

DATE July 8, 2019 | RELEASE NUMBER 32 | 19

Outrigger Introduces the All-New Beachcomber Market

Locally sourced and bespoke treasures found inside the new Waikiki Beachcomber by Outrigger store



HONOLULU – Following the unveiling of Outrigger Hospitality Group’s newest lifestyle hotel located in the center of Waikiki, [Waikiki Beachcomber by Outrigger](#) – the premiere beachfront brand is further extending the hotel’s on-property offerings with the addition of the **Beachcomber Market**.

In addition to travel essentials, guests of the modernized property can purchase Waikiki Beachcomber-branded items including hats, tote bags and the fashionable Yukata-style robes that were custom made for the property and are found in each guest room. Locally made food, drinks and gift items are readily available, including Hawaii’s exclusive brand of Maika’i products. The store also sells reef-friendly sunscreen – a key element of the OZONE (Outrigger’s ZONE) conservation initiative to protect the ocean’s precious coral reefs.

Visitors can also purchase exclusive #WaikikiVibes artwork from Outrigger’s local artisan alliance – [The Beachcomber Originals](#), which are unmistakably featured around the property and have been forever woven into the fibers of the Waikiki community and Outrigger brand. Prints by world-renowned ocean photographer, Zak Noyle, are among the items for sale.

“Our contemporary Waikiki Beachcomber beachhouse now feels complete with the unveiling of the Beachcomber Market,” said Mike Shaff, Outrigger Hospitality Group’s VP of operations for Hawaii and Guam. “We’re pleased to provide an enhanced level of convenience and authentic takehomes for our guests.”

Conveniently located in the lobby of the Waikiki Beachcomber by Outrigger, with pride of place on iconic Kalakua Avenue, the Beachcomber Market adds yet another layer of authenticity to the rejuvenated beachside hideaway in the center of it all. 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**, Waikiki Beachcomber by Outrigger provides travellers the luxury of city offerings paired with the nearby historic white-sand beaches. Staying true to Outrigger’s tropical and calming aesthetic found throughout its resorts, Waikiki Beachcomber by Outrigger provides a well-appointed retreat and sense of place from arrival to turndown.

Book a new room today at Waikiki Beachcomber by Outrigger online at [Outrigger.com](#) and [WaikikiBeachcomber.com](#).

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](#) or visit @OutriggerResorts on [Facebook](#), [Instagram](#) and [Twitter](#).

MEDIA CONTACT:

Monica Salter, VP Corporate Communications

Outrigger Hospitality Group

808-921-6839

monica.salter@outrigger.com

###