



Royal Kona Resort

"AN OCEANFRONT LANDMARK
IN THE HEART of KAILUA-KONA!"

BIG ISLAND OF HAWAII

News Release

Contact: Liz Bell
808-270-9780
liz.bell@hawaiianhotels.com

For Immediate Release June 2, 2010

ROYAL KONA RESORT HOSTS SECOND ANNUAL MAI FESTIVAL

(Kailua-Kona, Hawaii) The Royal Kona Resort announced the hosting of the Second Annual Don the Beachcomber Mai Festival to be held at the property August 14, 2010. The all-day event will feature a variety of activities, including its signature "\$10,000 World's Best Mai Tai Mix-Off," a lively Beachbum Berry Mai Tai history seminar, "Battle of the BBQ" cook-off, Big Island Mai Tai Marketplace, and a special evening concert featuring American alternative rock band Third Eye Blind.

Liz Bell, event coordinator and marketing and business development director for Hawaiian Hotels & Resorts, parent company of the Royal Lahaina Resort, says, "Last year's Don the Beachcomber Mai Tai Festival was such a great success, we brought it back and made it even better. We'll host hundreds of kamaaina guests and visitors from around the world to a full day of fun, exciting BBQ and Mai Tai competitions, lots of tantalizing local foods, wonderful arts and crafts,

Island products and produce, an informative lecture, and amazing entertainment.”

Sponsors of the August 14 event are the Royal Kona Resort, Better Brands and Bacardi. The day will begin at the Royal Kona Resort with “The Mai Tai Battle of the BBQ,” featuring many of Hawaii’s best chefs, and the Mai Tai Marketplace, which are both open free to the public from 11 a.m. to 2 p.m. Script will be sold for food and beverage throughout the day.

Thirty of the world’s top bartenders will vie for the “\$10,000 World’s Best Mai Tai” prize, featuring Bacardi Rum. The winning recipe will also be featured in future Bacardi advertising campaigns. The entertaining Mai Tai Mix-Off will be held from 4 p.m. to 7:30 p.m. and is free of charge. Food and beverage stations will remain open.

The intimate Third Eye Blind acoustic concert will be held under the stars from 8 p.m. to 9:30 p.m. Tickets for the concert are now on sale at www.groovetickets.com for \$35 General Admission and \$50 VIP seating.

For Royal Kona Resort Mai Tai Festival event tickets, call 808-329-3111. Further information can be obtained online at www.hawaiihotels.com.

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

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.

###