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**Hotel, condo group
to promote Wailea**

Wailea hotel and development firms have formed a cooperative organization, Wailea Destination Association, to advertise and promote travel to the resort community on the leeward coast of Maui.

The founding members are Hotel Inter-Continental Maui, Wailea Beach Hotel, Wailea Development Co. and Vilcor/Hawaii Ltd., the principal manager of Wailea condominium rentals.

The association chairman is Gregg W. Perry, vice president of Alexander & Baldwin, Inc. and a member of the operating committee of Wailea Development Co. A&B is the managing partner of Wailea Development Co., a joint venture with the Northwestern Mutual Life Insurance Co.

Other association directors are Stephen F.P. Boyle, marketing manager of the Hotel Inter-Continental Maui, Jeffrey G. Halpin, vice presi-

dent of Vilcor/Hawaii Ltd., and Stephen L. Maroney, director of marketing, Westin Hotels.

Perry said the association plans a sustained and diversified program to acquaint travel agents and affluent travelers in the western United States with Wailea.

An 18-month advertising and promotion program will begin this month. For the rest of this year, the program will consist primarily of media advertising and seminars directed at travel agents in the western United States. Next year, the program will be expanded to include selected consumer media.

The program has initial funding of \$700,000 and additional members are expected to increase the budget by 1982.

Perry said the association's media advertising will be designed to complement existing media efforts by the two hotels and Vilcor.