

SELECT A CITY ▾

PBN's Small Business feature >

LIMITED TIME OFFER  
Subscribe Now

YOUR ACCOUNT  
monica.salter@outrigge... ▾

INDUSTRIES & TOPICS

🏠 NEWS   LISTS & AWARDS   PEOPLE & COMPANIES   EVENTS   MORE...   🔍

**FOR THE EXCLUSIVE USE OF MONICA.SALTER@OUTRIGGER.COM**

From the Pacific Business News:

<https://www.bizjournals.com/pacific/news/2018/11/02/first-look-outrigger-waikiki-beachcomber.html>

# First Look: Outrigger Waikiki Beachcomber renovation ahead of December reveal (Slideshow)

Nov 2, 2018, 5:50pm HST Updated: Nov 5, 2018, 10:14am HST

The Waikiki Beachcomber by Outrigger is on track to reveal its \$35 million renovation soon, bringing new amenities and activities along with it.

The 496-room hotel, formerly the Holiday Inn Resort Waikiki Beachcomber, was rebranded in February under the Outrigger flag ahead of the extensive renovations. These include the hotel's exterior, guest rooms, the pool deck, lobby, corridors and elevator as well as upgrades to in-room technology.



EUGENE TANNER | PBN

Room renovations are about halfway done and will be completed in December. The final product, including new public spaces, will debut early next year.

Local artists played a large part in the room design, according to Vice President of Corporate Communications Monica Salter. Guest rooms include artwork from famous surf photographer Zak Noyle, while hallways will feature artwork from Hawaii painters and photographers.

Each guest room floor will also have a number and Hawaiian flower connected to it in order of elevation as they're found in Hawaii.

Hart Howerton, an architecture firm based in New York and San Francisco, is the project architect and Los Angeles-based SFA Design has been tapped for interior design, which incorporates blue and orange tones in a minimalistic style. New staff uniforms and bathrobes were designed with this color scheme in mind.

The design is also being done with a younger demographic in mind, according to Outrigger Area General Manager Kelly Hoen.

Hoen, who oversees Outrigger's two beachfront Waikiki properties, previously told Pacific Business News that the design of the hotel will be a "modern take on Hawaii" and will actively seek to attract younger travelers.

"While each Outrigger property has a phenomenal guest mix, the Beachcomber will be looking to serve the millennial guest experience," Hoen said.

The hotel, which is located on Kalakaua Avenue across from the Royal Hawaiian Center, is home to Maui Brewing Co.'s Waikiki brewpub and a Hawaiian Aroma Caffe location.

The Beachcomber project was the second hotel rebranding project in Hawaii for Denver-based KSL, which first purchased The Courtyard Kauai at Coconut Beach in Kapaa on Kauai for \$61.5 million and is rebranding it as a Sheraton.

KSL purchased Outrigger about two years ago. CEO Jeff Wagoner previously told PBN that the company is looking for new ways to invest in its Waikiki properties, with plans to invest close to \$200 million in its portfolio over time.

An upcoming investment may be at the Outrigger Reef Waikiki Beach Resort, which has been planning a large renovation since 2014, when it announced plans for a new 200-room hotel tower. The project is still in the planning and entitlement phase.

**Katie Murar**

Reporter

*Pacific Business News*

