

PRESS RELEASE-IMMEDIATE RELEASE

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Hyperdisk Launches Site for Flagship of Hawaiian Tourism

Irvine, CA – Hyperdisk Marketing announced the recent launch of <http://www.royal-hawaiian.com/>. The site reflects the historic significance and culture of the Royal Hawaiian while incorporating industry leading technologies such as [Google 3D](#) and many other technical innovations for which Hyperdisk is known. Hyperdisk created an elegant and luxurious site designed to engage and interact with the visitor. Lush, vivid colors and lots of visuals are utilized to portray the Hawaiian landscape and hospitality to be experienced at the Royal Hawaiian.

One of the performance enhancing technologies incorporated into the site are HTML5 for superior Search Engine Marketing results. The site also utilizes an affordable yet custom-developed, self-management tool, or Content Management System (CMS) providing management the ability to change nearly every aspect of the site easily and efficiently at the property level. “Ease of navigation, conversion friendly and dynamic content are hallmarks of the Hyperdisk style and the Royal Hawaiian site exhibits all of these features and much, much more,” states Michael Troy, Field Marketing Manager, Starwood Resorts and Hotels Hawaii. “The focus on performance while providing the visitor with an extraordinary online experience is a remarkable achievement by the team at Hyperdisk.”

The Royal Hawaiian Hotel, also known as the Pink Palace of the Pacific, is located at 2259 Kalākaua Avenue in [Honolulu, Hawaii](#), on the island of [Oahu](#). One of the first hotels established in [Waikiki](#), the Royal Hawaiian Hotel is considered one of the [flagship](#) hotels in Hawaii tourism. The Royal Hawaiian closed on 1 June 2008 for a complete renovation and reopened on 20 January 2009.

Hyperdisk is widely recognized as the leader in the upscale and luxury segment and provides a full suite of digital marketing services for [Preferred Hotel Group](#), [Passport Resorts](#), the [Jefferson Hotel](#) (Richmond, VA) and [PlumpJack Group](#).

“The Royal Hawaiian is a perfect fit for Hyperdisk with our luxury brand expertise. Our creative development team worked in close coordination with our programmers to develop an online presence for the resort that closely approximates what a guest will experience once arriving at the property while at the same time delivering the room nights and revenue expected by management and ownership,” Steven Seghers, President, Hyperdisk.

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About HyperDisk

HyperDisk Marketing is one of the most experienced emarketing firms on the block, reaching back to the halcyon days of 1993. Now, as then, our focus is clear: help companies leverage digital media technology in order to improve, extend, and invigorate their marketing efforts. Hyperdisk represents nearly 300 luxury hotels in 26 states. In addition to hospitality, Hyperdisk represents Fortune 500 companies in the pharmaceutical, foodservice, financial and real estate industries.

Based in Southern California’s technology corridor, HyperDisk Marketing is a leader in search engine market (SEM), bridging the gap between paid search placement, optimization, and integration. We are tacticians of technology marketing. We know search inside and out, but we also go beyond that, employing a special brew that includes communications and tracking via Social Media, Consumer Engagement Mapping, and Customer Profile Targeting.

About the “Pink Palace”

The opening of The Royal Hawaiian on February 1, 1927, ushered in a new era of luxurious resort travel to Hawai‘i. The hotel was built with a price tag of \$4 million and was completed in 18 months. The six-story, 400-room structure was fashioned in a Spanish-Moorish style popular during the period and influenced by screen star Rudolph Valentino. The first general manager of the hotel, Arthur Benaglia, presided over a staff of 300, including ten elevator operators and lobby boys dressed in “Cathayan” costume. At the grand opening’s black-tie gala celebration, members of the Honolulu Symphony entertained over 1,200 guests at the \$10-a-plate event. The Honolulu Star-Bulletin described the newly opened Royal Hawaiian as “the first resort hostelry in America.”

Set on ten acres of prime Waikiki beachfront, the site of The Royal Hawaiian boasts a majestic lineage. The area was used as a playground for King Kamehameha after he conquered the island of Oahu. Queen Kaahumanu’s Summer Palace was previously located on what is now the hotel’s Coconut Grove garden.

The classical elegance of the guest rooms and public areas in The Royal Hawaiian has been preserved through extensive restoration and renovation. The Royal Hawaiian was recently recognized as the Overall Grand Award Winner in the 15th annual Renaissance Remodeling Competition. Meticulous research into the hotel’s historical archives was used to recapture the grandeur of the past. Today, guests of The Royal Hawaiian enjoy a welcoming experience of modern convenience, warm service and luxury accommodations amidst the setting of a world-class historic landmark. A free walking tour is offered every Monday, Wednesday and Friday at 2 p.m. to educate guests about the hotel’s rich history and famous guests.