

# Introducing the All-New Waikiki Beachcomber by Outrigger



Following a top-to-bottom \$35 million modernization - guests are invited to stay and embrace the #WaikikiVibes at Outrigger's original lifestyle hotel

HONOLULU - Outrigger Hospitality Group today celebrates the unveiling of Waikiki Beachcomber by Outrigger - its first lifestyle hotel located in the center of Waikiki. Following an extensive \$35-million modernization, the "by Outrigger" property now boasts 498 freshly designed guest rooms, renewed public spaces including the pool deck and two meeting areas, plus an all-new lobby, porte cochere and much more.

"With its thoughtful design, smart technology and bespoke art, the all-new Waikiki Beachcomber by Outrigger encapsulates the past, present and future of Waikiki," said Jeff Wagoner, Outrigger Hospitality Group's president and CEO. "Outrigger's legacy in Hawaii spans more than 70 years and this modernization is the first of many more milestones in our renewed commitment to enhancing this special place for both locals and visitors alike."

As part of the makeover, Waikiki Beachcomber by Outrigger also unveiled its alliance of extraordinary artisans called, "The Beachcomber Originals," who created and contributed personal artwork featured throughout the new hotel. From an extreme-surf photographer to a Hawaiian fiber artist and an internationally acclaimed slack-key guitarist, the 12 artists collaborated with Waikiki Beachcomber by Outrigger to create a one-of-a-kind journey for guests, while sharing their personal inspiration and passion for the Hawaiian culture.

"Our goal in reinterpreting Waikiki Beachcomber by Outrigger was to evoke an authentic sense of aloha by using a fresh palette of warm, natural materials, and sun-splashed colors," said David Rau, principal of Hart Howerton - the project's architects from concept to completion that is renowned for its integrated approach and designing complete environments with innovative solutions.

The modern, coastal décor found inside the guest rooms at Waikiki Beachcomber by Outrigger was curated by SFA Design - a leading international luxury interior-design firm with a portfolio of high-end private residences and hospitality projects.

"SFA approached the Waikiki Beachcomber project by drawing inspiration from the beach, the sea, local tattoo artists and other Hawaiian elements that we were able to incorporate into the design to give it a fresh, light and authentic experience with a true sense of place," said Rosie Feinburg, principal SFA Design.

Impressive enhancements to Waikiki Beachcomber by Outrigger include:

- An entirely new street presence that re-interprets this iconic address as a contemporary Hawaii beach house, replete with driftwood cedar, sea glass tiles, native puka stone and basalt lava rock - all framed by a dramatically lush multi-story green-wall
- Contemporary, Hawaii-inspired design and revamp of all 498 guest rooms
- Updated lobby and public spaces, including the corridors, elevators and hotel exterior
- Refreshed pool area with all-new furniture and an expanded infinity-style hot tub overlooking Kalakaua Avenue

- New in-room technology, including 55-inch flat-screen TVs with the ability to stream from mobile devices and use personal YouTube, Netflix and Hulu accounts
- Collection of original commissioned art can be found throughout the property and in each guest room as part of “The Beachcomber Originals” partnership
- Unique guest amenities, including custom yukata-style bathrobes in each room

Steps to Waikiki Beach, adjacent to the reimagined International Market Place and home to local dining hotspots including Maui Brewing Co. and Hawaiian Aroma Caffe, the hotel’s prime positioning on Kalakaua Avenue provides travellers the luxury of city offerings paired with the nearby white-sand beaches. Staying true to Outrigger’s tropical and calming aesthetic found throughout its resorts, Waikiki Beachcomber by Outrigger provides a well-appointed oasis and sense of place from arrival to turndown.

B playful, B inspired, B original at the Waikiki Beachcomber by Outrigger. Book a brand new room today at both [Outrigger.com](http://Outrigger.com) and [WaikikiBeachcomber.com](http://WaikikiBeachcomber.com) or by calling +1-303-369-7777. Follow Waikiki Beachcomber by Outrigger on Instagram at [@beachcomberhi](https://www.instagram.com/beachcomberhi) to celebrate the #WaikikiVibes and check out the featured artwork as part of its new “B Original” network.

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#### ABOUT OUTRIGGER HOSPITALITY GROUP

For more than 70 years, Outrigger Hotels and Resorts has charted a journey of discovery - expanding from Hawaii to premier resort destinations in Fiji, Thailand, Guam, Mauritius and the Maldives. The privately held hospitality company currently operates and/or has in development 38 properties and over 7,000 rooms - inviting guests to ‘Escape Ordinary’ with authentic Signature Experiences and the Outrigger DISCOVERY loyalty program. Outrigger’s multi-branded portfolio includes Outrigger® Resorts, OHANA Hotels by Outrigger® and Hawaii Vacation Condos by Outrigger® while also managing select properties from top international hotel brands including Embassy Suites®, Best Western®, Wyndham Destinations and Hilton Grand Vacations™. Find out more at [Outrigger.com](http://Outrigger.com) or visit [@OutriggerResorts](https://www.facebook.com/OutriggerResorts) on Facebook, Instagram and Twitter.