



News Release

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IT'S ALL FAMILY FUN AT THE ROYAL LAHAINA RESORT

(Kaanapali, Maui, Hawaii) The Royal Lahaina Resort is introducing its 2010 Family Fun Package that includes accommodations, car rental, luau, ice cream for the kids, family photograph, beach and other activities, and more.

The five-night-minimum package includes garden view, one-bedroom cottage family suite, daily mid-sized Dollar Rent A Car, \$250 Pantry Credit at the resort's Royal Trading Company store, family admission to the Royal Lahaina Resort Luau one evening, one week family pass to the Maui Ocean Center, daily ice cream sundaes for the children 17 and under at the property's Royal Scoop ice cream parlor, "Maui Moment" beachside family photo session and photograph, resort parking, and beach activities, e.g., boogie boards, beach chairs, beach mats, cooler usage.

For a family of two adults and one child under 12, the five-night package starts at \$2295, plus tax, for standard season travel April 5 through June 17 and August 16 through December 16, 2010. For prime season travel now through April 4, June 18 through August 15, and December 17 through 21, 2010, inclusive, the three-person family rate begins at \$2700, plus tax.

Each additional night is \$395, plus tax, in the standard season and \$476, plus tax, in the prime season, including the above-named amenities and extra values. Room upgrades to oceanfront one-bedroom suite are \$115 per night, plus tax. Each additional adult or child 12 to 17 years of age staying in the same accommodations is \$115 each, plus tax. Each additional child aged 11 or younger is \$45, plus tax. Some blackout dates and restrictions may apply.

Located on the finest stretch of famed Kaanapali Beach, the on-site amenities at the Royal Lahaina Resort include two, oceanfront swimming pools, a tennis ranch, two restaurants, three bars, nightly torch lighting ceremony, and oceanfront luau. There are two adjacent golf courses, with snorkeling, shopping, and additional dining, and entertainment nearby.

For more hotel information and reservations, call toll-free 800-22-ALOHA (222-5642) or visit online at www.royallahaina.com.

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About Hawaiian Hotels & Resorts

Hawaiian Hotels & Resorts, which owns and operates the Royal Lahaina Resort and the Royal Kona Resort, is a division of Pleasant Travel Service, a family-owned company headquartered in Newbury Park, CA. Pleasant Travel Service has helped over five millions guests create unforgettable vacation memories in

Hawaii since 1959. For additional information, visit the Hawaiian Hotels & Resorts website at www.hawaiihotels.com.