

# Outrigger Hotels and Resorts to Rebrand and Renovate Waikiki Beachcomber



Holiday Inn Resort® Waikiki Beachcomber will transition to Waikiki Beachcomber by Outrigger® in February 2018

HONOLULU, HAWAII - Outrigger Hotels and Resorts today announced plans to amplify its presence in Hawaii with the changeover of its owned and managed 496-key Holiday Inn Resort Waikiki Beachcomber to an Outrigger-branded property. As of Feb. 1, 2018, the property will operate as Waikiki Beachcomber by Outrigger with extensive \$25 million renovations anticipated for completion in summer 2018.

Celebrating its 70th anniversary this year, the transition highlights Outrigger's commitment to increasing and enhancing its brand portfolio, which now includes nine premium beachfront resorts in Hawaii, Fiji, Thailand, Guam, Mauritius and the Maldives - alongside 28 owned and/or managed hotels, resorts and vacation condominiums.

"Waikiki Beachcomber by Outrigger will be an upscale, urban oasis with a modern Hawaiiana elegance that is inspired by the hotel's ocean views and surrounding natural environment," said Scott Dalecio, president and chief executive officer of Outrigger Hotels and Resorts. "This reinvestment is the first of many exciting capital projects to come and part of our larger strategy to ensure sustainable growth for Outrigger's authentic and iconic brand."

Situated steps from Waikiki Beach and adjacent to the reimagined International Market Place, Waikiki Beachcomber by Outrigger will undergo impressive enhancements to elevate the property from an upper-midscale-level hotel to an upscale-tier property.

Incorporating contemporary Hawaiian-inspired design, complete renovations to the guest rooms, pool deck and public spaces - including the lobby, corridors, elevator and hotel exterior - will usher in a new chapter of this cosmopolitan retreat. The award-winning team from Hart Howerton has been retained as the project architects from concept to completion, with luxury interior-design firm SFA Design steering the timeless, coastal décor. Guest rooms will draw in the calming deep-teal hues of the Pacific Ocean with accents of marigold found in local flora. Sophisticated use of texture throughout the hotel interior - from Hawaiian tapa designs, carved-wood insertions and intricate rope art - will provide a unique, well-appointed ambiance and island sense of place.

Alongside the aesthetic update and enhanced arrival experience, the hotel will feature the latest in-room technology and embrace contemporary environmental considerations. An all-new meeting space will also be added, ideal for professionals and groups working in paradise. Renovations will be completed in phases for minimal guest disruption.

Enhancements to Waikiki Beachcomber by Outrigger will further complement the hotel's new dining hotspots Maui Brewing Co. and Hawaiian Aroma Caffè. Located in the heart of Waikiki, the hotel's prime positioning provides travellers the luxury of city offerings paired with the nearby white-sand beaches. The Beachcomber was originally built in 1970 and is remembered for its showroom where legendary Hawaii entertainers performed frequently - including the late Don Ho, who often sang his quintessential, universally loved tune "Tiny Bubbles."

For the best rate guarantee – bookings for Waikiki Beachcomber by Outrigger can be made today at [www.Outrigger.com](http://www.Outrigger.com) or by calling 1+ (303) 369 7777.

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#### ABOUT OUTRIGGER HOTELS AND RESORTS

Outrigger Hotels and Resorts is a privately held leisure lodging, retail and hospitality company with corporate offices in Hawaii and operating globally in the Asia-Pacific, Oceania and Indian Ocean regions. From its Outrigger Signature Experiences to its Outrigger DISCOVERY loyalty program, the values-based company invites guests to escape ordinary with exceptional hospitality and authentic cultural experiences, incorporating local traditions and customs at each of its properties worldwide. Founded in 1947, Outrigger has grown into a highly successful, multi-branded portfolio of hotels, condominiums and vacation resort properties, including Outrigger® Resorts, OHANA Hotels by Outrigger®, Hawaii Vacation Condos by Outrigger®, Embassy Suites®, Holiday Inn®, Best Western®, Wyndham Vacation Ownership® and Hilton Grand Vacations™. Outrigger currently operates and/or has under development 37 properties with approximately 6,500 rooms located in Hawaii (Oahu, Maui, Kauai, Hawaii Island); Guam; Fiji; Thailand; Mauritius; and the Maldives. Find out; find Outrigger at: [www.outrigger.com](http://www.outrigger.com) or visit @OutriggerResorts on Facebook, Instagram and Twitter.

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