

2010 Master Plan Project Description



Background

Hilton Hawaiian Village® Beach Resort & Spa is preparing a major renovation of Waikīkī's only true destination resort. By implementing a visionary Master Plan, the 22-acre retreat will feature an expanded retail landscape, an improved guest arrival experience and numerous upgraded amenities, including additional children's and adult pools with ample deck space.

The project also includes the construction of two new timeshare towers, which will add several hundred units to the vacation ownership pool.

As has always been the case throughout its history, these plans will be executed with a close eye on perpetuating a Hawaiian sense of place. This philosophy is clearly evident throughout the resort, where native Hawaiian influence and history has been incorporated into architecture, paintings, sculptures, artwork and landscaping. In addition, Hilton offers various educational opportunities for Village guests to learn more about all aspects of the Hawaiian culture.

Over the years, Hilton has continually invested in the Hilton Hawaiian Village®, and this project couldn't come at a more critical time. The Master Plan will add new vibrancy to the entrance of Waikīkī, adding to the state's tax base, creating long-term visitor-industry jobs and providing our beleaguered construction industry with hundreds of quality jobs.

This undertaking will cement Hilton Hawaiian Village® Beach Resort & Spa's status as the premier resort in Waikīkī and strengthen Waikīkī's long-standing reputation as one of the world's most sought-after travel destinations.

Expanded Retail Opportunities and Improved Guest Arrival Experience

With over 90 shops and services, and 18 diverse dining and beverage outlets, the Hilton Hawaiian Village stands above its counterparts in offering retail shopping and dining for the 2 million guests, visitors and local residents it hosts every year. As part of an effort to bring even more choice and selection to our discerning visitors, the Master Plan calls for the repositioning of retail spaces throughout the property.

The retail area located beneath the Tapa Tower will be reoriented to allow for additional retail opportunities along the property's Kalia Road frontage. Landscape and hardscape improvements will also open up the area and tie in with the lush landscaping and meandering pedestrian sidewalks near the Kalia Tower. The result will be a dramatically improved guest arrival experience and an enhanced pedestrian experience along Kalia Road.

The Rainbow Bazaar, which encompasses over 46,000 square feet of eclectic retail shops and foot outlets, will be upgraded to improve its appearance. As part of the final phase of the Master Plan, a new, two-story retail complex will eventually replace the Bazaar. Circulation throughout the resort will be improved, making it more pedestrian friendly. The lobby area and front desk will remain in its current location, but will be renovated to maximize visual interest toward the pools and beach beyond.



Improved Guest Amenities

Hilton Hawaiian Village currently has six pools for use by its visitors, including the Super Pool, the largest in Waikiki at 10,000 square feet, and the Paradise Pool, which has Waikiki's longest resort slide at 77 feet. The Master Plan will develop a new recreational focal point by expanding these pools and other green space throughout the property to increase recreational opportunities for our visitors. Separate children's pools, complete with water slides, will be constructed, and new adults-only pools will feature waterfalls and be surrounded by ample deck space, allowing for numerous cabanas and chaise lounges.

Construction of Two Timeshare Towers

The Master Plan builds upon the 2008 opening of Hilton Grand Vacation Club's Grand Waikikian with the construction of two new timeshare towers. More than ever, visitors are seeing the value in vacation ownership and demanding additional units at the Hilton Hawaiian Village.

The first 37-story, 300-unit tower is proposed to be located Diamond Head of the current Tapa Tower, near the bus depot. The second 250-unit tower will be included in the redevelopment of the existing Rainbow Bazaar.

Hilton has started the environmental review process, and that is anticipated to take 18- to 24-months. Construction will begin once that process is complete and all entitlements and permits are secured.



Investing in the Future of Waikīkī

Hilton has always been committed to helping maintain Waikīkī's status as one of the world's most sought-after destinations. In 2001, Kalia Tower was built, the first such tower in over a decade, and in 2008, the Grand Waikikian opened and quickly became one of Hilton Grand Vacation Club's most successful projects.

This Master Plan, the latest investment to be undertaken by Hilton, will strengthen the attractiveness of Waikīkī as one of the world's most sought-after destinations and strengthen Hilton Hawaiian Village®'s reputation as Waikīkī's premier resort.