



HONUA KAI RESORT & SPA SEES STEADY INCREASE IN HOME SALES

Maui Property Closes Sales on More Than 70 Homes Estimated at \$78 Million

Kaanapali North Beach, MAUI, HAWAII (July 19, 2011) – [Honua Kai Resort & Spa](#), the only new whole ownership opportunity on Kaanapali Beach in over 25 years, is pleased to announce 71 new home transactions in fiscal year 2011 totaling \$78 million in real estate sales.

“We are starting to see a great deal of consistent momentum in our overall sales,” said Stephen Fina, senior vice president of [Playground Destination Properties, Inc.](#) (Playground). “We attribute this to many factors, but I believe that there is greater buyer recognition of the limited beachfront residences available in Maui and the value proposition we’ve created at Honua Kai by repositioning the prices on a number our of homes. Of course, it doesn’t hurt that this is also one of the most beautiful places on earth.”

Playground Destination Properties, Inc., Real Estate Broker for Honua Kai Resort & Spa has noted particular 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 (Bay Area), Los Angeles (Orange County) and San Diego.

Situated on 38 acres of West Maui shoreline, Honua Kai's 628 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. Most resort homes range from 600 to 2,000 square feet of interior space, accompanied by large lanais for exterior living and exceptional views. 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.

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.

"The diversity of the property - from floor plans to onsite and offsite amenities to unique beach access and our Aquatic Playground – make Honua Kai a very attractive option for prospective buyers and guests," added Fina. "We expect to see sales continue to climb with the announcement of our new summer pricing."

A new summer 2011 pricing campaign was recently announced with special incentives for new resort home purchasers. For new home information, visit 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.

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