A MESSAGE FROM RICHARD R. KELLEY TO OUR OUTRIGGER 'OHANA

Headline entertainment returning to Waikiki
By Richard Kelley

I was delighted when Outrigger Resorts recently announced a partnership with the iconic Blue Note Entertainment Group to bring world-class music performances to the Outrigger Waikiki Beach Resort. The Main Showroom at the Resort will undergo a multi-million-dollar renovation and, when completed, it will serve as the state’s premier venue for world-renowned musicians, from jazz and blues to Hawaiian favorites.

That is exciting news, particularly for those who remember the fabulous days when the Society of Seven and other stupendous performers headlined there beginning in the late 1960s. I have often written about those times, most recently in the November 16, 2013, issue of Saturday Briefing. That article describes how the Society of Seven came to Hawai‘i from Hong Kong via the Ed Sullivan Show in New York City in 1969. SOS packed the Main Showroom night after night.

In recent years, for a variety of reasons, there has been a decline in interest in headline entertainment in Hawai‘i’s resort areas. With the Blue Note Hawaii announcement, that era has come to an end as Outrigger Resorts again leads the way in bringing top-flight entertainment to Waikiki.

We are excited about our company’s partnership with the Blue Note Entertainment Group. Danny Bensusan founded that company in 1981 with the opening of the legendary Blue Note Jazz Club in New York City. Danny later spearheaded the opening of additional jazz clubs in Tokyo and Osaka, Japan, as well as Milan, Italy. Danny’s son Steven joined the firm in 1996 and now serves as its president. Danny remains very involved in the company’s expansion and he’s the ultimate decision maker on new locations, licensing the name, design and other strategic initiatives. Blue Note currently owns and operates 10 music clubs worldwide and plans to open additional ones in Shanghai, Beijing and Taipei in the near future.

In Waikiki, renovation plans for the 9,000-square-foot Blue Note Hawaii showroom are being drawn up by a local architecture and design firm, InForm Design. When completed, the facility will seat 300 patrons in an intimate setting that will attract visitors from around the world and bring a great new entertainment option to local residents as well. Cross-marketing from Blue Note’s facilities in Asia, Europe and elsewhere in the United States will add to the impact.

But that’s not all! Elvis too is returning to Waikiki! He arrives next Tuesday, July 14, when the Burn’n Love show opens at the Magic of Polynesia Theater in the Holiday Inn Resort® Waikiki Beachcomber Hotel. Burn’n Love – rated Maui’s No. 1 attraction by TripAdvisor – will play six nights a week in the heart of Waikiki.

The good times are rolling again in Waikiki! ☺

1 http://goo.gl/Z0xJKW