



## **CASTLE RESORTS & HOTELS UNVEILS NEW LOGO AS PART OF ONGOING EVOLUTION**

HONOLULU (FINAL) – Castle Resorts & Hotels is riding a wave of change with the unveiling of a new logo, which is aligned with parent company Castle Hospitality Group’s ongoing evolution to become Hawaii’s premier resort, condominium and vacation rental management company.

Depicted in the new logo are the iconic waves of Hawaii, representing the push and pull of the constantly changing travel landscape. Like waves in the ocean, Hawaii’s travel and hospitality industries are always evolving, and in response to this evolution, Castle Resorts & Hotels has adjusted its business model through innovation to remain relevant to guests and owners.

“Our new logo more accurately reflects our corporate brand today, as we create a new paradigm in hospitality management,” said Alan Mattson, president & CEO of Castle Hospitality Group. “While the visual elements of our original Castle Resorts & Hotels swan-inspired logo have stayed intact, the integration of the wave depicts the ability to evolve and adapt that serves as the foundation of everything we do.”

The new Castle Resorts & Hotels logo follows The Castle Group, Inc.’s recent rebranding to Castle Hospitality Group, an innovative and modern hospitality company that uses technology to differentiate itself from competitors. The rebrand was made possible by Castle Hospitality Group’s investment in a new technology platform, which enables access to the largest inventory distribution in Hawaii and the ability to sell by both individual unit and room category.

In addition to Castle Resorts & Hotels, Castle Hospitality Group also represents the Castle Vacation Rentals Hawaii brand, which features more than 650 vacation rentals on Oahu, Hawaii Island, Kauai, Maui and Molokai. Launched in late 2019, Castle Vacation Rentals Hawaii takes advantage of the power of Castle's exclusive distribution technology by offering extensive vacation rental customer reach that further sets Castle Hospitality Group apart from its competition and positions it at the forefront of innovation in Hawaii.

For more information on Castle Resorts & Hotels, call (866) 850-3495 or visit [www.castleresorts.com](http://www.castleresorts.com).

### **About Castle Resorts & Hotels**

Castle Resorts & Hotels, a division of Castle Hospitality Group, was established in 1993. It manages a broad portfolio of guest accommodations including value/economy hotels, full-service hotels and spacious all-suite condominium resorts in the Hawaiian Islands of Oahu, Maui, Molokai, Kauai and Hawaii Island, and in New Zealand on the North Shore of Auckland. To learn more or to make a reservation, visit [www.castleresorts.com](http://www.castleresorts.com) or call (866) 850-3495. Keep up with current events at [www.instagram.com/castleresorts](http://www.instagram.com/castleresorts) and [www.facebook.com/CastleResortsandHotels](http://www.facebook.com/CastleResortsandHotels).

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