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Outrigger Announces Transition to Outrigger Hospitality Group

*Corporate name change celebrates multi-branded global portfolio
and strategic growth plan as the premier beach resort brand in the world*



HONOLULU, HAWAII – Outrigger Enterprises Group today announced the brand’s official name change to **Outrigger Hospitality Group** in unison with a company-wide initiative that restructures its multi-branded portfolio and further solidifies its position as a worldwide leader in the beach resort industry.

Outrigger’s corporate name change provides the brand clarity and structure for strategic growth of its domestic and international collection. Three core categories under Outrigger Hospitality Group include its Premier Beachfront Resorts in Hawaii, Fiji, Thailand, Guam, Mauritius and the Maldives; its “by Outrigger” branded locations and its third-party managed properties. The new structure also delivers opportunities for Outrigger Hospitality Group to impart its extensive retail, development and management expertise.

“The evolution to Outrigger Hospitality Group is a bold beginning for 2019 that bridges our company’s 70-year legacy of hospitality with a brand strategy centered on delighting today’s modern, conscious traveler,” said Jeff Wagoner, president and chief executive officer. “Our objective under this new name is simple: to be the premier beach resort brand in the world.”

Outrigger Hospitality Group is already moving forward with executing major developments to further enhance the guest experience at its thriving locations. This includes a \$200 million Waikiki modernization masterplan over the next two to three years, incorporating the highly anticipated transformation of the flagship Outrigger Reef Waikiki Beach Resort and opening of the new Voyager 47 Club lounges. Outrigger’s beachfront properties in Asia Pacific will also undergo a refresh of their appearance and/or amenities.

Brand new for 2019 is the debut of Outrigger’s first lifestyle hotel, [Waikiki Beachcomber by Outrigger](#) – which underwent a \$35 million full makeover and now offers a modern Waikiki vibe with cutting-edge design and local artwork from Zak Noyle, Vince Lim and Abigail Romanchak. A culinary trendsetter, its on-property restaurants include the stylish Hawaiian Aroma Caffe and award-winning Maui Brewing Company. A contemporary oasis in the center of Waikiki, the hotel’s “B Original” series is a hub for authentic guest experiences ranging from TOMA (terrace of modern art) shows to poolside yoga.

Further strengthening Outrigger’s position as an undisputed leader in Hawaii hospitality, Outrigger recently acquired [Honua Kai Resort & Spa’s](#) on-site resort rental program interests. The spectacular 38-acre oceanfront Maui condo resort offers guests luxurious suites alongside a full-service concierge, Ho`ola Spa and Duke’s Beach House restaurant.

Outrigger Hospitality Group is also making strides with new activities as part of its ocean conservation initiative, OZONE (Outrigger’s ZONE) which focus on protecting the coral reefs and oceans surrounding the Outrigger Resorts properties in iconic beach destinations.

Since its first Waikiki property opened in 1947, Outrigger has grown to be a leading Hawaii-based hospitality brand with global vision and effective partnerships. Now with 38 properties worldwide and robust retail operations, the company’s universal success and brand differentiation stems from its corporate culture called Ke `Ano Wa`a (The Outrigger Way) that connects caring for the guest, host and place. Fusing its deep respect for culture, tradition and environmental sustainability at all of its global locations, Outrigger Hospitality Group has shown its continued commitment to providing guests warm hospitality and a true vacation in paradise with Signature Experiences that create lasting memories for generations.

To learn more about Outrigger Hospitality Group, visit [outrigger.com](#) or [outrigger.com/development](#) for development opportunities.

ABOUT OUTRIGGER HOSPITALITY GROUP

For more than 70 years, Outrigger Hospitality Group 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 with approximately 6,500 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 Vacation Ownership® and Hilton Grand Vacations™. Find out more at [Outrigger.com](#) or visit @OutriggerResorts on [Facebook](#), [Instagram](#) and [Twitter](#).

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