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## **Hilton Waikiki Beach Hires Jamie Choi as Director of Sales and Marketing**



Honolulu, Hawaii (Aug.1, 2018) – Jamie Choi is the new director of sales and marketing at Hilton Waikiki Beach on Kuhio. Choi functions as the leader for the sales and marketing teams of the 601-room hotel overseeing the planning and implementation of strategic programs to drive rooms and catering revenues and achieve property objectives. Choi also manages the overall branding and communications for the hotel continuing to raise awareness and strengthening brand recognition and differentiation.

"Jamie is a smart and experienced sales and marketing executive, we are excited to have her as part of our team," says Henry Perez, general manager of Hilton Waikiki Beach on Kuhio. "She has a creative mind and a proven record of achieving target goals, plus she is already familiar with our brand and destination making the transition seamless."

Choi plays a critical role in supporting the hotel and the team's reputation for providing high-level guest service experience. For two consecutive years, Hilton Waikiki Beach ranked number one in highest satisfaction and loyalty tracking scores within Hilton Worldwide Americas for hotels with more than 500 rooms.

"I am glad to be joining an extraordinary team that puts guest service experience as a top priority," says Choi. "This is a shared value I also find important. My role is to continue helping the team retain this level of service our guests have come to expect and deserve while focusing on achieving our financial objectives."

Choi is a two-time recipient of the "Circle of Excellence" by Hilton Worldwide for excellence in revenue management for Hilton Hawaiian Village and Hilton Waikoloa Village.

She comes to Hilton Waikiki Beach on Kuhio with a familiarity of the Hilton Worldwide portfolio having served as director of sales and marketing at Embassy Suites by Hilton Waikiki Beach Walk prior, and DoubleTree by Hilton Hotel Alana, and as regional sales

manager for the Hilton Hawaii cluster. She brings international experience to the team as a senior catering sales manager at Renaissance Seoul Hotel and corporate business sales manager at Ritz-Carlton Seoul Hotel in South Korea before moving to Hawaii.

Choi has a Bachelor of Science in hotel management from the Kyunghee University in Seoul, Korea.

For more information on Hilton Waikiki Beach on Kuhio, call (808) 922-0811 or visit [www.hiltonwaikikibeach.com](http://www.hiltonwaikikibeach.com) To contact Choi, her new email is [jamie.choi@hiltonwaikikihotel.com](mailto:jamie.choi@hiltonwaikikihotel.com)

### **About Hilton Waikiki Beach**

Hilton Waikiki Beach on Kuhio is a 601-room full-service hotel offering beautiful ocean and mountain views and 17,000 square-feet of function space. It is located just one block from Waikiki's beaches, shopping, dining and entertainment; close enough to all the excitement yet far enough from the noise to afford travelers rest and relaxation. It's home to M.A.C. 24/7 known for its award-winning gourmet comfort food, and the M.A.C. Daddy Pancake Challenge as featured on "Man vs. Food" by the Travel Channel. The restaurant and bar offer a full-menu 24-hours. Hilton Waikiki Beach does not charge a daily resort fee. Learn more by visiting [hiltonwaikikibeach.com](http://hiltonwaikikibeach.com) or following on Facebook, Twitter and Instagram.

### **About Hilton Hotels & Resorts**

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