



FOR IMMEDIATE RELEASE
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**JEAN ASATO OF GUEST SERVICES AT THE WAIKIKI BEACH MARRIOTT
RESORT & SPA IS BEST OF THE BEST IN THE STATE OF HAWAII**
*The 2006 Outstanding Lodging Employee of the Year winner shares her tips on
building customer loyalty*

WAIKIKI, OAHU – At the Waikiki Beach Marriott Resort & Spa (www.marriottwaikiki.com), Guest Relations Supervisor Jean Asato embodies graciousness, after all, it's the meaning of her first name. In a statewide Hawaii Hotel & Lodging Association contest, 23-year hospitality veteran Jean beat out 30 other hopefuls vying for the title and recognition.

"Jean best exemplifies the meaning and spirit of aloha," said Gerald Nakashima, director of rooms at Waikiki Beach Marriott Resort & Spa. "The lasting friendships and strong bonds in which she has nurtured the past 20 years between herself and guests or associates are immeasurable. It's no wonder that repeat customers ask for the genuinely kind and considerate Jean."

Aimed to please, Jean's day is spent almost every hour trying to create a memorable vacation experience for guests. Whether it's arranging a hula dance lesson, a flower-lei making session, a Hawaiian quilt-making class or a surf lesson off Kuhio Beach, the best stretch of Waikiki Beach fronting the resort hotel, Jean delivers service with a smile.

"For Jean, she regards our guests as part of the *ohana* or family," said Chris Tatum, general manager at Waikiki Beach Marriott Resort & Spa. "She's also a quick study when dealing with guest concerns. At Marriott, we continually provide associates like Jean with training programs designed to provide great customer service."

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“It is all part of our company’s philosophy that’s instilled in our associates,” said Tatum. “Marriott International, Inc., a leading worldwide hospitality company, is celebrating its 80th anniversary in 2007. On May 27, 1927 company founder J.W. Marriott said, ‘If you take care of your associates, they will take care of your customers.’”

“I am happy to have a job I love and what makes it special is meeting and making new friends from all over the world,” said Jean.

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About Waikiki Beach Marriott Resort & Spa

Waikiki Beach Marriott Resort & Spa boasts the best stretch of Waikiki Beach. The resort hotel is located across from exciting, and newly restored, Kuhio Beach and is in the pulse of Waikiki. The hotel offers 1,310 refurbished guest rooms and suites with a private lanai providing a spectacular view of world-famous Diamond Head and Waikiki Beach; Kuhio Beach Grill, featuring the best in Pacific Rim cuisine; Sansei Seafood Restaurant & Sushi Bar and d.k Steak House; Arancino di Mare Italian Restaurant; Restaurant Run, contemporary sushi bar; Moana Terrace, offering live Hawaiian entertainment nightly; Seattle’s Best Coffee; Paul Brown’s Spa Olakino * Salon; Faith Riding Company Surf School; two freshwater, heated, swimming pools; 10-person whirlpool; 24-hour fitness facility; business center with 24-hour Internet access; high-speed and wireless Internet access throughout the resort’s guest rooms and public spaces; shops and boutiques; and Hawaiian cultural activities.

The hotel is located within walking distance from the International Marketplace, Waikiki Aquarium, Honolulu Zoo, Diamond Head, Kapiolani Park and Kuhio Beach, which was recently re-nourished and rejuvenated with 10,000 cubic yards of sand pumped from waters off Waikiki.

About Marriott International

MARRIOTT INTERNATIONAL, INC. (NYSE: MAR) is a leading lodging company with more than 2,800 lodging properties in the United States and 67 other 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 International, Horizons, 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 and golf courses. The company is headquartered in Washington, D.C., and had approximately 143,000 employees at 2005 year-end. It is ranked as the lodging industry’s most admired company and one of the best places to work for by FORTUNE[®]. The company is also a 2006 U.S. Environmental Protection Agency (EPA) ENERGY STAR[®] Partner. In fiscal year 2005, Marriott International reported sales from continuing operations of \$11.6 billion. For more information or reservations, please visit our web site at www.marriott.com.

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Jean Asato's Tips on Building Customer Loyalty

- **Always smile.** A smile says a thousand words and a pleasant smile can make anyone feel welcomed to their "home away from home."
- **Share the Hawaiian culture.** The resort offers hula lessons, fresh flower or ribbon lei-making, Hawaiian quilting and other activities. Interacting with the craft instructors creates a hands-on and memorable learning of our rich Hawaiian culture and heritage.
- **Use Hawaiian words when interacting with guests.** *Aloha* and *mahalo* may seem like everyday words to us, but guests inquire about the definitions and start using the words themselves. The learning experience this creates is something they can look back on fondly.
- **Personalize attention to your guests.** Guests really appreciate when you remember their favorite foods, drinks, attractions, etc. It's special touches like this that really amaze and impress them.
- **Pay special attention to guests' sentimental occasions.** Guests really appreciate any simple gestures that let them know you remembered their birthday or anniversaries.
- **Spend quality time with your guests.** Utilizing your own time to spend with guests during a meal or just conversation forms special bonds with them that you can't accomplish during normal working hours.
- **Provide unique guest gifts.** Small keepsakes that are made in Hawaii help guests remember their stay.
- **Turn a difficult situation into a positive one.** There are always going to be difficult situations with some guests, but use ingenuity and a positive attitude to make the best of the situation. This will help keep the guest coming back to your hotel, but more importantly, it will keep Hawaii as one of their favorite destinations.