

December 7, 2022 RELEASE NUMBER 65|22

## Come Be Here: Outrigger Resorts & Hotels Elevates Iconic Beach Brand New Look, New Properties, New Website



L-R: Transformed Voyager 47 Club Lounge at Outrigger Reef Waikiki Beach Resort,  
the craft Outrigger Waikiki Beachcomber Hotel and new Outrigger Maldives Maafushivaru Resort  
Click [HERE](#) to download high-resolution Outrigger imagery, logos and new brand video

**HONOLULU** – Celebrating 75 years of warm island hospitality, [Outrigger Resorts & Hotels](#) today announced a comprehensive brand revitalization in alignment with its bold mission to be *The Premier Beach Resort Company in the World*.

Sun-kissed and sandy, the elevated yet playful aesthetic permeates all aspects of Outrigger’s barefoot luxury brand as it further modernizes its current assets and expands its portfolio with additional destinations.

Moreover, this strategic direction incorporates a multi-million dollar, state-of-the-art technology stack – most notably, the all-new [Outrigger.com](#) website, which brings to life Outrigger’s premier beach resort product in a digital format. Developed in partnership with Rightpoint, the data-driven and dynamic website uses the Optimizely platform to deliver a personalized, best-in-class user experience with rich, compelling content updated daily. The launch of [Outrigger.com](#) comes on the heels of a wildly successful Cyber Sale, connecting guests to exceptional rates and re-introducing the Outrigger DISCOVERY loyalty program.

“Outrigger’s brand evolution was a project two years in the making; using qualitative and quantitative data, we leaned into our beach positioning and are focused on delivering a cohesive brand experience across all platforms,” said Sean Dee, EVP and chief commercial officer for Outrigger Hospitality Group. “We’re proud to share with our guests five iconic elements at every Outrigger resort: a renowned beach location, the must-see beach bar, authentic live music, signature experiences and our commitment to conservation.”

In the last 18 months, five premier beach resorts have been added to the Outrigger portfolio – one in Hawai‘i, one in the Maldives and three in Thailand. The company has earmarked \$250 million to reinvest in its Hawai‘i assets, including the flagship Outrigger Reef Waikiki Beach Resort, Outrigger Kona Resort & Spa, Waikiki Malia by Outrigger and Outrigger Waikiki Beachcomber Hotel – which has more exciting enhancements on the horizon.

As part of the brand revitalization, the name of Hawai‘i’s first and only craft hotel – Waikiki Beachcomber by Outrigger – has transitioned to Outrigger Waikiki Beachcomber Hotel.

“Moving the Outrigger brand to the front of our hotel’s name epitomizes the confidence of our ownership and the maturing of our product – fulfilling the Outrigger standards of unforgettable happenings and unparalleled hospitality on the world’s most iconic beaches,” said Edwin Torres, general manager at Outrigger Waikiki Beachcomber Hotel.

With its central location, steps to Waikīkī Beach – Outrigger Waikiki Beachcomber Hotel draws inspiration from local artisans who are integral to the interior design and modern Waikīkī vibe of the craft property. The alliance of extraordinary collaborators named “The Beachcomber Originals,” contribute to the hotel’s look, sound and taste to create a one-of-a-kind journey of the senses for its visitors.



Guests will also start to see the new Outrigger icon throughout its properties, collateral and logo wear. Because watching the sunrise and sunset over the sea is an integral part of a beach vacation – the Outrigger “O” is akin to the warm island sun, resting on an ocean wave.

Drawing hues from the sea, sand and sky – the brand’s new color palette is fresh, bright and natural.

Elevated, authentic, iconic, lively, caring and playful – we invite guests to ‘Come Be Here’ at Outrigger Resorts & Hotels. Find more information online at [@OutriggerResorts](#) and [www.Outrigger.com](#).

###

#### **ABOUT OUTRIGGER**

For 75 years, Outrigger 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 ‘Come Be Here’ 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](#).

#### **MEDIA CONTACT:**

Monica Salter, Outrigger Hospitality Group  
VP Global Communications & Social Responsibility  
Ph: 808 921-6839  
Email: [monica.salter@outrigger.com](mailto:monica.salter@outrigger.com)