

# NEWS RELEASE

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## FOR IMMEDIATE RELEASE

### **Outrigger Hotels and Resorts Partners with Board of Water Supply on Efforts to Reduce Water Use**

Honolulu, Hawai'i — With visitor counts expected to bounce back to pre-COVID numbers this summer, responsible hotel operators are poised to make sustainable tourism a priority. Outrigger Hotels and Resorts has already begun to prepare its O'ahu properties to accommodate visitors while minimizing its environmental impact.

A Hawai'i Tourism Authority resident sentiment survey, published in June 2021, showed slightly more than half, or 55%, of O'ahu residents felt that tourism has brought more benefits than problems. The survey also showed the majority, or 88%, of O'ahu residents believe it is important for the state to educate both visitors and residents to *mālama* or care for the islands and each other.

Sustainability is even more critical as a result of the Red Hill water contamination crisis. The Board of Water Supply issued an alert in March calling for a 10% reduction in water use to maintain O'ahu's delicate water supply-demand balance and to prevent the need for mandatory conservation measures.

Outrigger Hotels and Resorts is the first hospitality company to proactively step forward to collaborate with the Board of Water Supply to identify ways to reduce and manage its water use. Outrigger recently completed water audits to assess baseline use at its five O'ahu properties including: Outrigger Reef Waikiki Beach Resort, Outrigger Waikiki Beach Resort, Waikiki Beachcomber by Outrigger, Waikiki Malia by Outrigger and OHANA Waikiki East by Outrigger. This baseline study is the first step create metrics and help measure progress.

"Reducing our water consumption in our resort rooms, our restaurants and in our landscaping are all part of our Outrigger's larger ESG (environmental, social and governance) platform to be more sustainable," said Steve Miller, general manager of Outrigger Waikiki Beach Resort. "In addition to encouraging our guests request laundry service for towels and linens only as needed, we are exploring ways we can do much more. The Outrigger Way is to care for our hosts, guests and place – Hawai'i is our home and we recognize it is our responsibility to do our part to contribute to water conservation."

"We're very pleased that Outrigger has taken this first step to save water," said Ernie Lau, the Board of Water Supply's manager and chief engineer. "There is always room for improvement for everyone and every organization. We appreciate Outrigger leadership in the hotel industry and look forward to working with others in adopting water conservation initiatives."

“As visitor counts rise and the hot summer months approach, water conservation is a top priority, while also creating a positive, memorable experience for visitors,” Miller added. “I’m confident that the Outrigger team, with support from the Board of Water Supply, will be able to meet these objectives in a creative way.”

“We have exciting, imaginative ways to reach more visitors with water conservation messages,” said Kathleen Pahinui, public information officer with the Board of Water Supply, who oversees communications. “We are also partnering with the Hawaii Community Foundation’s Fresh Water Initiative to unveil innovative ways to reach visitors with engaging messages.”

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#### **ABOUT OUTRIGGER HOSPITALITY GROUP**

For nearly 75 years, Outrigger Hotels and Resorts has charted a journey of discovery – expanding from Hawai‘i to premier resort destinations including Fiji, Mauritius, Thailand and the Maldives. The privately held hospitality company invites 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®, Hawaii Vacation Condos by Outrigger®, Kapalua Villas Maui and Honua Kai Resort & Spa Maui while also managing select properties from top international hotel brands including Embassy Suites by Hilton®, Best Western® and Hilton Grand Vacations™. Find out more at [Outrigger.com](#) or visit @OutriggerResorts on [Facebook](#), [Instagram](#) and [Twitter](#).