Outrigger Receives Accolades for Keeping It Hawaii

There was great excitement and anticipation in the Lili'u Theatre at the Hawaii Convention Center last Thursday, August 7, as several hundred people gathered for the 17th Annual Keep it Hawaii Recognition Awards program. I wish I could have been there in person. By the time the show wrapped up, the Outrigger 'ohana had been honored with four awards, including two Lehua Maka Noe certificates of merit and two prestigious Kahili awards.

The Keep It Hawaii program honors individuals, organizations, and businesses that play key roles in maintaining Hawaii's special cultural values for visitors and local residents alike. It is sponsored by the Hawaii Tourism Authority's (HTA) Hawaiian Culture Program Advisory Council, which is composed of members of the Hawaiian community and the visitor industry. All nominations are judged on authenticity, usage, uniqueness, educational value, longevity, and commitment to the future.

Outrigger’s Beachfront Business Unit received a Lehua Maka Noe certificate of merit for the beautiful Hawaiian arts and artifacts displays at the Outrigger Waikiki on the Beach and Outrigger Reef on the Beach hotels, both of which are masterfully coordinated by Marylou Foley. Nancy Daniels accepted the award on behalf of our company.

Our Waikiki Beach Walk® also received a Lehua Maka Noe certificate of merit for its Nā Mele Aloha 'Āina program, a series of musical recordings that will be produced over the next several years. Accepting the award were Barbara Campbell and Conchita Malaqui.

When the Kahili honors were announced, Nancy Daniels once again went to the stage to accept an award on behalf of the Keauhou Beach Resort, managed by Outrigger Hotels & Resorts, which was recognized for its wonderfully rich Cultural Property Tour.

Eric Masutomi next had the pleasure of accepting a Kahili award on behalf of Outrigger Enterprises Group for the expansive Nā Mele No Nā Pua Hawaiian Music Heritage Program, which integrates bi-monthly concerts and weekly hula and music performances, historical presentations, and educational opportunities into the Waikiki Beach Walk® experience.

I should also note with congratulations that Kamehameha Investment Corporation, the owner of the Outrigger-managed Keauhou Beach Resort, received the coveted Koa Award for its Ho‘iho‘i Kulana Wahi Pana—Restoring Sacred Places project. This is a magnificent undertaking and includes the complete restoration of the three significant heiau, Ke‘eku, Hāpaiali‘i, and Mākole‘a, which front the Keauhou Beach Resort. (See www.outriggerhawaii.com/Hoihoi_Kualana_Wahi_Pana.aspx for more details on this project.)

“'The Hawaiian culture is what defines us as a destination, and it is in our community’s best interest to respectfully portray and continue these traditions for our visitors and residents to enjoy,” said Rex Johnson, President and Chief Executive Officer of HTA. “It has been very encouraging to see the quantity and quality of applicants for the Keep it Hawai‘i Recognition Awards grow each year and through them learn about how individuals, organizations, and businesses continue to perpetuate the Hawaiian culture.”

Congratulations to all the award recipients and to the entire Outrigger ‘ohana who every day promote and share the best of Hawaii with our guests, our communities and each other.