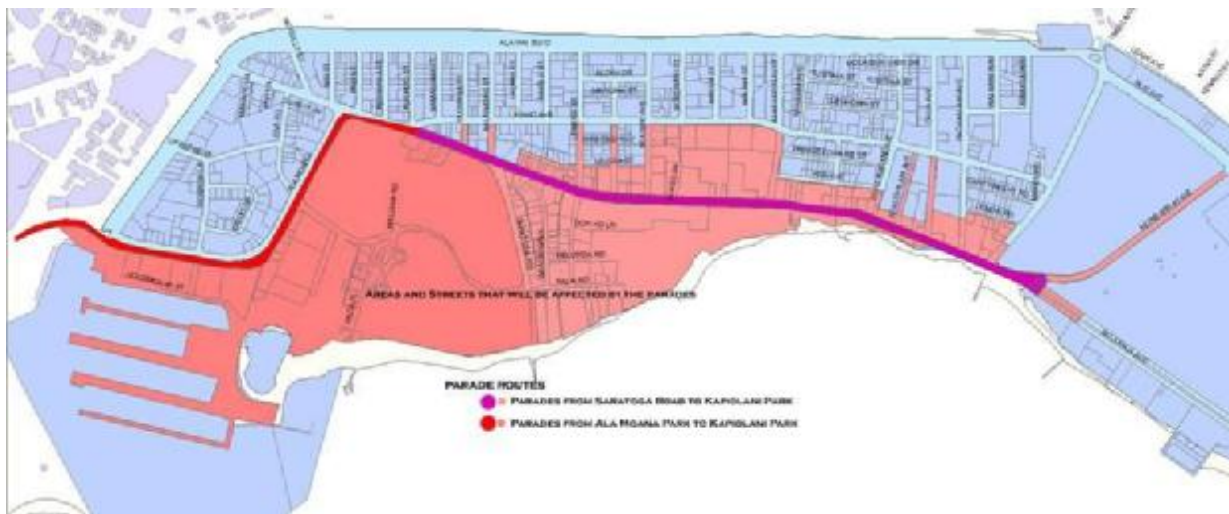


Waikīkī parade watch (courtesy of the City)

February 7, 2009 Saturday
6:00PM Starts
11:00PM Ends

PRO BOWL BLOCK PARTY sponsored by City & County of Honolulu /WIA/NFL. The event is expected to have 5,000+ participants. The event will close Kalākaua Avenue all traffic lanes/sidewalk areas, from Ka'iulani Avenue to Kapahulu Avenue. One mauka lane on Kalākaua Ave. will be closed from 1:30 pm for booth setup. Traffic will be diverted starting 4 pm for event.

Contact: Edward Nishioka 768-3395, Fax: 523-4242.
E-mail: enishioka@honolulu.gov



The above is based on the most current information available from the event organizers as of the date of this publication. For more information, call the Department of Transportation Services, 808-527-6009.



Waikīkī Improvement Association

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Phone: 808-923-1094
Fax: 808-923-2622

If you would like to share news with other members of WIA, please send your info to mail@waikikiimprovement.com or fax to 923-2622.

Check out our website at:
www.waikikiimprovement.com



Waikiki Farmer's Market

Serving island fresh cuisine along with natural and organic produce, all exclusively grown in Hawaii!

Tuesday, February 3 & 17
10AM - 1PM

featuring:

Fresh from the Farm

Organic fruits and vegetables alongside specialty Hawaiian prepacked marinades and dressings

Blue Lotus

Free range eggs and seasonal produce

All Hawaiian Honey

Sweet honey from Moloka'i and Oahu

Gourmet Island Breads

Freshly baked sweet and savory calzones

CJ's Salsa

Mild, medium, and HOT salsa, ono hummus, and black bean dip

Stacey's Lau Lau

Hot, fresh steamed lau lau plate lunches and haupia pie

Le Crepe Café

Made to order sweet and savory crepe selections

Hawaii's Best Ever Brittle

Homemade coconut, macadamia, almond, and peanut brittle



Located in the former Marie's Health Food space and on Beachwalk Street in the heart of Waikiki at the Bank of Hawaii Waikiki Center.