



## COUNTDOWN BEGINS FOR THE MARRIOTT RESORTS HAWAII “SPIRIT OF ALOHA TOUR” IN JAPAN

*Retired sumotori champion Konishiki, the first foreigner to reach the rank of “ozeki” in Japan’s national sport, will lead the Tour in October 2009*

**HONOLULU, HAWAII – July 3, 2009** – Coming off a highly successful promotional tour of the United States earlier this year, Marriott Resorts Hawaii ([www.marriottshawaii.com](http://www.marriottshawaii.com)) will once again hop aboard a special bus with partners Japan Airlines, Hawaiian Airlines, and Polynesian Cultural Center for an entertaining drive through three key Japanese cities – Nagoya, Osaka, and Tokyo – in October.

The company’s first ever road show in Japan ([www.marriottalohatour.com](http://www.marriottalohatour.com)) will feature Hawaii-born Konishiki who thrilled the world during his professional sumo career that spanned from 1982 to 1997 when he retired as the second highest rank in Japan’s national sport.

“Led by Hawaii’s favorite son, Konishiki, *Marriott’s Spirit of Aloha Tour* will bring a wave of goodwill to Japan in promoting Hawaii as a great vacation destination for travelers seeking to explore the romance and culture of the Hawaiian Islands while enjoying the luxury of a Marriott Hawaii resort,” said Ed Hubennette, vice president for North Asia, Hawaii and South Pacific, Marriott International.



“With the rate of exchange favoring the yen, there is no better time to enjoy Hawaii’s tropical beauty, unique hula and music, sightseeing, shopping and golf. We are the perfect vacation destination for the whole family – from young kids to grandparents – to couples getting married and enjoying an island honeymoon,” added Hubennette.

Buoyed on the success of *Marriott’s Spirit of Aloha* bus tour that traveled across the United States earlier this year, the Japan Tour will visit travel agents and tour wholesale suppliers and make public and media appearances. A specially designed luxury tour bus called, “Dream Cruiser Luxury Bus,” will be on a seven-day campaign blitz as follows:

- October 2-4                      Nagoya and Osaka
- October 4-8                      Tokyo

Serving as a goodwill ambassador of Hawaii on *Marriott’s Spirit of Aloha Tour* will be retired sumotori Konishiki, who is now a recording music artist and Japanese variety TV show host.

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As part of Marriott’s new relationship with Konishiki, both JW Marriott Ihilani Resort & Spa and Waikiki Beach Marriott Resort & Spa have pledged to support Konishiki Kids *Ohana Day* – the annual Hawaii fundraiser at Wet ‘n Wild Hawaii, Kapolei (formerly Hawaiian Waters Adventure Park). The Konishiki Kids Foundation is a non-profit designed to help broaden the horizons of the children living on Oahu’s Leeward Coast where Konishiki grew up as a child.

“The spirit of aloha only can be shared through people and for me a local boy from Hawaii, being part of this tour will create an opportunity to spread aloha by personally representing the beauty of Hawaii to all of my *ohana* (family) in Japan,” said Konishiki.

Joining Konishiki from Marriott Resorts Hawaii will be:

- Ed Hubennette, vice president for North Asia, Hawaii, and South Pacific, Marriott International
- General managers and the area director of sales and marketing for Asia Pacific
- Marriott’s retail sales team based in Japan
- Dancers from the Polynesian Cultural Center on Oahu

Also participating in *Marriott’s Spirit of Aloha Tour* are representatives from Japan Airlines ([www.jal.com](http://www.jal.com)) which brings close to 60 percent of all visitors from Japan to Hawaii, Hawaiian Airlines ([www.hawaiianair.com](http://www.hawaiianair.com)) which provides service for Japanese visitors between the Hawaiian Islands, Polynesian Cultural Center ([www.polynesia.com](http://www.polynesia.com)) and Hawaii Tourism Japan.

Visit [www.marriottalohatour.com](http://www.marriottalohatour.com) to get updates and more information on the next U.S. *Marriott’s Spirit of Aloha Tour*, which kicks off January 17, 2010 with stops in Phoenix, Albuquerque, Denver, Salt Lake, Dallas, Omaha, St. Louis, New Orleans, Charlotte, and Atlanta.

Marriott International in Hawaii is represented by six resort hotels on four major islands:

- JW Marriott Ihilani Resort & Spa – Oahu
- Waikiki Beach Marriott Resort & Spa – Oahu
- Courtyard by Marriott Waikiki Beach - Oahu
- Kauai Marriott Resort & Beach Club – Kauai
- Wailea Beach Marriott Resort & Spa – Maui
- Waikoloa Beach Marriott Resort & Spa – Big Island
- In addition, there are four Marriott Vacation Club International vacation ownership resorts: Marriott’s Ko Olina Beach Club on Oahu, Marriott’s Maui Ocean Club on Maui and Marriott’s Kauai Beach Club and Marriott’s Waiohai Beach Club located both on Kauai.

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MARRIOTT INTERNATIONAL, Inc. (NYSE:MAR) is a leading lodging company with more than 3,200 lodging properties in 66 countries and territories. Marriott International operates and franchises hotels under the *Marriott*, *JW Marriott*, *The Ritz-Carlton*, *Renaissance*, *Residence Inn*, *Courtyard*, *TownePlace Suites*, *Fairfield Inn*, *SpringHill Suites* and *Bulgari* brand names; develops and operates vacation ownership resorts under the *Marriott Vacation Club*, *The Ritz-Carlton Club* and *Grand Residences by Marriott* brands; operates *Marriott Executive Apartments*; provides furnished corporate housing through its *Marriott ExecuStay* division; and operates conference centers. The company is headquartered in Bethesda, Maryland, USA, and had approximately 146,000 employees at 2008 year-end. It is recognized by *BusinessWeek* as one of the 100 best global brands, by FORTUNE® as one of the best companies to work for, and by the U.S. Environmental Protection Agency (EPA) as Partner of the Year since 2004. In fiscal year 2008, Marriott International reported sales from continuing operations of nearly \$13 billion. For more information or reservations, please visit our web site at [www.marriott.com](http://www.marriott.com). For an interactive online version of Marriott's 2008 Annual Report, which includes a short video message from Chairman and CEO J.W. Marriott, Jr., visit [www.marriott.com/investor](http://www.marriott.com/investor).

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*Editor's Note: Jpgs of each resort and interviews with Ed Hubennette available upon request.*

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