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## OUTRIGGER Waikīkī Beach Resort Announces \$100 Million Transformation

*The Original Home of Modern Surf Culture Enters Its Most Defining Chapter Yet*



*(L-R) Reimagined Guestroom with Oceanfront Views; Arrival Experience Inspired by the Flow of 'Āpuakēhau Stream  
Open-Air Lobby Designed to Frame Waikīkī's Shoreline -- Download images/renderings [HERE](#)*

HONOLULU — OUTRIGGER Hospitality Group today announces the start of a landmark \$100 million, grand transformation of OUTRIGGER Waikīkī Beach Resort, its original flagship located at the birthplace of modern surf culture and one of the most storied oceanfront addresses in the world.

Set directly on the sands where Duke Kahanamoku first shared the gift of surfing, and on the historic grounds of the original Outrigger Canoe Club, the resort is being reimagined as a design-led, barefoot luxury destination more deeply connected to the ocean, surf culture and sense of place that defines Waikīkī.

“This stretch of Waikīkī is both culturally significant and foundational to OUTRIGGER’s identity. Our role is to steward this iconic resort with care while thoughtfully evolving the experience to meet the expectations of today’s traveler. This investment reflects a clear direction for the company -- advancing our position in barefoot luxury, grounded in place, culture and connection, while continuing to lead the market and inspire lasting guest loyalty,” said Jeff Wagoner, President and CEO of OUTRIGGER Hospitality Group.

Amidst the transformation, the heart of OUTRIGGER Waikīkī remains intact. Duke’s Waikīkī, Hula Grill and Blue Note Hawai’i will continue to define the experience. From early mornings with the surf community to late nights shaped by live music, they maintain the familiarity and energy that have made the resort a favorite for generations of kama’āina and visitors alike.

This \$100 million transformation is a deliberate act of cultural stewardship, with every design choice, material and motif drawn from the land, water and living history of Waikīkī. A sweeping staircase and subtle patterns inspired by ‘Āpuakēhau Stream guide guests from arrival to ocean -- referencing the historic waterway that once carried fresh water from the Ko‘olau Mountains to this shoreline and shaped the landscape guests now move through.

The project was realized in close collaboration with local artists, designers and cultural practitioners, including DTL – a Hawaiian Strategy Studio, and brought to life by PowerStrip Studio and WCIT Architecture.

“To design in Hawai‘i is to remember. Our work at OUTRIGGER Waikīkī Beach Resort was shaped by the ‘Āpuakēhau Stream, by the genealogy of the land, ali‘i and people of this place, and by the rhythm of the kahakai. For kama‘āina and malihini alike, we wanted the generational abundance of Waikīkī to be felt in every material, every motif, every moment,” said Mālia Ka‘aihue, President of DTL.

From arrival onward, spaces open toward the ocean and are shaped by the trade winds and rhythms of the shoreline. A centerpiece of the redesign is the newly reimagined Voyager 47 Club Lounge, now three times its former size, where floor-to-ceiling views frame the full sweep of Waikīkī Beach and iconic Diamond Head.

Born from the legacy of Duke Kahanamoku and the Waikīkī Beach Boys, this coastline shaped a global movement grounded in aloha, connection and respect for the ocean. That legacy continues today through Duke’s on Sunday with Henry Kaponu; a partnership with Faith Surf School, introducing new generations to the sport on these same historic sands; and through Surfers in Residence, a storytelling platform that brings the authentic voices of surf culture into the conversation.

OUTRIGGER Waikīkī Beach Resort will remain open and fully operational throughout the transformation, continuing to offer the same genuine OUTRIGGER hospitality, the same beloved venues and the same front-row seat to Waikīkī Beach, now paired with the rare opportunity to experience a legacy property evolving in real time. Newly reimagined guestrooms are expected to debut in Q3 2026, with the full transformation to follow.

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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](https://www.outrigger.com) or visit [@OUTRIGGERResorts](https://www.facebook.com/OUTRIGGERResorts) on Facebook, Instagram and Twitter.

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