



WAIKIKI
BEACH WALK®

Waikiki Beach Walk® 2023 Media Kit

Waikiki Beach Walk® is a vibrant shopping, dining and entertainment district on Lewers Street between Kalakaua Avenue and Kalia Road in Waikiki. It features some of Hawaii's greatest boutique shopping experiences with locally made products, renowned restaurants, nightlife, and a host of world renown Hawaiian entertainment, making Waikiki Beach Walk® a slice of Hawaii life, popular with visitors and residents.

MEDIA CONTACTS

Barbara Campbell

barbara.campbell@outrigger.com
(808) 285-8446

PacRim Marketing Group

IMS@pacrimmarketing.com
(808) 949-4592

OurStory

Waikiki Beach Walk®

The Waikiki Beach Walk® redevelopment was the turning point for the transformation of Waikiki and re-establishing Waikiki as the preeminent urban resort destination.

Outrigger Hotels had a high-profile presence in the Lewers Street neighborhood since the late 1940's when Roy and Estelle Kelley acquired property to build the Edgewater Hotel. That presence grew with the Edgewater Lanais in 1955, Outrigger Reef in 1955 and 1965, Reef Towers in 1959, Coral Seas in 1960, Reef Lanai in 1962, Village Tower in 1974 and Waikiki Tower in 1978.

Woven within these iconic Outrigger properties were the equally iconic eateries and watering holes such as, Perry's Smorgy, House of Hong, Trattoria, Red Lion, Irish Rose Saloon, Davey Jones Ribs, Polynesian Palace, and many other businesses that thrived through those years.

This critical mass of properties presented Outrigger an opportunity to master plan and redevelop this important part of Waikiki, a 7.9-acre area bordered by Kalakaua Avenue, Lewers Street, Kalia Road, Beachwalk and Saratoga Road.

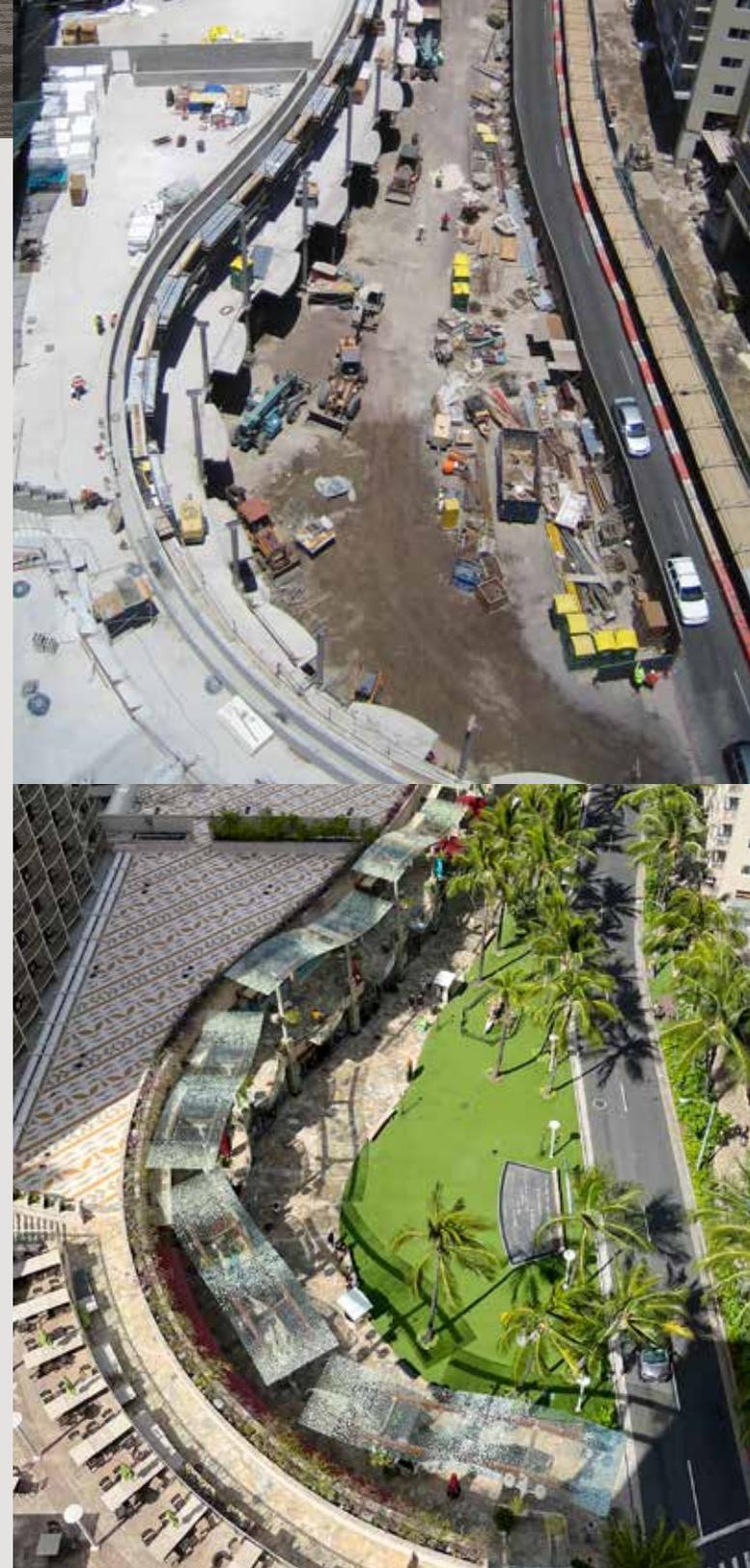
The planning began in 1998, and in 2002 the Honolulu City Council approved the plans to proceed with the largest redevelopment in Waikiki since the 1970's. The official groundbreaking for project took place on April 1, 2005, with the demolition of the OHANA Edgewater, OHANA Coral Seas, OHANA Royal Islander and

OHANA Reef Lanais hotels, as well as the complete overhaul and repositioning of several other hotels.

Just 18 months later, on December 18, 2006, the newly remodeled Embassy Suites-Waikiki Beach Walk (formerly the OHANA Waikiki Tower and OHANA Waikiki Village hotels) opened its doors. The new Club Wyndham at Waikiki Beach Walk (formerly the OHANA Reef Towers) had opened one month earlier. In May 2007, the grand opening was celebrated, with six restaurants and more than 30 new shops and boutiques accompanying the new accommodations, bringing a rejuvenated sense of excitement and renewed life into the area. The project has long been considered the catalyst for the revitalization and renaissance of all of Waikiki in the years that followed, reversing Oahu's decline in visitor arrivals and welcoming local residents back to Waikiki.

To date the largest redevelopment in the history of Waikiki, Waikiki Beach Walk® has been a spectacular success. The \$535 million, retail, dining, entertainment, and hotel development now includes the 94,000 square foot Waikiki Beach Walk® retail center, anchored by the world class hotel, resort, and timeshare properties of the Hokulani Waikiki by Hilton Grand Vacations Club, Club Wyndham at Waikiki Beach Walk, Embassy Suites by Hilton Waikiki Beach Walk, Trump International Hotel Waikiki and the newly renovated Outrigger Reef Waikiki Beach Resort.

Moreover, inspired by Hawaiian culture in its architecture, landscaping, tenant mix and an outdoor entertainment plaza for entertainment, Waikiki Beach Walk's continuing weekly presentations of Hawaiian music, hula, and cultural activities have made it a dedicated steward and advocate of the Hawaiian culture.





Our Brand

Waikiki Beach Walk®

Waikiki has always been a profoundly alluring destination.

In ancient times, its natural beauty brought Hawaiian royalty (*ali'i*) and natives (*maka'āinana*) together to celebrate life near the sea with food, music and hula in the shadow of Diamond Head.

As the age of modern travel progressed, Waikiki also evolved, always as an exciting and glamorous place of adventure, and always colored with the exotic and charming Hawaiian culture of aloha.

Today, it reigns as one of the most exciting travel destinations of the world: a vibrant, metropolitan realm of world-class accommodations, dining and shopping, with countless surf and sea activities ready and waiting to be explored on one of the world's most famous beaches.

Since its opening in 2007, Waikiki Beach Walk® has been the perfect example of everything that has ever made Waikiki special: a diverse and colorful variety of fine and casual dining along with distinctive and unique shopping, and all within an oasis of natural beauty and imbued with Hawaiian culture.

For over 15 years, Waikiki Beach Walk® has been proud to perpetuate the historic essence of the Waikiki lifestyle with music (*mele*), hospitality (*ho'okipa*), relaxation (*ho'oluana*) and the pure, joyous fun (*hoihoi*) of people gathering (*pili kākou*) from all over the world to enjoy all that is wonderful about Waikiki.

Waikiki Beach Walk®

Waikiki Beach Walk® (WBW) is an outdoor, pedestrian-friendly shopping and dining district, located in the heart of Waikiki. It is nestled steps away from the world-famous Waikiki Beach. Opening in 2007, WBW was Hawai'i's first large-scale, mixed-use redevelopment in decades and the driving force for over \$2 billion in investments by public and private sectors toward the revitalization of Waikiki.

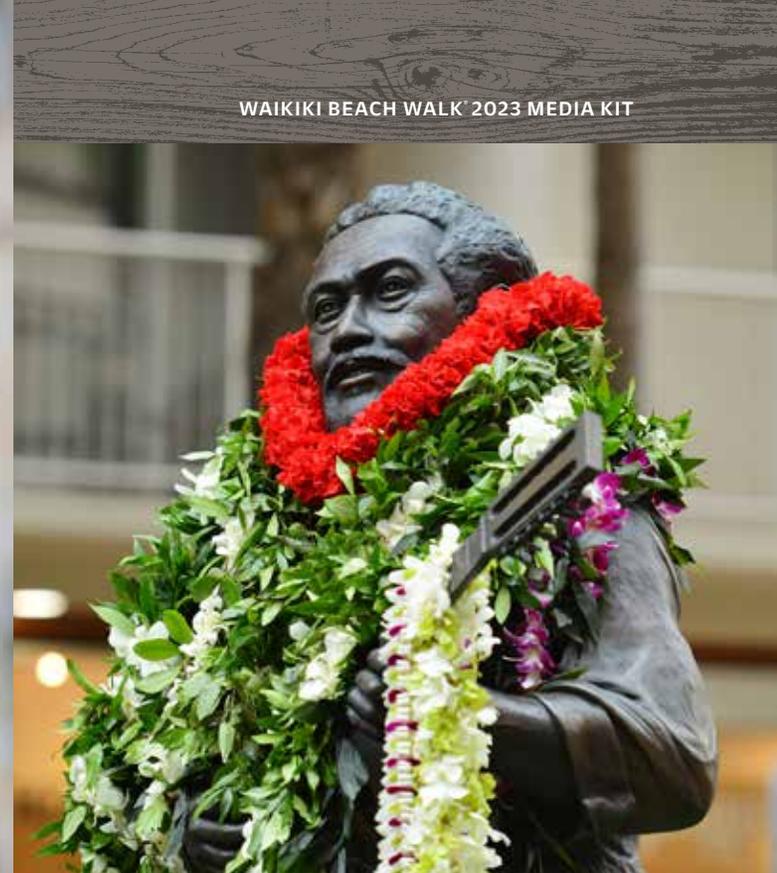
WBW connects five hotel, resort, and timeshare properties, which include Hokulani Waikiki by Hilton Grand Vacations Club, Club Wyndham at Waikiki Beach Walk®, Embassy Suites by Hilton™ Waikiki Beach Walk®, Outrigger Reef Waikiki Beach Resort and Trump International Hotel Waikiki™, collectively known as "Waikiki Beach Walk®".

The center boasts a collection of award-winning restaurants, dining and eateries to suit every budget, and many one-of-a-kind boutique shops that feature Made-in-Hawai'i products. Weekly activities, special events and live performances in the plaza attract visitors and residents alike.

Shopping

Waikiki Beach Walk® has many exceptional shops and boutiques not found anywhere else. From art and apparel to jewelry and special souvenirs, shoppers will find a unique choice from both prestigious national retailers like Park West Fine Art Museum & Gallery, and popular locally owned companies like Mahina, Coco Mango, Kahala and Sunshine Swimwear for apparel, and SoHa Living and Na Hoku jewelers for truly one-of-a-kind, Island inspired gifts.





Dining

World class and diverse dining opportunities anchor WBW, featuring island favorites to classic American and international cuisine. Full-service dining options include renowned Roy's Waikiki, Ruth's Chris Steak House, Yard House, Taormina Sicilian Cuisine and Giovanni Pastrami. Enjoy casual dining at Poke Bar, Beachwalk Café, Café Glace and Big Wave Dave Surf and Coffee.

Relaxation

After a day of surfing, hiking, or circling the island, enjoy a relaxing foot massage, manicure, pedicure, and more at Hele Mai Salon. Take time out for some self care fit for the whole family. The perfect Hawaii vacation should include the the ultimate relaxation treatment!

Entertainment

WBW is committed to preserving and sharing Hawai'i's rich cultural heritage with the popular presentations choreographed by kumu hula Blaine Kamalani Kia. Waikiki Beach Walk's Hawaiian music and hula enhances the visitor experience for visitors from around the world.

WBW is home to a larger than life statue of Philip Kuniu "Gabby" Pahinui, one of Hawai'i's most prominent musicians. Gabby was iconic in the Hawaiian music scene as a slack key guitarist and performer, inspiring generations of musicians to perpetuate Hawaiian music. WBW celebrates Gabby with a tribute known as *Makalauna* in honor of his music.



Activities

In addition to weekly cultural activities, such as music and hula, Waikiki Beach Walk hosts a weekly Open Market and other pop-up events and experiences. Many are hosted by WBW partners or on the WBW plaza stage.

The following are ongoing activities and special events at Waikiki Beach Walk®:

Escape Rooms

Daily at Breakout Waikiki
Book online at [BreakoutWaikiki.com](https://www.breakoutwaikiki.com)

Free Ukulele Lessons*

Daily, 10:30am & 4:30pm at The Ukulele Store

WBW Open Market*

Mondays, 4-8pm at Plaza

Kū Ha'aheo Hawaiian Music & Hula†

Tuesdays, 4:30-6:30pm at Plaza Stage

Feather Flower Class*

Wednesdays, 11am & 2pm at Royal Room
Reserve your attendance at 808-499-7408

Ka Lei Hula*

Sundays, 9am at Plaza Stage

Mele Hāli'a Live Music Performance*

A special performance on the last Sunday of each month, 5-6pm at Plaza Stage

**Free activity. †Dates, times, performances are weather permitting and may change without notice, go to [WaikikiBeachWalk.com](https://www.WaikikiBeachWalk.com) for updates.*



Kū Ha'aheo



Open Market



Feather Flower Class

FactSheet

Waikiki Beach Walk® Retail

Address 226 & 227 Lewers Street
Honolulu, Hawai'i 96815

Location Lewers Street between Kalakaua Avenue and Kalia Road

Hours of Operation 10am – 10pm, hours may vary by business.

Telephone (808) 285-8446

Website waikikibeachwalk.com
waikikibeachwalk.jp

Instagram /waikikibeachwalk
Facebook /waikikibeachwalk
Twitter /waikikibeachwlk

**VP Retail Development
& Leasing Group** Barbara Campbell
barbara.campbell@outrigger.com

Description A mixed-use development.

Square Footage More than 94,000 square feet

Number of Stores 35 Stores

Developer Outrigger Enterprises Group with American Assets Trust

Owner ABW Holdings, LLC

Awards 2009 Hawaii A.S.L.A. Award of Excellence
2008 ICSC International Design & Development Award Winner





Na Hoku



Crazy Shirts



Carludovica



Roy's Waikiki

PartnerList

Waikiki Beach Walk®

Apparel

Blue Ginger
Coco Mango
Crazy Shirts
Kahala
Mahina
Pull-In
Rip Curl
Sunshine Swimwear

Casual Dining

Beachwalk Café
Café Glace
Musubi Cafe Iyasume
Poké Bar
Nalu Health Bar & Cafe
(coming soon)

Restaurants

Giovanni Pastrami
Roy's Waikiki
Ruth's Chris Steak House
Taormina Sicilian Cuisine
The Blue Fish *(coming soon)*
Yard House

Jewelry & Accessories

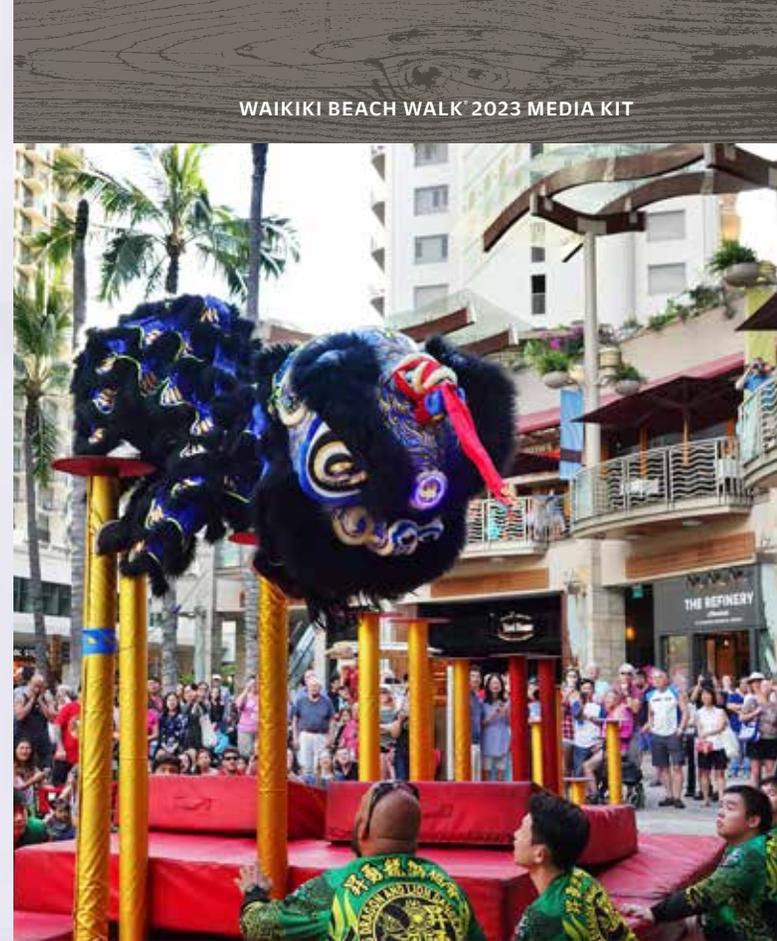
Carludovica
Na Hoku
Kolohe

Gifts & Art

Honolulu Cookie Company
Keep it Simple
KaiAloha Supply
Oahu Honey Co.
Park West Fine Art Museum & Gallery Hawaii
SoHa Living
The Ukulele Store
Wyland Galleries

Specialty & Services

ABC Stores
Big Wave Dave Surf & Coffee
Breakout Waikiki
First Hawaiian Bank
Hele Mai Salon
Holokai Catamaran
The Royal Room/Hawaiian Music Hall of Fame



Waikiki Beach Walk® Festivals

Lunar New Year Lion Dance // February

The rich multicultural tapestry of Hawaii is on full vibrant display as the Waikiki Beach Walk® Plaza literally explodes with a spectacular celebration of the lunar new year. Featuring the exuberant Lion Dance, the ancient Asian ritual that wards off evil spirits while inviting joy, happiness, and good luck for the new year, and where guests become participants immersed in a dazzling pageant of sight and sound.

Aloha Festivals // September

Waikiki Beach Walk®, along with Outrigger Hotels and Resorts, welcomes the Aloha Festival's Royal Court through traditional music and hula performances.

Makalauna // October

In honor of the legendary Hawaiian musician, the late Gabby "Pops" Pahinui, Waikiki Beach Walk® hosts the Makalauna Celebration. The music, hula and aloha honor Gabby for his vast contributions to our local music industry and his influences on music worldwide.

Holiday Mele // December

Get into the Hawaiian holiday season with a week of festive concerts hosted at Waikiki Beach Walk® plaza stage for all to enjoy, with a mix of local hālau and artists showcasing traditional and contemporary Hawaiian music and hula presentations.

Waikiki Beach Walk® Happenings

The Royal Room Celebrates Hawai'i's Rich Cultural Traditions

The Royal Room celebrates Hawai'i's musical heritage, from the Monarchy era to the present day, with museum-quality exhibits. In addition, the space – which is part gallery, part classroom and cultural showroom – highlights the Hawaiian tradition of feather lei making.

Curated by the non-profit Hawaiian Music Hall of Fame and staffed by volunteers, the Royal Room's interactive exhibits and hands-on classes are designed to perpetuate Hawai'i's traditional arts, many that were elevated by Ali'i (Hawai'i's royal class) to the world stage.

Locals and visitors alike can experience these traditions at the Royal Room, located on the second floor of Waikiki Beach Walk®.



Six Things to Love About Waikiki Beach Walk®

There is a lot to love about Hawaii, and the numerous facets of Waikiki Beach Walk are certain to win your heart. Here are five things to love about this vibrant shopping, dining and entertainment district at Lewers Street and Kalakaua Avenue.

1. Authentic Hawaiian Entertainment

Waikiki Beach Walk is committed to preserving and sharing Hawai'i's rich cultural heritage. This includes hosting a variety of authentic Hawaiian music and hula performances to engage Hawaii residents and enhance the visitor experience.

2. Locally Owned Boutiques and One-of-a-Kind Finds!

Nearly all the retail shops at Waikiki Beach Walk are locally owned and operated. Supporting the local community and its many small, independent businesses is at the core of Waikiki Beach Walk's legacy and helps make Hawaii a better place. Waikiki Beach Walk's collection of unique locally owned businesses includes **Blue Ginger, Big Wave Dave Surf & Coffee, Coco Mango, Crazy Shirts, Hele Mai Salon, Kahala, KaiAloha Supply, Keep It Simple, Kolohe, Mahina, SoHa Living, The Ukulele Store** and more.



3. Delicious Dining for Every Palate

From casual eateries and fast-paced cafes to some of Hawaii's most loved fine dining restaurants, the American, Japanese, Italian, Hawaiian and other plentiful cuisine options at Waikiki Beach Walk are sure to satisfy any appetite.

Continued next page

Six Things to Love About Waikiki Beach Walk® (continued)

4. Meet the Menehune

In Hawaiian legend, the Menehune were a group of small people who lived hidden in the forests and valleys of the islands before Hawai'i was settled by Polynesians. They were said to be about two feet (60 cm) tall and a mischievous bunch who roamed unseen at night. They were extremely smart, strong, industrious, and superb builders, credited with mighty feats of overnight engineering and construction of *heiau* (sacred Hawaiian temples), fishponds, roads, canoes and houses.

Waikiki Beach Walk's Menehune were created by Owen Ho, an independent designer who spends most of the year dreaming up design schemes for everything from storefronts to charity balls to Honolulu City Lights..

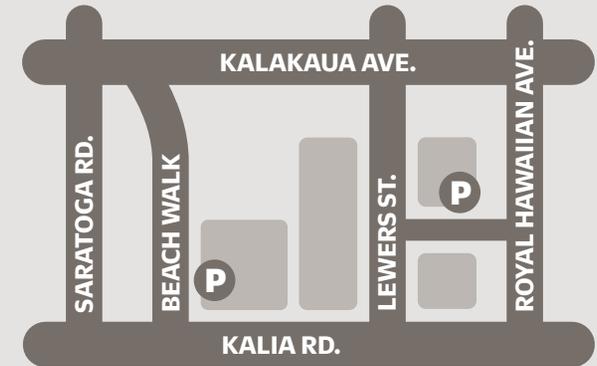


5. Open Market

Bringing local flair and spontaneous fun to your shopping experience, the Waikiki Beach Walk Open Market happens on Mondays from 4 to 8 p.m. Shopping at these craft, gift, and food vendors offers a great way to support local businesses, while discovering truly one-of-a-kind souvenirs, handmade art, and snacks to take home for yourself or as a gift to someone special.

6. Plentiful and Priceless Parking

Who said it's difficult to park in Waikiki? *Get 3 hours of complimentary validated parking daily between 10 a.m. and 3 p.m. with a \$10 minimum purchase.* Parking is available at Embassy Suites porte cochère and Club Wyndham hotel valet.



For more parking info
scan code or go online to
waikikibeachwalk.com/parking.htm

