

DATE: October 24, 2025 RELEASE NUMBER 64 | 25

OUTRIGGER Hospitality Group earns Travel Weekly Magellan Gold Award for Hospitality Marketing celebrating its Cirque du Soleil 'Auana collaboration



Download Hi-Res Show Images, [HERE](#)

HONOLULU – OUTRIGGER Hospitality Group has been honored with a Travel Weekly Magellan Gold Award for Excellence in Hospitality Marketing, recognizing the success of its innovative Cirque du Soleil 'Auana communications and PR campaign. This national distinction highlights OUTRIGGER's imaginative storytelling and leadership in elevating Hawai'i's cultural narrative through a landmark partnership that brought Cirque du Soleil's first-ever resident production to the island.

Cirque du Soleil 'Auana, staged at the newly renovated OUTRIGGER Theater within the OUTRIGGER Waikiki Beachcomber Hotel, represents a bold cultural renaissance in Waikiki. The visually stunning production fuses Cirque's world-renowned artistry with Hawaiian stories, traditional hula, and language, creating an immersive celebration of Hawai'i's living heritage.

From the partnership announcement to the December 2024 world premiere, OUTRIGGER's integrated communications strategy positioned 'Auana as one of Hawai'i's most significant cultural events in recent history. Highlights included a star-studded red-carpet premiere that transformed Kalākaua Avenue, celebrity and media attendance, and global coverage in outlets such as *PEOPLE*, *BuzzFeed* and *Entertainment Tonight*.

Now nearing its one-year anniversary, Cirque du Soleil 'Auana continues to enchant audiences with its mesmerizing blend of acrobatics, live music and storytelling, performed entirely in the Native Hawaiian language. A transformative experience that bridges tradition and innovation, the production embodies the spirit of aloha night after night.

"'Auana represents the evolution of Hawaiian storytelling - where artistry, innovation and heritage converge," said Sean Dee, Executive Vice President & Chief Commercial Officer. "As a global leader in hospitality and cultural stewardship, OUTRIGGER is proud to collaborate with Cirque du Soleil to share Hawai'i's vibrant spirit with audiences worldwide."

In its debut season, 'Auana drew nearly 195,000 attendees, sold over 188,000 tickets, and generated more than 400 media placements, totaling 2.36 billion impressions worldwide. The campaign's success continued into 2025, with the cast's live performance on NBC's *TODAY Show* for Lei Day, bringing Hawaiian culture and the spirit of aloha to millions of viewers nationwide.

"We're thrilled to see 'Auana honored for its creativity and cultural impact," said Michel Laprise, Creative Guide, Cirque du Soleil Entertainment Group. "This recognition underscores the power of authentic collaboration and shared vision. From concept to curtain, our partnership with OUTRIGGER has celebrated the harmony between Cirque's artistry and Hawai'i's living culture."

The Travel Weekly Magellan Awards honor the best in travel across categories including hospitality, destinations, cruise, airlines and tour operators. Winners represent the most innovative and inspiring leaders shaping the future of global travel and tourism.

OUTRIGGER's commitment to excellence continues to be recognized across the globe. OUTRIGGER Fiji Beach Resort's pioneering Sculptural Coral Gene Bank - an initiative dedicated to preserving and restoring the world's coral reefs - was also recently honored with a prestigious Magellan Award. Additionally, OUTRIGGER Reef Waikiki Beach Resort was recently named one of Condé Nast Traveler's *Top 20 Resorts in Hawai'i* in the 38th annual Readers' Choice Awards, ranking No. 15 among the best places to stay across the Hawaiian Islands.

Guests are invited to experience 'Auana at the OUTRIGGER Waikiki Beachcomber Hotel, where Hawaiian artistry and Cirque du Soleil's signature storytelling come together in an unforgettable performance. Purchase tickets at outrigger.com/auana.

###

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](https://outrigger.com) or visit @OUTRIGGERResorts on [Facebook](#) and [Instagram](#).

ABOUT CIRQUE DU SOLEIL ENTERTAINMENT GROUP

Cirque du Soleil Entertainment Group is a world leader in live entertainment. Building on four decades of pushing the boundaries of the imagination, the artistic entertainment company brings its creative approach to a large variety of artistic forms such as live shows, multimedia productions, long-form content, music, immersive experiences, and special events. Since its creation in 1984, more than 400 million people have been inspired on 6 continents and 86 countries. The Canadian company now employs almost 4000 employees, including 1200 artists from more than 80 different nationalities. Along with its affiliates—Blue Man Group, VStar Entertainment Group, and The Works Entertainment—Cirque du Soleil Entertainment Group continues to expand its creative reach. For more information about Cirque du Soleil Entertainment Group, please visit cirquedusoleil.com. About Cirque du Soleil Entertainment Group

MEDIA CONTACT

Monica Salter | VP Global Communications & Social Responsibility
OUTRIGGER Hospitality Group | Email: monica.salter@outrigger.com