

DATE August 21, 2025 RELEASE NUMBER 43|25

OUTRIGGER Kauaʻi Beach Resort & Spa Introduces New Cultural Programming Rooted in Hawaiian Traditions

Thoughtful experiences invite guests to connect more deeply with Kauaʻi's culture, community and coastline



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(Līhuʻe, HI) – Tucked along a scenic stretch of Nukoliʻi Beach, OUTRIGGER Kauaʻi Beach Resort & Spa is introducing a thoughtful new slate of cultural programming designed to deepen guest connection to the traditions, people and place of Hawaiʻi. From sunrise chant ceremonies and hula performances to beach cleanups and local artisan markets, the resort's experiences invite travelers to engage with Kauaʻi's unique sense of aloha in meaningful ways.

"As caretakers of this special place, we believe it's our *kuleana* (responsibility) to help share the stories and values that make Kauaʻi so unique," said Christine San Nicolas, General Manager at OUTRIGGER Kauaʻi Beach Resort & Spa. "These programs are the result of close collaboration with local kumu, artisans and nonprofit partners and we're honored to work alongside them to offer guests a deeper, more meaningful connection to Hawaiʻi."

Welcoming the Day with Purpose

Each Tuesday, early risers are invited to greet the sun with **E Ala E – Sunrise Ceremony**, a sacred 25-minute experience led by Kumu Hula Maka Herrod. Held just before dawn on Nukoliʻi Beach, the ritual includes learning and chanting "E Ala E" through movement and reflection. Guests receive a printed chant card with English translation as a keepsake to reflect on their experience.

Aloha Friday Festivities

Every Friday, the resort hosts **E Komo Mai – Aloha Friday Celebration** from 5–6 PM at the main pool. The evening begins with the echo of pahu drums and Hawaiian oli (chant), followed by a cultural voyage through the Polynesian Triangle, led by Kumu Hula Wailana Duarte and her hālau. Performances from Tahiti, Aotearoa and Hawaiʻi culminate in a symbolic arrival to Kauaʻi. Preceding the celebration, the **Kauaʻi Made Craft Fair** (3–7 PM) features local artisans with island-made goods such as jewelry, homewares, treats and more.

Mālama in Action

As stewards of this beautiful shoreline, the resort invites guests to participate in **Mālama Nukoli'i**, a self-guided beach cleanup program available daily. In-room kits include gloves and sifter bags, making it easy for all ages to help remove microplastics and debris from the beach. Cleanup stations are located at the beach entrance in partnership with Ho'omalū Ke Kai, a local nonprofit dedicated to ocean conservation. The program reflects the Hawaiian value of *mālama 'āina* - to care for and honor the land.

Cultural Offerings + Local Vibes

Throughout the week, the resort also offers lei-making workshops and 'ukulele sessions, giving guests hands-on ways to connect with Hawaiian traditions. Live music and three daily happy hours provide a relaxed rhythm to unwind:

- 3–4 PM at Driftwood Bar & Grille
- 5–6 PM and 8:30–9:30 PM at Shutters Lounge

The addition of these cultural offerings reflects OUTRIGGER Hospitality Group's larger objective of supporting authentic, place-based travel experiences that honor the spirit of Hawai'i. All experiences are complimentary for resort guests and are designed to be approachable and enriching, whether for families with curious keiki (kids), couples seeking connection, or solo travelers craving depth.

To learn more or to book a stay, visit www.outrigger.com/offers/kbr/oceanview or connect with your preferred travel advisor.

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ABOUT OUTRIGGER RESORTS & HOTELS

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 program – a member of the award-winning Global Hotel Alliance (GHA). OUTRIGGER's multi-branded portfolio includes OUTRIGGER Resorts, Hawaii Vacation Condos by OUTRIGGER®, The Kapalua Villas Maui and OUTRIGGER Honua Kai Resort & Spa while also managing select properties from top international hotel brands including Embassy Suites by Hilton®. Find out more at OUTRIGGER.com or visit @OUTRIGGERResorts on Facebook and Instagram.

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