



A HYATT RESORT & SPA

Hyatt Regency Kauai
Resort and Spa
1571 Poipu Road
Koloa, Kauai, HI 96756, USA

Telephone: 808.240-6423
FAX: 808.240-6598

August 29, 2003

Douglas Gollan
President and Editor-in-Chief
Elite Traveler
810 2nd Avenue
New York, NY
10017

Dear Mr. Gollan,

Members of our Sales and Marketing staff here at the Hyatt Regency Kauai Resort and Spa thoroughly enjoy Elite Traveler and have been known to wage a gentle war over reading hierarchy when our lone issue arrives. It is such an elegant piece of work that I hesitate to label it a mere magazine and often substitute the “private jet flight plan” sobriquet that you referenced in an early issue.

I thought I would take a moment to confirm for you what I’m certain you must know by now—that the power of persuasion conveyed by Elite Traveler is quite impressive. In a recent issue, a very brief mention of our resort resulted in no fewer than six inquiries and, to the best of our knowledge, at least two substantial bookings: one was a 2PAX booking for a one bedroom ocean suite at rack rate with Regency Club access at \$1,100 per night, seven nights. Total cost - \$7,700 plus tax. A second booking, also for 2PAX, was for a two bedroom deluxe suite with Regency Club at \$2,200 for five nights. Total cost- \$11,000. Grand total - \$18,700 excluding F &B, spa, incidentals, etc.

I know that you will continue to turn out a quality product and we all wish you much success in future endeavors. Please let me know if you will be jetting by our beautiful island some day. We’d love to have you experience our microcosm of Paradise.

Sincerely,

Claire Morris-Dobie
Director of Public Relations