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OUTRIGGER Resorts & Hotels Honors its Hosts with Month-Long Celebrations

Festivities for “The OUTRIGGER Way” Month began on Sept. 1 – National Hotel Employee Day



HONOLULU - OUTRIGGER Resorts & Hotels celebrated National Hotel Employee Day on Sunday, September 1, 2024 by honoring its dedicated hosts with special luncheons, engaging games and delightful goodie bags at properties worldwide. This event marked the beginning of a month-long recognition, “The OUTRIGGER Way Month,” which commemorates 77 years of host contributions and their unwavering commitment to guest service and the communities they serve.

“We are incredibly proud to celebrate our hosts, who consistently deliver exceptional service and embody the spirit of Aloha,” said Mike Shaff, Senior Vice President Operations – The Americas. “While National Hotel Host Day was an important occasion, one day wasn’t enough to fully express our appreciation. That’s why we extended the celebration throughout the month of September, honoring the legacy and contributions of our hosts through “The OUTRIGGER Way” Month.”

The OUTRIGGER Way, or *Ke ‘Ano Wa’a* in Hawaiian, is a values-driven philosophy rooted in the teachings of the late Dr. George Kanahale, a renowned native Hawaiian historian and scholar. Developed collaboratively with OUTRIGGER hosts, it emphasizes a deep sense of responsibility to care for hosts like family, provide guests with unparalleled hospitality and serve as responsible stewards of the places where OUTRIGGER operates.

Ke 'Ano Wa'a reaffirms the fundamental principles of hospitality, or *Ho'okipa*. It teaches us that the relationships between hosts, guests and place are at the core of our business. It also deepens our understanding and appreciation of Hawaiian culture, which continues to be a hallmark of OUTRIGGER Resorts & Hotels.

The OUTRIGGER Way Month features a range of activities celebrating hosts globally. As part of National Hotel Employee Day, OUTRIGGER hosted numerous festivities, which led into a series of special events throughout September, including:

- **Housekeeping Week** (Sept. 8–14): Dedicated to OUTRIGGER's hardworking housekeeping teams, this week features giveaways, treats and luncheons to recognize their invaluable contributions.
- **World Gratitude Day** (Sept. 21): Every host receives personalized notes of appreciation, underscoring the company's gratitude for their commitment and excellence.
- **World Tourism Day** (Sept. 27): OUTRIGGER contributes to the *Genki Ala Wai Project* in Waikiki by creating 2,000 Genki Balls to help restore the Ala Wai Canal – totaling 10,000 from previous events. Additional conservation activities include a celebration of World Manta Day at OUTRIGGER Kona Resort & Spa on Sept. 14, reinforcing the brand's commitment to ocean health.

The month-long celebration culminates with **The OUTRIGGER Way Day** on September 29, a special day honoring hosts and the company's founders, Roy and Estelle Kelly, for their 77-year legacy. Managers will host receptions, distribute special gifts and deliver presentations highlighting the important role that hosts play in OUTRIGGER's ongoing success. Of note, three of OUTRIGGER's Hawai'i properties are currently ranked in TripAdvisor's top 5 (as of September 5, 2024) with OUTRIGGER Waikiki Beachcomber No. 1, OUTRIGGER Reef Waikiki Beach Resort No. 2 and OUTRIGGER Waikiki Beach Resort No. 5.

National Hotel Employee Day was established by the American Hotel & Lodging Association (AHLA) and the National Day Calendar in 2022 to recognize the nearly two million employees who work in the U.S. hotel industry. Observed annually on September 1, the day celebrates the essential role that hotel employees play in life's most significant moments – from weddings and reunions to vacations.

"The nearly two million people employed by America's hotels are the heart and soul of this industry. Their talent and drive create memorable experiences for millions of guests each year," said AHLA Interim President & CEO Kevin Carey. "National Hotel Employee Day is all about extending our gratitude for their service and encouraging others to explore a rewarding career in this vibrant and growing industry."

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ABOUT OUTRIGGER RESORTS & HOTELS

For more than 77 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®. Find out more at [OUTRIGGER.com](#).

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