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**OUTRIGGER Resorts & Hotels Rides a Wave of Expansion  
with Maui's Kā'anapali Beach Hotel as the Newest Jewel in its Global Portfolio**  
*OUTRIGGER adds its footprints to the No. 1-ranked beach in the United States*



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**HONOLULU** – [OUTRIGGER Resorts & Hotels](#) today finalized its acquisition of the iconic Kā'anapali Beach Hotel, situated on the sands of world-famous Kā'anapali Beach – recently ranked as the *No. 1 Beach in the U.S.* and *No. 10 Beach in the World* by TripAdvisor. The 11-acre, 432-room property will now sail under the banner of **OUTRIGGER Kā'anapali Beach Resort**, allowing travelers to experience the soulful essence of authentic Hawaiian culture fused with OUTRIGGER Signature Experiences.

This purchase further anchors OUTRIGGER in its mission to be *The Premier Beach Resort Company in the World* and heralds a new chapter in its global voyage of delivering barefoot luxury with unparalleled hospitality across Hawai'i, Fiji, Mauritius, Thailand and the Maldives.

“As a Hawai'i-based company for 75 years, we have cultivated a profound appreciation for this enchanting place and its people,” said Jeff Wagoner, president and CEO of OUTRIGGER Hospitality Group. “We understand the responsibility of being exceptional stewards of this treasured land and embrace the opportunity to continue the tradition of excellence at this extraordinary property. The Kā'anapali Resort area is undeniably a sought-after destination, captivating travelers from across the globe with its natural beauty and rich cultural heritage. We are committed to elevating this experience to new heights while being a collaborative community partner.”

One of the cornerstones of every OUTRIGGER resort is a must-visit beach bar. Maui Brewing Co., a beloved local brand with a deep island heritage, will be the primary restaurant at OUTRIGGER Kā'anapali Beach Resort. Set to open later this summer, the beachfront space will further enhance the allure of the resort, offering a family-friendly dining experience for breakfast, lunch and dinner as well as live music.

In addition to premium culinary offerings, OUTRIGGER Kā'anapali Beach Resort will also remain true to *The OUTRIGGER Way* by continuing to provide enriching cultural programming for all guests, as well as sustainability measures to protect and preserve the shores of Kā'anapali Beach through the company's global [OUTRIGGER Zone](#) initiative. This includes offering complimentary reef-safe sunscreen from its partner Raw Elements, as well as metal water bottles and reusable bags at check-in for guests to practice sustainability.

OUTRIGGER Kā'anapali Beach Resort will be added to the award-winning 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.

Say aloha to unforgettable happenings and unparalleled hospitality at OUTRIGGER Kā'anapali Beach Resort by booking a room today at: [www.outrigger.com](http://www.outrigger.com) or through your preferred travel advisor.

#### **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](#) – a member of the award-winning Global Hotel Alliance (GHA). 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](http://OUTRIGGER.com) or visit @OUTRIGGERResorts on [Facebook](#), [Instagram](#) and [Twitter](#).

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