



Waikiki Wiki-Wiki Wire



Embassy Suites Hotels® Enters Waikiki Market as part of Outrigger's Waikiki Beach Walk Development

Outrigger Enterprises Inc. and Embassy Suites Hotels® have announced a franchise agreement that will bring the upscale Embassy Suites brand to Waikiki as part of Outrigger's Waikiki Beach Walk redevelopment of the Lewers Street area. Outrigger plans to completely renovate the existing OHANA Waikiki Tower and OHANA Waikiki Village Hotels over the next two years and reopen them as the Embassy Suites-Waikiki Beach Walk.

"We are excited about bringing the Embassy Suites name and our services to guests in Waikiki," said John Lee, vice president of brand marketing for Embassy Suites Hotels. "Our loyal guests will be pleased they have another hotel option while they are in Honolulu." Lee also noted Embassy Suites currently has vacation ownership properties on Maui and Kauai, but no other hotels in the state.

According to Perry Sorenson, chief operating officer for Outrigger Hotels & Resorts, the association with Embassy Suites is an important strategic move designed to extend the reach of Outrigger management into new markets.

"This franchise agreement allows us to

introduce Outrigger's renowned island hospitality to Embassy Suites customers," Sorenson said. "At the same time, the hotels will continue to benefit from Outrigger's long-standing relationships with travel partners around the world who associate Outrigger with Hawaii and the Pacific."

To transform the OHANA Waikiki Village and OHANA Waikiki Tower hotels into the Embassy Suites-Waikiki Beach Walk, the two towers will shut down in the second quarter of 2005 for a major renovation that will take approximately 18 months. Most employees of those OHANA hotels will be accommodated at other Outrigger and OHANA hotel locations in Waikiki. During renovation, the 844 standard hotel rooms will be converted into 421 suites (17 two-bedroom suites, 352 one-bedroom suites and 52 hotel rooms suites), which will provide complimentary full-American breakfasts and afternoon manager's receptions.

Embassy Suites and Outrigger believe the suites will better serve the needs of the current market, which brings many repeat visitors and families. "Embassy Suites offers two room suites where kids get their own room and free cooked to order break-

fast for the entire family, plus an evening Manager's reception daily," Sorenson said.

"There are very few suite accommodations to serve the Waikiki visitor today," said Lee. "By bringing the Embassy brand and award-winning service to the heart of Outrigger's Waikiki Beach Walk project, along with great restaurants and specialty retail shops, this area will become a highly sought-after vacation destination for families and repeat visitors."

Accomplished hotel executive Robert H. Yeoman has been appointed

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EMBASSY SUITES
HOTELS®

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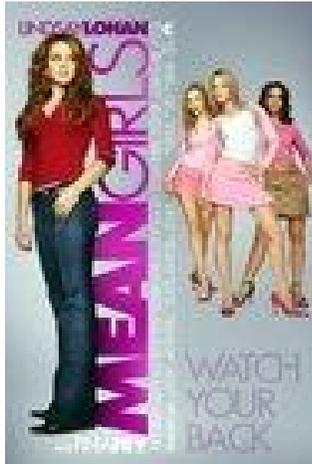
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Sunset on the Beach March 26 & 27 Celebrates Spring Break With "Mean Girls" And "Finding Neverland"

Sunset on the Beach (*Sunset*) celebrates Spring Break on March 26 & 27 with two hit movies, a variety of 'ono grinds and loads of entertainment on Waikiki Beach.

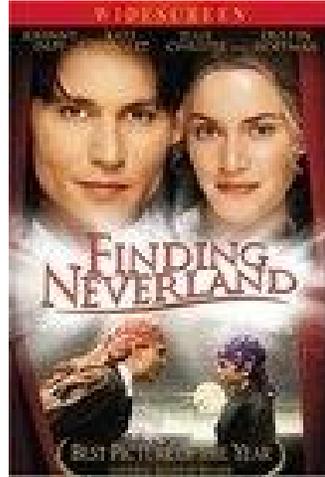
On Saturday, March 26, the feature movie will be "Mean Girls" (Paramount Pictures). In this survival-of-the-fittest teen comedy, high school is a dangerous jungle seething with teenagers who prey on each other like wild animals. The non-stop jokes are hilariously rewarding as they exaggerate adolescent vanity and satirize political correctness issues like race, class, and homosexuality. Here, the Plastics are the most popular girls in school. They wrote the rule book on *Girl World*, like always wearing pink on Tuesdays. And they're mean.



So when pretty new girl Cady arrives in school, the first thing they do is make fun of her. Then they try to win her over. Cady is torn between social cliques. She befriends the punky rebels, but the guy Cady wants to date is friends with the Plastics--so she has to be resourceful. Just trying to fit in, Cady jumps through hoops for the Plastics and becomes a mean girl in the process. Though her transformation is radical, when the final act of meanness is done, she learns a few valuable lessons. Lindsay Lohan stars.

Entertainment preceding the movie will be provided by Hyper Squad; POWER 104.3; Kona; and Kaumaka'iwa Kanaka'ole.

On Sunday, March 27, the feature movie is "Finding Neverland" (Miramax), a tale of magic and fantasy inspired by the life of James Barrie, the real-life author of "Peter Pan."



Set in London in 1904, the film follows Barrie's creative journey to bring Peter Pan to life, from his first inspiration for the story up until the play's premiere at the Duke of York's Theatre - a night that will change not only Barrie's own life, but the lives of everyone close to him. Stars Johnny Depp and Kate Winslet. "Finding Never-

land" was nominated for 7 Academy Awards. Sunday's entertainment will be provided by Kona Winds and KRATER 96.

Look for delicious food on both days from these great restaurants: Ba-Le French Sandwich & Restaurant, Imari Bento, K Restaurant, Leo's Taverna, Ono Kettle Korn, Paradise Water Ice, Pizza Hut, Royal Hawaiian Hot Dog, Time 2 Grind and World's Greatest Funnel Cakes

Sunset events start at 4:00 p.m. when the food booths open. Entertainment begins at 4:00 p.m. this Saturday, and 5:00 p.m. on Sunday. The movie feature screens at sunset, approx. 7:00 p.m. in spring. All events are subject to change.



First Brunch of 2005 Scores a Big Hit!

The first *Brunch on the Beach* of 2005 was held on Sunday, March 30th, and by all accounts was a resounding success! An estimated audience of 10,000 visitors and residents were on hand to enjoy some of the best entertainment and food that Hawaii has to offer.

An unexpected guest entertainer delighted the audience with a rendition of a Samoan love song, sung in Samoan and with English translation at the same time. The guest entertainer was none other than our own Mayor of Honolulu, Mufi Hannemann. "Only in Hawaii can



you find a mayor who can sing like that!" said Hawaii diva Amy Hanaiali'i Gilliom, who was also on stage at the time.

Mayor Hannemann was on hand to recognize the achievements of those who were nominated for the first ever Grammy award for Hawaiian music, many of whom were performing that day at *Brunch*. The Mayor's presence also underscored the City's continuing co-sponsorship of *Brunch on the Beach*. Without the continuing support of Mayor Hannemann and the City and County of Honolulu, *Brunch on the Beach* would not be possible.

Our featured entertainers were the recent Grammy winners and nominees in the brand new Hawaiian music category — headliner Amy Hanaiali'i Gilliom, Charles Mi-



chael Brotman of Palm Records, who actually took home the first-ever Hawaiian Music Grammy Award, and John Cruz, one of the talented artists on Brotman's winning slack-key compilation! Joining them were Charles Recaido, who performed with Mr. Brotman, David "Chino" Montero, who performed with Ms. Gilliom, the Royal Hawaiian Band Glee Club, and Halau Hula O Maiki under the direction of Kumu Hula Coline Aiu.

SPAMMY Previews Spam Jam at *Brunch on the Beach*



Brunch-goers got an added treat of the local kine. SPAMMY, the official mascot of the Hormel Foods product so loved by the people of Hawaii, was on hand to promote the 3rd Annual Waikiki Spam Jam!

Along with SPAMMY came some great folks from Aloha Festivals and the WIA Special Events Committee. They were on hand to preview merchandise from the upcoming Waikiki Spam Jam, April 30th, and the Waikiki Hoolaulea, September 9th. Check out the great new design on the Waikiki Spam Jam 2005 t-shirt!



The Waikiki Beach Marriott Resort And Spa Expands Its Online Options



Guests of Waikiki Beach Marriott Resort and Spa are now able to access the internet with either a wireless or high-speed connection. By selecting a combination of wired and wireless HSIA connectivity, the resort is now able to provide more options for both the business and leisure traveler as well as Marriott Rewards members.

“The impact of technology has changed the needs of the business and leisure traveler over the past couple of years,” said John Limper, director of marketing at the Waikiki Beach Marriott Resort and Spa. “At Waikiki Beach Marriott Resort and Spa, we have responded to the demand by offering as many online options as possible for our guests.”

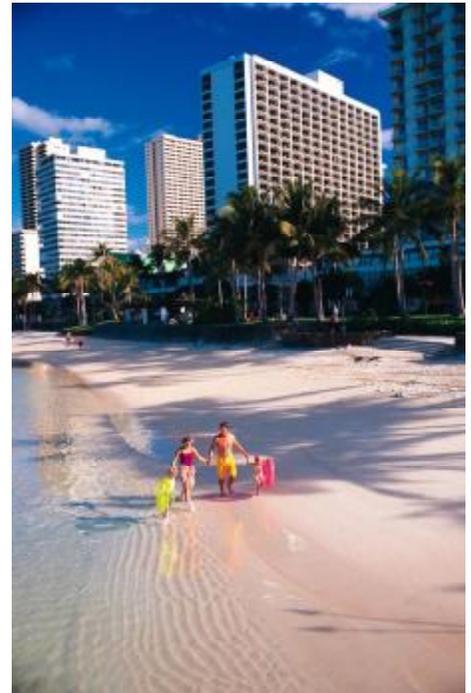
The wireless and high-speed options are available in each



guestroom and throughout the public areas such as the main lobby and poolside at the resort.

Waikiki Beach Marriott Resort and Spa, in the pulse of Waikiki, is buzzing with excitement. New additions such as D.K. Kodama’s Sansei Seafood Restaurant & Sushi Bar and d.k Steak House, Arancino di Mare Italian Restaurant, Paul Brown’s Spa Olakino * Salon, and the Faith Riding Company Surf School has made the resort the center for visitor attractions.

The resort offers 1,310 refurbished guest rooms and suites with a private lanai providing a spectacular view of world-famous Diamond Head and Waikiki Beach or mountain views; Kuhio Beach Grill, featuring the best in Pacific Rim cuisine; Moana Terrace, offering live entertainment nightly; Restaurant Run, contemporary sushi bar; two locations of Seattle’s Best Coffee; two freshwater swimming pools;



new 24-hour fitness facility; business center with 24-hour Internet



access; high-speed and wireless internet access throughout the resort; shops and boutiques; and Hawaiian cultural activities. The resort is located within walking distance from the International Market Place, Waikiki Aquarium, Hono-

lulu Zoo, Diamond Head, the recently beautified Kapiolani Park and other major Waikiki attractions such as Brunch at the Beach at Kapiolani Park, Sunset on the Beach – movie screenings directly on Waikiki Beach and across from Waikiki Beach Marriott Resort and Spa. For more information, please visit www.marriottwaikiki.com or call toll free at 1-800-367-5370 or at 808-922-6611.

WIA Still Seeking Entertainers and Food Vendors



WIA is seeking entertainers and food vendors interested in participating in *Sunset on the Beach* events. Entertainers may contact Janet Maduli, Mt. Kalihi Productions, tel. 282-5577. Food vendors please call Mike Rosell, Production Hawaii, tel. 832-7878.



Two Nationally-Known Restaurants Announced for Outrigger's Waikiki Beach Walk

Outrigger Enterprises, Inc. announced its first group of tenants – including two nationally-known restaurants and six well-known island retailers – to sign on as part of its new Waikiki Beach Walk entertainment-retail center. The majority of the new tenants are Hawaii-owned and operated businesses.

Waikiki Beach Walk – a \$460 million redevelopment of 7.9 acres of land along Lewers Street, Beach Walk, Kalia Road and Saratoga Road in Waikiki – will transform a dated area of Waikiki into a pedestrian-friendly gathering place with new accommodation choices, dining options and a diverse choice of retail outlets. Ground breaking for the new development is planned soon.

“Our vision for Waikiki Beach Walk is to create a truly unique destination for visitors and residents alike,” said David Carey, president and CEO of Outrigger Enterprises. “We’re proud to welcome this exciting mix of premier restaurants and shops as some of our first tenants to Waikiki Beach Walk.”

The first two restauranteurs to sign leases include world-renowned chef Roy Yamaguchi – whose new Waikiki location will be a significant draw to the area – and Hawaii restaurant owner and franchisee Scott Rolles, who will open Hawaii’s third Wolfgang Puck Express.

“Roy’s name is synonymous

with Hawaii and quality dining,” said Barbara Campbell, Outrigger’s vice president of retail development and leasing. “We’re thrilled that he has selected Waikiki Beach Walk as the locale for his newest Hawaii restaurant.”

“I’m looking forward to bringing my brand of quality service and tantalizing flavors to Waikiki as part of Outrigger’s new Waikiki Beach Walk,” said Chef Yamaguchi. “It’s great to be associated with a local company like Outrigger Hotels & Resorts, which has a history of partnering with some of Hawaii’s most successful restaurants. We both believe in incorporating ‘aloha’ into all that we do; and working together with the people, culture and environment where we do business is a concept we both share.”



Roy’s Waikiki will occupy a prime street-front location in the Waikiki Beach Walk area – at the corner of Lewers Street and Kalia Road – and will offer both indoor and outdoor

seating. Known around the world for his “Hawaiian Fusion” cuisine, Chef Yamaguchi’s recipes focus on seafood and feature only the freshest of local ingredients, European sauces and bold Asian spices. The new Waikiki location will be Roy’s seventh restaurant in Hawaii and number 32 in his culinary empire, which includes 22 eateries in the continental U.S., two in Japan and one in Guam.

Waikiki Beach Walk also will be home to the third Wolfgang Puck Express in Hawaii. Operated by Hawaii franchisee MRTK Pacific LLC – which includes partners Scott



WAIKIKI
BEACH WALK.

Rolles, Roger Mercier and Jerry Thissen – the new Wolfgang Puck Express will be located on the corner of Don Ho Lane and Lewers Street and will feature outdoor dining. This upbeat casual eatery will feature a menu of quick, affordably priced dishes of pizzas, salads, pastas, sandwiches, and other specialties, all prepared-to-order following recipes from its namesake chef, Wolfgang Puck. Outdoor seating will create a perfect venue for patrons to both enjoy their meals and people-watch.

In addition to the two nationally-branded restaurants, Outrigger announced it has completed leases with several well-known island retailers. They include: Whaler’s General Store, ABC Stores, Maui Divers, TT&K Hawaiian Shirts, Malibu Shirts and Freaky Tiki Tropical Optical. All are Hawaii-owned except for Malibu Shirts, which is based in California and is expanding to Hawaii with the opening of its first store at Whaler’s Village at Kaanapali on Maui.

“It is particularly gratifying that so many of the first signed Waikiki Beach Walk

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Embassy Suites Hotels® (continued from page 1)

General Manager of the newly announced Embassy Suites-Waikiki Beach Walk, effective March 7, 2005.

Yeoman is a hospitality industry veteran with over two decades of experience in hotel operations and food and beverage. A Certified Hotel Administrator, Yeoman was most recently General Manager of the Embassy Suites Hotel Phoenix-Scottsdale where he oversaw the successful opening and subsequent operation of this 270-suite hotel.

According to Outrigger Hotels & Resorts president and CEO, David Carey, the Embassy Suites addition is an important piece of the Waikiki Beach Walk project, a major redevelopment that will significantly upgrade central Waikiki. After nearly a decade of planning, construction on the \$460 million project is expected to begin in the spring of 2005.

"We have been planning this tremendous project for several years," said Carey, "leading the way in redeveloping and reinvigorating Waikiki in order to

keep our visitor industry robust and healthy. Our vision is to bring new life to the Waikiki Beach Walk area through major property upgrades and the development of a dining and retail complex that will be a magnet for visitors and local residents alike."

There are five major parts to Waikiki Beach Walk:

First, Fairfield Resorts, Outrigger's vacation ownership partner, will redevelop the upper floors of the 480-room OHANA Reef Towers Hotel into 195 one-, two-, three- and four-bedroom timeshare units. This work is slated to begin in March 2005 and is expected to be finished in the fall of 2006.

Second, WBW Retail LLC, Outrigger's retail partnership with developer Richard Gushman, will redevelop the street-level floors of the OHANA Reef Towers and the site currently occupied by the Edgewater Lanais, OHANA Coral Seas, the OHANA Waikiki Village lobby, the ground floor of the OHANA Waikiki Tower, the restaurants at the corner of Lewers Street and Helumoa Road, and the OHANA Edgewater into a gathering place with approximately 90,000 square feet of new restaurants and retail shops. Con-

struction on this portion of the project is expected to start in April 2005 and be completed in the fall of 2006.

Third, the conversion of the OHANA Waikiki Village and OHANA Waikiki Tower hotels to the all-suite Embassy Suites-Waikiki Beach Walk, with the franchise agreement announced today with Embassy Suites.

Fourth, renovations that will be made to the two "bookend" hotels at each end of the Waikiki Beach Walk development -- the OHANA Islander Waikiki at the corner of Kalakaua Avenue and Lewers Street and the Outrigger Reef on the Beach on Kalia Road -- with scope and timing to be determined.

Outrigger calls the fifth and final part of Waikiki Beach Walk "Phase 2." Outrigger remains in the planning phase of this stage of the development as it completes its vision for a more beautiful visitor and resident-friendly destination in the heart of Waikiki.



Restaurants Announced for Outrigger's Waikiki Beach Walk (continued from page 5)

leases are local companies," said Carey. "Waikiki Beach Walk is all about local flavors and island influences and having these local retailers as integral parts of the project is consistent with our



goal of having Waikiki Beach Walk capture the essence of Hawaii and restore the lure of Waikiki as a favorite gathering place for island residents and visitors."

The entertainment-retail center within Outrigger's

\$460 million Waikiki Beach Walk project is being developed by WBW Retail, LLC, a partnership between Outrigger Enterprises and local developer Richard Gushman. Waikiki Beach Walk as a whole is the largest private development project ever to be undertaken in Waikiki.

Other Waikiki Events

Daily: 5:30PM-9:30PM Live Entertainment at Moana Terrace (Waikiki Beach Marriott Resort And Spa); 6:00PM, Torch Lighting Ceremony, (Renaissance Ilikai); 6:15PM-6:45PM, Changing of the King's Guard - Rifle Drill Exhibition (King's Village)

Monday to Friday: 7:00AM-7:45AM, Rhythms of the Ocean Exercises (Outrigger Reef on the Beach); 8:30AM-4:00PM, Hawaiian Crafter Demonstration & Sale (Outrigger Reef on the Beach)

Monday to Saturday: 12:00PM, 1:00PM, 6:30PM & 8:15PM, Fish & Stingray Feeding at the Oceanarium (Pacific Beach Hotel)

Tuesday to Saturday: 6:30PM-8:30PM, Island Style entertainment in Neptune's Garden Restaurant (Pacific Beach Hotel)

Thursday to Saturday: 6:00PM-8:00PM, Kawika and Friends Hula Show (Renaissance Ilikai)

Wednesday to Friday: 5:30PM-7:30PM, Hawaiian music and dance performance (DFS Galleria)

Every Sunday: 6:00PM-9:00PM, George Kuo, Martin Pahinui & Aaron Mahi perform (Waikiki Beach Marriott Resort and Spa); 6:30PM-8:30PM, Soundettes of Hawaii perform (Royal Hawaiian Shopping Center).

Every Monday: 8:00AM-9:30AM, Yoga Class (\$15 per person, call concierge for reservation) (Waikiki Beach Marriott Resort and Spa); 9:00AM-12:00PM, Hawaiian Arts & Crafts

(Waikiki Beach Marriott Resort and Spa); 10:00AM Lauhala Weaving (Hilton Hawaiian Village); 6:30PM-9:30PM, Christian & Sani perform (Waikiki Beach Marriott Resort and Spa); 8:30PM-9:15PM, Derek Daniels "Islands of Aloha" (International Market Place).

Every Tuesday: 7:00PM-1:00PM, Farmers Market, (Waikiki Community Center); 9:30AM-11:30AM, Hawaiian Quilt Making (Royal Hawaiian Shopping Center); 10:00AM Lei Making, Hula, Ukulele (Hilton Hawaiian Village); 10:00AM-12:00PM, Hawaiian Craft Classes (Waikiki Shopping Plaza).

Every Wednesday: 6:00PM-8:00PM Chris Kamaka & Baba Alimoot Perform (Outrigger Waikiki On The Beach); 6:00PM-7:30PM, Ukulele Classes (Waikiki Shopping Plaza); 8:30P-9:30P Derek Daniels "Island of Aloha" Performs (International Market Place)

Every Thursday: 5:00PM-7:00PM, Jimmy Kaina on Piano (Outrigger Waikiki on the Beach); 5:30PM-8:30PM, Auntie Genoa Keawe performs (Waikiki Beach Marriott Resort and Spa); 6:00PM-6:15PM, Torch Lighting Ceremony (Royal Hawaiian Shopping Center); 6:00PM-8:00PM, Chris Kamaka and Baba Alimoot Perform (Outrigger Waikiki on the Beach); 6:30PM-8:30PM, Pu'uhonua Performs (Royal Hawaiian Shopping Center); 8:30PM-9:15PM, Derek Daniels "Islands of

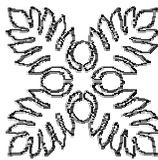
Aloha" (International Market Place).

Every Friday: 8:00AM-1:00PM, Hawaiian Craft Fair (Pacific Beach); 8:00AM-9:30AM, Yoga Class (\$15 per person, call concierge for reservation) (Waikiki Beach Marriott Resort and Spa); 7:00PM-10:00PM, Bruce Hamada Trio (All Star Hawaii Café)

Every Saturday: 10:30AM-4:30PM, Wood Carving Demo (Outrigger Reef on the Beach); 7:00PM-7:45PM, Derek Daniels "Voyage Through Polynesia" (Waikiki Town Center); 7:00PM-10:00PM, Jazz Trio (226 Lewers Street).

Saturday, March 26: 4:30PM-5:30PM, "Monarchy Series" — A special tribute to Prince Kuhio with fashions and music of Hawaii's past as performed by Ku'uipo Kumukahi and Halau Hawaii (Royal Hawaiian Shopping Center).

For Easter, March 26 & 27: Star Of Honolulu's Easter Brunch Cruises, call 983-STAR (7827) or visit www.starofhonolulu.com (Star of Honolulu departs from Aloha Tower Marketplace, Pier 8).



Kuhio Beach Torch Lighting and Hula Show DAILY!



Torch lighting, Hawaiian music and hula shows are performed daily at **6:30PM –**

7:30PM at the Kuhio Beach Hula Mound, near the Duke Kahanamoku statue. FREE. Presented by the City's Office of Economic Development (843-8002) and the Hawaii Tourism Authority.



For the month of March:

Mondays & Tuesdays: "Auntie Pudge" Young and Hawaiian Sere-naders

Wednesdays: Ainsley Halemanu and Ka Liko O Kapalai

Thursdays: Val Crabbe and Na 'Opio

Friday, March 25: Colsen Kanei and Halau Kawaiianuhealehua

Saturday, March 26: Kapi'olani Ha'o and Halau Ke Kia'i A'o Hula
Sunday, March 27: EASTER NO SHOW



Take a Walk Through Waikiki's Past



The enchanting 2000 years of Waikiki's hidden history come alive on the Queen's Tour of the Waikiki Historic Trail.

Come discover Waikiki's storied past with a native Hawaiian historian and storyteller. This free two-hour guided walking tour of

cultural sites important to Hawaii's host culture will take you along Kalakaua and Kuhio Beach Park.

Tours are every Tuesday, Thursday and Saturday from 9:00 AM to 11:00 AM. Tours begin at 9:00 AM. Participants should gather at the Royal Hawaiian Shopping Center's Fountain Courtyard.

While on the two-mile tour, you will hear stories about Hawaiian royalty, ancient healing and the legen-

dary Duke Kahanamoku.

For information, call (808) 737-6442.



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If you would like to share news with other members of WIA, please send your info to mail@waikikiimprovement.com or fax to 923-2622.

Check out our monthly calendar of free activities and yearly calendar listing at:

www.waikikiimprovement.com