



Dear Valued Travel Advisors,

As of July 26, OUTRIGGER Hospitality Group is the new owner of Kā'anapali Beach Hotel. This 11-acre, 432-room property will now sail under the name OUTRIGGER Kā'anapali Beach Resort. We appreciate your continuous support and are excited to share the benefits of being part of the OUTRIGGER 'ohana.

To ensure a seamless and hassle-free experience for both you and your clients, we have prepared the following plan for the redemption of free nights under the Kā'anapali Beach Hotel 'Maui for Free' Program, and the addition of this new resort to the OUTRIGGER Expert Advisor program:

- **Redeem 'Maui for Free' Nights:** All free nights earned under the Kā'anapali 'Maui for Free' program will be honored by OUTRIGGER Kā'anapali Beach Resort. To redeem these nights, please email outrigger.expert@outrigger.com or call (808) 661-0011 (between 8am – 3pm HST)
 - Nights earned via the 'Maui for Free' program may be redeemed at OUTRIGGER Kā'anapali Beach Resort only.
 - Your earned free nights will remain valid until December 29, 2024, providing ample time to redeem and enjoy.
- **Earning OUTRIGGER Expert Advisor Points:** Certified agents may receive OUTRIGGER Expert Advisor points for any valid client stays at OUTRIGGER Kā'anapali Beach Resort, arriving 7/26/2023 or later.
- **Enroll in the OUTRIGGER Expert Advisor Program:** To continue earning global rewards and benefits, we kindly encourage you to enroll in the OUTRIGGER Expert Advisor Program by visiting [[OUTRIGGER Expert Advisor](#)]. By completing your registration **before August 31st, 2023**, you will also receive a bonus **400 points** as a gesture of thanks. In addition, you will earn another **600 points for becoming a certified OUTRIGGER Expert advisor** after taking the course; this means you are already halfway to earning another free night!

By joining the OUTRIGGER Expert Advisor program, you will enjoy several benefits, including:

- A welcome amenity upon arrival for your valued clients, delivered in your name
- Access to exclusive promotions, incentives and rewards for you and your clients
- Comprehensive training and resources to enhance your expertise in OUTRIGGER Resorts global properties and Hawaiian culture

- Dedicated support from our expert advisor team to assist with bookings and inquiries
- Opportunities to participate in familiarization trips, webinars and other events
- Once you have earned a minimum of 2,000 points, redeem rewards for a complimentary room night across Hawai'i, Fiji, Mauritius or Thailand.

We are confident this transition will give you more opportunities to offer exceptional client experiences. We look forward to your continued partnership or welcoming you to the OUTRIGGER Expert Advisor Program.

Mahalo Nui Loa

Angela Murphy
Vice President of Sales – North America

For answers to some more **Frequently Asked Questions**, read on:

Q: I love Kā'anapali Beach Hotel – the people and cultural programming are amazing; will this change?

A: We love Kā'anapali Beach Hotel as well.

OUTRIGGER understands that Kā'anapali Beach Hotel is a special place; OUTRIGGER, as a kama'āina company, is committed to its island home and providing guests with authentic, local experiences and unparalleled hospitality. As such, the perpetuation and celebration of Hawaiian culture will continue at the property in an impactful way.

The link between Kā'anapali Beach Hotel and OUTRIGGER stretches back three decades. In fact, Kā'anapali Beach Hotel's Po'okela Program was the inspiration behind Outrigger's values-based management approach, *Ke 'Ano Wa'a* which translates to *The OUTRIGGER Way* and focuses on caring for host, guest and place.

Q: Will OUTRIGGER further renovate Kā'anapali Beach Hotel?

A: Kā'anapali Beach Hotel recently underwent a \$75M renovation that included two wings of accommodations. OUTRIGGER is now working on a comprehensive plan which includes completion of the other two property wings plus the recreation and public spaces. The goal is to enhance the property grounds while retaining the unique

attributes that guests have cherished for years. The hotel would remain open throughout.

Q: Will my clients still be able to get personal amenities?

A: Absolutely; simply record a booking of 3-nights or longer via the OUTRIGGER Expert Advisor portal and your clients will receive a free welcome amenity upon arrival, delivered in your name.

Q: Are travel agent rates available?

A: Yes! Our certified OUTRIGGER Expert Advisors receive exclusive access to discounted travel agent rates across our global portfolio of resorts and hotels. Rates can be found via the OUTRIGGER Expert Advisor portal, starting at \$169+ USD per night.

Q: I was planning to gift some of my 'Maui for Free' nights to friends and family – will I still be able to do that?

A: Yes! While your redemption booking will initially be made in your name, we can update these reservations to reflect any friends or family to whom you may want to gift a stay.

- To redeem these nights, please email outrigger.expert@outrigger.com or call (808) 661-0011 (between 8am – 3pm HST)
- Once you receive confirmation of your stay, please email outrigger.expert@outrigger.com with your booking details and request a name change.

Q: OUTRIGGER Expert Advisor has a 2-night limit when booking redemption stays – will this limit apply when I redeem my 'Maui for Free' nights?

A: No. This 2-night limit would only apply for nights earned via the OUTRIGGER Expert Advisor program. Any free nights earned via 'Maui for Free' would be subject to a 7-night limit, in keeping with that program's terms for redemption.