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OUTRIGGER Hospitality Group to Acquire Kā'anapali Beach Hotel on Maui

The 432-key property sits on the No. 1-ranked beach in the United States and seamlessly aligns with OUTRIGGER's emphasis on barefoot luxury and authentic cultural experiences



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HONOLULU – Premier beach resort company [OUTRIGGER Hospitality Group](#) today announced its plans to acquire [Kā'anapali Beach Hotel](#), a beachfront resort on the Island of Maui, renowned as “Hawai‘i’s Most Hawaiian Hotel.” It is located on the golden sands of world-famous Kā'anapali Beach, which was recently ranked as the *No. 1 Beach in the U.S.* and *No. 10 Beach in the World* by TripAdvisor. The property spans 11-acres with 432 rooms.

This transaction is expected to close on July 26, 2023 at which time the property will be rebranded as OUTRIGGER Kā'anapali Beach Resort. The purchase price is not being disclosed.

“From Maui to Maldives, OUTRIGGER is bullish about our mission to be *The Premier Beach Resort Company in the World*, simultaneously elevating our current assets and strategically adding complementary resort products to our global portfolio,” said Jeff Wagoner, president and CEO of OUTRIGGER Hospitality Group. “OUTRIGGER’s investment in a full-service Maui resort underscores our confidence in this iconic destination and our commitment to its community.”

The global hospitality brand was founded in Hawai‘i 75 years ago and has deep expertise in this market; OUTRIGGER currently owns and/or operates 26 resorts, hotels and vacation condos throughout the island chain – including seven condominium resorts on Maui. In the last two years alone, OUTRIGGER added five premier beach resorts to its portfolio, including OUTRIGGER Kona Resort & Spa on Hawai‘i Island, as well as three properties in Southern Thailand and a five-star resort in the Maldives.

The award-winning Kā'anapali Beach Hotel recently completed a \$75 million property-wide renovation spanning two of the guestroom wings. The property offers a dozen Hawaiian cultural classes for guests alongside abundant ocean activities such as outrigger canoe paddling and snorkel tours. Additionally, Kā'anapali Beach Hotel is employing several high-impact sustainability initiatives, including the installation of solar panels, charging stations for electric vehicles and water refill stations.

These efforts have not gone unnoticed; last year, readers of *Condé Nast Traveler* named Kā'anapali Beach Hotel the No. 4 Top Resort on Maui and readers of *Hawai‘i Magazine* voted it the No. 1 Hotel Statewide.

“With its pristine location along a three-mile stretch of sand, deep cultural connections and authentic Hawaiian hospitality, Kā'anapali Beach Hotel has tremendous synergy with the OUTRIGGER brand; we are honored for the opportunity to become stewards of this coveted property,” Wagoner added. “Our intention, once the sale is finalized, is to craft a thoughtful plan to further enhance the resort grounds while retaining unique attributes that guests have cherished for years.”

Under the helm of General Manager Mike White since the 1980s, Kā'anapali Beach Hotel has been a pioneer in preserving and supporting Hawaiian culture – receiving numerous state and national awards for its focus on culture, community service and creating a model of sustainability for the Hawai'i tourism industry at large.

The link between Kā'anapali Beach Hotel and OUTRIGGER stretches back three decades with the founding of OUTRIGGER's values-based management approach, *Ke 'Ano Wa'a* which translates to *The OUTRIGGER Way*.

“When the renowned scholar Dr. George Kanahale and I created the state's first Hawaiian cultural training course for hotel employees in 1986, OUTRIGGER's leadership understood and appreciated the value of this curriculum – so, 30 years ago we guided them in creating a version tailored for OUTRIGGER called *Ke 'Ano Wa'a*,” said White. “It's uplifting to know that this platform of caring for host, guest and place remains intact today and will be a foundation of this exciting next chapter for Kā'anapali Beach Hotel.”

Additionally, as part of this transaction, OUTRIGGER will also take ownership of [The Plantation Inn](#) – a charming, 18-room bed and breakfast in historic Lahaina Town, located steps from Maui's famous Front Street, which has consistently been voted the #1 B&B on Maui. At this time, no changes are planned for this quaint, adults-only accommodation.

Travelers can book a room today for OUTRIGGER Kā'anapali Beach Hotel at www.kbhmaui.com and The Plantation Inn at www.theplantationinn.com, as well as www.outrigger.com for stays from July 26, 2023 forward.

OUTRIGGER Kā'anapali Beach Resort will retain the Lei Aloha platform and also be added to the OUTRIGGER DISCOVERY loyalty program, which rewards guests with exclusive member rates and DISCOVERY Dollars for staying at OUTRIGGER, as well as more than 800 hotels in the GHA DISCOVERY portfolio.

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](#).

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