

# B Here: Waikiki Beachcomber by Outrigger Celebrates Official Grand Opening



HONOLULU - Outrigger Hospitality Group celebrated the official grand opening of the all-new Waikiki Beachcomber by Outrigger - marking the brand's first lifestyle hotel in the center of Waikiki. Following an extensive \$35 million modernization, the "by Outrigger" property has reinterpreted this iconic address as a contemporary Hawaii beach house.

The entirely new street presence is replete with driftwood cedar, sea glass tiles, native puka stone and basalt lava rock - all framed by a dramatically lush multi-story green-wall; the interior complements the beach house theme with modern guest rooms, a coastal-inspired lobby, expanded pool deck, new meeting venues and more. The hip lobby-level restaurants, Maui Brewing Co. and Hawaiian Aroma Caffè, now flow seamlessly with the modern design, offering exceptional food and drink in contemporary, cool spaces.

The celebratory event, April 29 at Waikiki Beachcomber, commenced with a traditional Hawaiian blessing by Kumu Blaine Kia and Kahu Kaipo Ho. A ceremonial maile-lei untying was done by Jeff Wagoner, Outrigger Hospitality Group's president and CEO, alongside Ike Cockett, the hotel's general manager. A star-studded grand-opening bash followed with live music by Makana, the award-winning musician who created the hotel's bespoke signature sound.

"We are honored to celebrate the grand opening of Waikiki Beachcomber among friends and partners who have contributed to its authenticity and success," said Jeff Wagoner. "Outrigger's legacy in Waikiki spans more than 70 years and this modernization is the first of many more as part of our renewed commitment to enhance this special place for visitors and locals alike."

At the event, guests were invited to meet The Beachcomber Originals - an alliance of extraordinary artisans and tastemakers who contributed to the hotel's original Waikiki vibes. Interactive vignettes with The Beachcomber Originals took place throughout the property, such as beer tasting with Garrett Marrero, founder of Maui Brewing Co., a photo booth with prominent underwater photographer Zak Noyle and a live hands-on painting opportunity with Erin Ibarra who created the property's "Floors of Flora."

"I long wondered what it might sound like to invite the ancient and contemporary voices of Hawai'i - ipu heke, pu, kika kila, ki ho'alu, 'ukulele, oli - into modern beat contexts like house, acid jazz, hip hop and trap.

In envisioning the sound of The Waikiki Beachcomber, I was given the opportunity to explore, discover and ultimately create a new kind of music that celebrates our unique sense of place in a fashion that speaks to today's world," said Makana.

Property highlights of the 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
- Unique guest amenities, including custom yukata-style bathrobes in each room

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 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 on Facebook, Instagram and Twitter.

#### ASSETS:

- Click (<https://app.box.com/s/48ps0kkylr8t5weer6xbuf1evql2yxir>) for high-resolution images of Waikiki Beachcomber by Outrigger.
- Click ([https://www.dropbox.com/s/4u8v3cviz6b053e/VNR-Waikiki Beachcomber.mov?dl=0](https://www.dropbox.com/s/4u8v3cviz6b053e/VNR-Waikiki%20Beachcomber.mov?dl=0)) for b-roll of the Grand Opening event.