



FOR IMMEDIATE RELEASE
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Hilton Waikiki Beach Welcomes Erich Smith as General Manager

HONOLULU, HAWAII (June 17, 2015) – Stanford Hotels and Hilton Worldwide appoints Erich Smith as the new general manager for Hilton Waikiki Beach. Smith is responsible for all aspects of the hotel working with the executive team to maximize financial performance, guest service, amenities and team development within established quality standards.

According to Smith, business is strong at Hilton Waikiki Beach but there is always room for growth. He is focusing on leveraging the hotel's ideal location and continuing to provide intimate guest service to maintain its competitive edge.

"Hilton Waikiki Beach has a great reputation, a valuable asset we intend to keep earning," said Smith. "We have a high guest return rate and referrals with our visitors because our team embodies the spirit of aloha and ho'okipa. We give full-service offerings in a boutique-like environment and experience. They don't get lost here, we pay attention to each guest's need and they become family and friends, our 'ohana."

Located on Kuhio Drive, Hilton Waikiki Beach is one block from the beaches, and retail shops condensed in the main street, but it provides a quick getaway and oasis from the noise and crowds of Waikiki.

Commenting on the appointment, Will Gibbs, vice president of Stanford Hotels said, "Erich is already exceeding our expectations. He is embracing his new role and host culture with open arms, commitment and purpose."

Smith has 20 years of general manager experience. Prior to his current position as Hilton Waikiki Beach, he served as general manager for Hilton Santa Clara in California, Hilton St. Louis at the Ballpark in Missouri and several hotels within the Starwood Hotels and Resorts brand.

Smith received a Bachelor of Science in economics and business from the University of Baltimore. He is a man who trusts and follows his instincts including his move to Hawaii, a destination he had never visited. He took the general

manager position at Hilton Waikiki Beach without visiting because he knew he would love it. His instincts were right.

About Hilton Waikiki Beach

Hilton Waikiki Beach on Kuhio Drive is on the "quiet side" of Waikiki. Just one block from Waikiki, you are close to the beaches, shops and action, but you can retreat from the noise anytime you please. It is intimate and boutique offering all the advantages of Hilton Worldwide's trusted global brand. Hilton Waikiki Beach is an Energy-Star certified hotel featuring modern-design guest rooms, a 24-hour gourmet comfort food restaurant with MAC 24/7, a lobby lounge and bar with live entertainment nightly, a rooftop pool with deck and bar, meeting rooms and special events spaces and a wedding garden. For more information or to book a stay, call 808-922-0811 or visit www.hiltonwaikikibeach.com

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