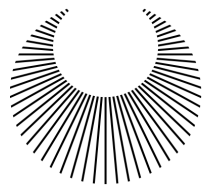


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**OUTRIGGER Hospitality Group Celebrates 30 Years of “The OUTRIGGER Way”
and Honors 77 Years of Host Contributions**



OUTRIGGER WAY Day

HONOLULU – Today, OUTRIGGER Hospitality Group proudly commemorates “The OUTRIGGER Way Day,” a heartfelt celebration marking 30 years of The OUTRIGGER Way, or *Ke ‘Ano Wa‘a* in Hawaiian. Rooted in the teachings of the late Dr. George Kanahale, this values-driven philosophy embodies caring for our hosts, guests and the places where OUTRIGGER calls home.



In honor of this milestone, OUTRIGGER is also celebrating 77 years since its founding by Roy and Estelle Kelly. What began as a small local business in Waikīkī has blossomed into a global portfolio of more than 30 properties in some of the world’s most iconic tropical destinations, spanning Hawai‘i, Asia-Pacific and the Indian Ocean.

Every year on September 29, OUTRIGGER marks this anniversary, but this year comes with a special evolution: the renaming of the annual celebration from “Founder’s Day” to “OUTRIGGER Way Day.” This change signifies a renewed commitment to spreading OUTRIGGER’s unique culture of caring—rooted in the aloha spirit—around the world.

“The OUTRIGGER Way is much more than a business philosophy—it’s a lifestyle that honors the relationship between our hosts, our guests and the communities where we operate,” said Sean Dee, EVP and Chief Commercial Officer of OUTRIGGER Hospitality Group. “This year, as we celebrate both our company’s 77th anniversary and 30 years of The OUTRIGGER Way, we are reminded of how deeply our hosts shape the guest experience. Their care, knowledge and passion reflect the heart and soul of OUTRIGGER and we are proud to honor them alongside the legacy of our founders, Roy and Estelle Kelly.”

To commemorate this special day across the globe, all OUTRIGGER resorts and hotels will participate in a series of meaningful activities that reflect the heart of *The OUTRIGGER Way*—showcasing our deep-rooted commitment to caring for our guests, our hosts and the precious places we call home.

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- **Caring for Our Guests:** OUTRIGGER properties host a series of unique and memorable receptions to honor its guests. These events go beyond a warm welcome—offering thoughtful touches such as complimentary services, locally inspired treats, or personalized amenities. From tropical refreshments to curated cultural experiences, each property celebrates its guests by making them feel truly valued and appreciated, ensuring that their visit is as unforgettable as the destination itself.
- **Caring for Our Hosts:** Behind the scenes, our dedicated hosts—the true heart of OUTRIGGER—are celebrated with special back-of-house festivities. These gatherings are designed to express a deep gratitude for their unwavering dedication and hard work. From heartfelt thank-you gifts to surprise perks, each token is a symbol of appreciation for the hosts who deliver the warm island hospitality that defines OUTRIGGER. It is a moment to pause, reflect and celebrate the incredible people who bring The *OUTRIGGER Way* to life every day.
- **Caring for Our Place:** Throughout the week of September 29, each OUTRIGGER property takes action to give back to the environment and support local communities through a series of hands-on conservation initiatives. These efforts align with the quarterly *OUTRIGGERCares* program, with each location embracing activities that are both meaningful and impactful. In Fiji, hosts and guests join forces to plant coral and clean up pristine beaches; in Mauritius, participants engage in marine conservation education; and in the Maldives, local schoolchildren are hosted for an interactive tour of ocean preservation and hospitality. Whether it’s helping preserve the Ala Wai Canal in Waikīkī by making Genki Balls or hosting World Manta Day on Hawai‘i Island, these activities reaffirm OUTRIGGER’s steadfast commitment to the places we cherish.

As part of this year’s OUTRIGGER Way Month, OUTRIGGER properties have much to celebrate. Three of its Hawai‘i resorts currently hold top rankings on TripAdvisor, with OUTRIGGER Waikiki Beachcomber Hotel in the No. 1 spot, OUTRIGGER Reef Waikiki Beach Resort ranked No. 2 and OUTRIGGER Waikiki Beach Resort at No. 5. Additionally, OUTRIGGER Khao Lak Beach Resort in Thailand was recently named TripAdvisor’s No. 1 hotel, showcasing OUTRIGGER’s excellence across the globe.

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About OUTRIGGER: For more than 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 programme – a member of the award-winning Global Hotel Alliance (GHA). OUTRIGGER’s multi-branded portfolio includes OUTRIGGER® Resorts, 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®. Find out more at [OUTRIGGER.com](https://www.outrigger.com) or visit @OUTRIGGERResorts on Facebook, Instagram and X.

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