



Hilton

Waikoloa Village

On Hawaii's Big Island

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Hilton Waikoloa Village Promotes Russell Kembel to Director of Industry Relations

Kembel will add a new level of expertise and foresight to sales team

WAIKOLOA, Hi. (January 24, 2011) - Industry veteran Russell Kembel has been promoted to director of industry relations and national accounts for Hilton Waikoloa Village. This promotion is a strategic move by Hilton Waikoloa Village in order to effectively position the hotel in group markets, while supporting the in-market sales team.

In his new role, Kembel will focus on market development in the United States, Canada and Australia, while acting as a resource for the resort's in-market sales team. His established relationships in the various market segments and broad knowledge of sales and negotiations will facilitate his efforts to drive revenue to the resort.

"Kembel's passion and understanding for market development, negotiations and customer relationships make him a perfect fit for the position as director of industry relations for Hilton Waikoloa Village," stated General Manager Debi Bishop. "I know he will take our sales team to even higher levels of excellence in terms of service and profitability."

With an extensive background in the hotel industry, including senior sales manager for Westin Cincinnati and conference sales manager for O'Hare Hilton, Kembel began his hospitality career fresh out of college in 1996 with the San Francisco Hilton and Towers as a sales trainee. He graduated from Washington State University with a bachelor of arts in business administration-hotel/restaurant management. Kembel currently resides in Seattle.

The award-winning Hilton Waikoloa Village is a 62-acre Pacific playground and alluring destination unto itself. The resort offers island hospitality with 1,240 beautifully appointed guest rooms and beautiful vistas of Waiulua Bay. Amenities include three fresh-water swimming pools; an ocean-fed snorkeling lagoon; waterfalls and waterways; locally inspired treatments at the Kohala Spa; Dolphin Quest educational center; nine dining outlets; a Museum Walkway; Camp Menehune children's program;

Legends of the Pacific Luau; an 18-hole seaside putting course and expansive tennis complex. Hilton Waikoloa Village and Waikoloa Beach Resort are gateways to cultural immersion, engaging travelers in the area's rich history through such interactive cultural entertainment as hula and ukulele lessons and historic Petroglyph tours. Adventures within Waikoloa Beach Resort range from two championship golf courses to world-class shopping and activities at Queens' Marketplace and Kings' Shops.

For more information about Waikoloa Beach Resort and Hilton Waikoloa Village, visit www.waikoloabeachresort.com or www.hiltonwaikoloavillage.com or call 1-800-HILTONS.

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