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## OUTRIGGER Waikīkī Paradise Hotel Joins Global Hotel Alliance's Award-Winning DISCOVERY Loyalty Program

*Move unlocks cross-brand demand and drives direct bookings in Waikīkī*



**HONOLULU** – The OUTRIGGER Waikīkī Paradise Hotel has joined Global Hotel Alliance's (GHA) award-winning GHA DISCOVERY loyalty program, completing the integration of OUTRIGGER Resorts & Hotels' full global portfolio into the world's largest alliance of independent hotel brands.

The addition of OUTRIGGER Waikīkī Paradise strengthens OUTRIGGER's participation in GHA DISCOVERY, enabling the brand to capture greater cross-brand demand and loyalty-driven revenue in one of the world's most competitive resort markets. Members now have seamless access to GHA DISCOVERY benefits across OUTRIGGER properties in Hawai'i, Fiji, the Maldives, Mauritius and Thailand, including exclusive member rates, room upgrades and DISCOVERY Dollars (D\$) redeemable on stays, dining and experiences.

GHA DISCOVERY continues to be a proven performance driver for participating brands. In 2025, the program delivered record loyalty-driven revenue, fueled by growth in repeat stays, direct web and app bookings, and cross-brand travel, with members enrolling through one brand and staying with another. With OUTRIGGER Waikīkī Paradise now fully live on the platform, OUTRIGGER is positioned to increase incremental demand in Waikīkī while reducing reliance on third-party distribution channels.

The 443-room OUTRIGGER Waikīkī Paradise Hotel is OUTRIGGER's second craft hotel, following the success of the OUTRIGGER Waikiki Beachcomber Hotel. Located on the historic grounds of Princess Ka'uiulani's former 'Āinahau estate, the property blends flexible accommodations with a robust calendar of programming, making it a year-round hub for group travel, events and community-driven experiences. Its central location and adaptable spaces have also driven demand from youth, high school and collegiate sports teams, as well as industry gatherings and conferences.

Programming at the hotel is anchored by the Paradise Originals, a collective of Hawai'i-based artists, entrepreneurs and cultural practitioners whose influence helped shape the hotel's 2024 reimagination and continues to inform its guest experience. On-property offerings include regular Art + Flea markets, wellness activations and dining concepts such as Appetito Craft Pizza & Wine Bar and the award-winning Tanaka of Tokyo teppanyaki, further supporting length of stay and ancillary revenue.

"Joining GHA DISCOVERY strengthens our ability to compete globally while maintaining what makes this hotel distinct," said Kiana Beimes, General Manager of OUTRIGGER Waikīkī Paradise Hotel. "The platform allows us to tap into a high-value loyalty audience that actively seeks out new destinations and experiences, while reinforcing direct booking behaviors that benefit both the property and the brand."

GHA DISCOVERY connects more than 45 independent hotel brands under a single loyalty ecosystem, delivering scale, data insights and incremental revenue opportunities while allowing each brand to retain its individual positioning and identity.

OUTRIGGER Waikīkī Paradise Hotel's integration further underscores OUTRIGGER's long-term strategy of leveraging culturally rooted placemaking alongside global distribution platforms to drive sustainable growth across its portfolio.

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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](#).

#### **ABOUT GLOBAL HOTEL ALLIANCE**

Global Hotel Alliance (GHA) is the world's largest alliance of independent hotel brands with 50 brands and 950 hotels in 100 countries. Its award-winning loyalty programme – GHA DISCOVERY – provides more than 34 million members with recognition, D\$ rewards and exclusive experiences across its hotels and partners, both with and without a stay. Through membership in GHA, brands expand their global reach, drive incremental revenue and reduce dependence on third-party channels, all while maintaining management independence and individual positioning. For more information, visit [globalhotelalliance.com](#) or [ghadiscovery.com](#).

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