



FOR IMMEDIATE RELEASE
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VACATIONROOST LAUNCHES HAWAII MARKET WITH HONUA KAI RESORT & SPA
Luxury vacation rentals just steps from the world-famous Kaanapali North Beach

Salt Lake City, UT—October 15, 2009. VacationRoost.com, the leading online marketplace for professionally managed vacation rentals has launched its Hawaiian market with luxury rentals at the Honua Kai Resort & Spa in Maui. The resort, which is just steps away from Kaanapali North Beach, features one, two and three bedroom rentals with fully equipped gourmet kitchens, private lanais and a full-service concierge.

“Honua Kai’s properties offer a unique combination of services and amenities and much more space than a traditional hotel room,” said Michelle Hagen, Chief Marketing Officer for VacationRoost. “We are committed to help our guests change the way they stay and Honua Kai fits that bill.”

Honua Kai is Maui’s newest destination and provides an unparalleled level of service and all the amenities of a luxury resort, including a full-service spa, room service, on-site restaurants, three pools and children’s programs. VacationRoost will offer rentals in each of Honua Kai’s room categories, providing a variety of options for guests to choose from.

“We feel it’s quite a distinction to be the first Hawaii resort selected to join VacationRoost’s exclusive family of properties and to be represented professionally in the marketplace by their experienced team,” said Ed Sowers, general manager of Honua Kai Resort & Spa.

ABOUT VACATIONROOST

With more than 100,000 ski, mountain, and beach vacation rentals in 84 destinations across North America, VacationRoost.com offers the largest selection of professionally managed vacation homes available on the Web. Travelers can search, compare and book their home vacation rental online, or work with an experienced travel specialist to find the perfect spot for their vacation. Based in Salt Lake City, UT, VacationRoost’s staff of experienced travel



executives is committed to making booking a vacation rental just as easy and competitively priced as booking a hotel room online.

ABOUT HONUA KAI RESORT & SPA

Honua Kai offers a uniquely contemporary Maui experience. Nestled on 38 oceanfront acres of Kaanapali's pristine North Beach, the resort is designed as two U-shaped buildings with ocean and mountain views, lush landscaping and expansive open spaces. This openness is mirrored in each of the 628 guest suites (one-, two-, and three-bedroom) with professionally equipped kitchens, spacious and homelike floor plans, and luxury resort services. An imaginative aqua network of pools, hot tubs, natural pond bridges, waterslide, waterfalls and fountains allows for privacy and play.

Honua Kai Resort & Spa is opening in phases through early 2010:

- OPEN – Hokulani building (318 guest suites, `Aina Gourmet Market, pool, fitness center, concierge desk, Family Fun Club, pool & beach activities operation)
- Late 2009 – Duke's beachside restaurant
- Early 2010 – Konea building opens (310 guest suites, lobby café, two pools, spa)

VacationRoost is excited to expand its offering into the Hawaiian market because of the low airfares, great specials, and year-round balmy temperatures that make any time a great time to head to Hawaii. And remember that no passport is required for US travelers. With over 3,400 professionally-managed vacation rental homes and condos now being offered in Hawaii for rent on VacationRoost.com, there is something for every type of trip – a romantic getaway for two or a family trip – and in every price range. From finding the best value on a vacation rental to the best prices on airfare, VacationRoost Destinations Experts are ready to help customers plan their perfect Hawaiian getaway.

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