



## **HONUA KAI RESORT & SPA EXCEEDS \$500 MILLION IN SALES**

*Maui Property Closes More Than 50 Homes in Past Nine Months*

**Kaanapali North Beach, MAUI, HAWAII (October 20, 2011)** – [Honua Kai Resort & Spa](#), the only new, whole ownership opportunity on Kaanapali Beach in more than 25 years, has recently exceeded \$500 million in real estate sales.

As of October 2011, Honua Kai Resort & Spa has sold and closed more than \$500 million in real estate sales with more than 50 homes closing in the past nine months. Playground Destination Properties, Inc., Real Estate Broker for Honua Kai Resort & Spa has noted recent purchasing trends from residents hailing from the Canadian provinces of British Columbia and Alberta, in addition to the western United States cities of Seattle, San Francisco, Los Angeles and San Diego.

“We are so excited to reach such a significant milestone at Honua Kai,” said Stephen Fina, senior vice president of [Playground Destination Properties, Inc.](#) (Playground). “The number of successful closings at the property demonstrates the value and appeal people see in purchasing a home at such an incredible location in Maui. We expect to see sales numbers rise as Honua Kai continues to deliver on the promise of providing luxury resort homes and gracious service to owners.”

Situated on 38 acres of West Maui shoreline, the property’s studio, one, two and three bedroom suites provide all of the comforts one would expect from a four-star resort; perfect for entertaining, reconnecting with family and friends or relaxing in privacy. Resort homes range from 580 square foot studios to 2,230 square foot three bedroom residences and feature open floor plans, beautiful ocean and/or mountain views, premium interior appointments and custom Nana Wall doors that open fully to an outdoor lanai. The 2,650 square feet Specialty Suites are the largest on property and boast 3,200 square feet lanais.

The family friendly atmosphere at Honua Kai Resort & Spa is setting the new standard for luxury resort living in Maui, and is also becoming one of the best vacation destinations in the world for leisure guests with its outstanding amenities and quick and easy access to all that Maui has to offer.

A new pricing campaign was recently announced with special incentives for new resort home purchasers. One bedroom resort homes are now starting from \$404,900.

Expedia, the world's largest online travel company, recently named the resort number 39 on its global 2011 Insider's Select List. The list is comprised by industry experts who examine properties that consistently deliver quality, value and a great guest experience. The full list represents 500 of Expedia's top-ranked hotels selected from more than 130,000 properties offered by Expedia. In addition, Maui was recently named "Best Island in the World" by *Condé Nast Traveller* for an unprecedented seventeenth time.

For new home information, visit [www.honuakai.com](http://www.honuakai.com) or call Playground Destination Properties, Inc., Real Estate Broker at 866-967-2228.

#### **About Honua Kai Resort & Spa**

Honua Kai Resort & Spa 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 (studio, 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. The Hokulani building houses 318 guest suites, `Aina Gourmet Market, pool, fitness center, concierge desk and Family Fun Club. The Konea building has 310 guest suites and two pools. Duke's Beach House is located oceanfront, and the pool & beach activities operate poolside.

#### **About Playground Destination Properties Inc.**

Playground Destination Properties Inc. is the licensed real estate broker for Honua Kai Resort & Spa. Playground Destination Properties Inc. is part of the Playground group of companies. This group of companies ("Playground") is a premier provider of real estate sales and marketing services for destinations world-wide. Playground is dedicated to fulfilling a mission of "connecting people with the ultimate places to play." Playground represents a unique breadth of properties from beach and mountain destinations, to golf and urban locations. In addition to Honua Kai Resort & Spa, Playground is currently offering ownership opportunities in a number of world-renowned locations including: Mont Tremblant Ski Resort, Stratton Mountain, Winter Park Resort and Four Seasons Residence Club Vail. To learn more about Playground visit [www.playground.com](http://www.playground.com).

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