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

Roy and Estelle Kelley Honored as Hawai‘i’s Most Influential Business Leaders

By Dr. Chuck Kelley

Last Thursday evening, September 26, our hearts swelled with pride as Pacific Business News (PBN) recognized Roy and Estelle Kelley as the past half century's most influential business leaders in Hawai‘i.

Visitors filled the hotel and demand soon outstripped the number of rooms available, proving that the business model worked. The Kelleys plowed their profits back into the business, replicating the formula over and over, building hotel after hotel, all within walking distance of their Waikiki home. “They helped usher in a whole new wave of tourism. Hawai‘i was no longer just for people with very high incomes; now it was for everybody,” their son, Dr. Richard Kelley, tells us. Dr. Kelley was unable to attend the PBN event, but his sisters, Jean Rolles and Pat Kelley, accepted the award on behalf of Roy and Estelle. David Carey accepted the award presented to Outrigger Enterprises Group.

Since those early days, Outrigger Enterprises has grown. Today the company manages over 10,000 rooms in nine countries spanning more than 10,000 miles (16,000 kilometers) – nearly half the globe. And, we are still family-owned and -operated.

The Hawai‘i visitor industry has also grown. It is now the engine of Hawai‘i’s economy, playing host to the almost eight million visitors expected to arrive this year. Tourism is the state’s largest generator of jobs, and every year it contributes over $1 billion in tax revenue to state coffers. Visitor dollars flow through every sector of our economy, from construction to housing. As Dr. Richard Kelley has said many times, "In Hawai‘i, Tourism is Everybody’s Business."
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Whether by intention or good fortune, Roy and Estelle started something huge. They recognized an unmet demand in the hospitality market and acted quickly to meet that demand. As we move forward, let’s stay close to our customers and look for new opportunities. History clearly shows us how simple innovations, like providing affordable hotel rooms to middle-class Americans, can pay off big in the long run.

Here are some links to the 9/27/13 issue of PBN and the articles on the awards received by Roy and Estelle Kelley and Outrigger Enterprises Group.

Article on Roy and Estelle Kelley

Article on 25 Most Influential Companies
http://www.bizjournals.com/pacific/blog/morning-call/2013/09/heres-how-we-came-up-with-our-list-of.html

Slide Show of Logos of Top 25 Companies
http://www.bizjournals.com/pacific/blog/morning-call/2013/09/heres-how-we-came-up-with-our-list-of.html?s=image_gallery