



NEWS RELEASE

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CHERYL WILLIAMS APPOINTED GENERAL MANAGER FOR THE ROYAL HAWAIIAN, A LUXURY COLLECTION RESORT

HONOLULU – January 20, 2015 – Kyo-ya Hotels & Resorts LP and Starwood Hotels and Resorts Hawai'i are pleased to announce the appointment of Cheryl Williams as its new general manager for The Royal Hawaiian, a Luxury Collection Resort effective February 2, 2015.

"As the owner of The Royal Hawaiian, Kyo-ya is confident in Cheryl's leadership ability and commitment to our employees and the Hawai'i community," said Victor Kimura, senior vice president of Kyo-ya Hotels & Resorts LP. "With Cheryl's experience, we are confident that she will be an outstanding steward of The Royal Hawaiian and preserve its legacy while elevating the property's performance for future success."

Williams is a recognized leader in Hawai'i's visitor industry and business community with more than 30 years of experience. In her previous position as regional director of sales and marketing for Starwood Hotels & Resorts Worldwide, Hawaii & French Polynesia, she was responsible for driving the top-line revenue for 14 hotels in the region. Williams also led efforts to rebrand and reposition The Royal Hawaiian; The Moana Surfrider, A Westin Resort & Spa; and the St. Regis Princeville.

"We are thrilled to have Cheryl Williams assume the stewardship of our iconic The Royal Hawaiian," said Kelly Sanders, area managing director, Starwood Hotels and Resorts Waikiki. "Cheryl's proven leadership and long-term success will ensure an amazing future for our teams, guests, and partners."

Since 1990, Williams has served in numerous executive positions with Starwood Hotels & Resorts throughout Hawai'i, French Polynesia, and North America. Including director of sales & marketing for both the Sheraton Waikiki and The Royal Hawaiian, leading the division in leisure sales & distribution for Starwood in Stamford, Connecticut and most recently as the regional director of sales & marketing for Starwood Hawai'i and French Polynesia.

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Williams has received numerous awards and nominations in recognition of her professional leadership, community involvement and excellence in customer relations including being named one of *Hawaii Business* magazine's "Hawaii's Top Executives," Hospitality Sales & Marketing Association International's "Top 25 Most Extraordinary Minds in Hospitality & Travel Sales & Marketing," and in 2014 was recognized by *Pacific Business News* as a finalist for "Business Woman of the Year."

Her past industry and community leadership roles include serving on the board of directors of the Hawai'i Tourism Authority, Hawai'i Visitors & Convention Bureau and O'ahu Visitors Bureau. Williams currently serves as an advisory trustee of the ALS Hawai'i Chapter.

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

As one of Hawai'i's largest employers, with more than 4,500 hotel associates in its workforce, Kyo-ya has a long history in Hawai'i dating back to 1961. The company is the steward of six hotel and resort properties in Hawai'i 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 in Waikiki

Starwood Hotels & Resorts in Waikiki comprises the Sheraton Waikiki, Sheraton Princess Kaiulani, The Royal Hawaiian, a Luxury Collection Resort, and Moana Surfrider, A Westin Resort & Spa and 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.

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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.

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Media Contacts:

Stephanie Dowling
Regional Director of Communications
Starwood Hotels and Resorts Hawaii
808-921-4038
stephanie.dowling@starwoodhotels.com

Scott Kawasaki
Complex Director of Public Relations
Starwood Hotels and Resorts Waikiki
808-931-8909
scott.kawasaki@starwoodhotels.com