

## HAWAII

## Get nostalgic and unwind at the Surfiack





EVERY WINTER season, pro and amateur surfers from around the globe flock to Oahu's North Shore, the mecca of professional surfing, to compete in some of the sport's largest big wave tournaments, like the 2016 Van's Triple Crown.

Though the countryside of the North Shore is home to surf competitions, surf culture and authentic island life, some might find it surprising that another such place has emerged in Waikiki (and is making headlines). It is called the Surfjack.

Located off-the-beaten-path and a 10-minute walk from Waikiki Beach, Surfjack Hotel & Swim Club is a new boutique property for those in search of an authentic Hawaii experience with a touch of midcentury nostalgia, 1960s beach culture and modern Aloha.

With North Shore-inspired bungalows and suites paired with the vibrancy of Honolulu's rising art and food scene, a few nights at the Surfjack makes for a one-of-akind experience that blends the best of town and country.

After a long day of pounding North Shore surf, sand and relentless sun, surf competitors and spectators alike make their way into town to this 10-storey property, which offers live music, surf movie premieres and tall story sessions.

It's where the perfect cocktail is met with a ridiculous cannonball into the pool and where home grown cooking, local flavours and sustainable and organic sourcing thrive at the hotel's onsite eatery, Mahina & Sun's, by renowned Honolulu-born chef Ed

It's also home to in-house boutique Olive & Oliver, a local retail shop that boasts the best espresso in a pink pineapple cup, along with men's and women's clothing made with aloha-vibes, including Kelly Slater's Outknown sustainable menswear brand.

Before visiting, be sure to check out the hotel's robust calendar of eclectic events, music and experiences - from offsite surfing lessons and farm tours to on-site flower crown workshops, bicycle rentals and live poolside music.

For those looking to wind down after a day of intense surfing and excitement, Surfjack is the place to mingle with fellow surf enthusiasts after a day of intense wave watching.

surfjack.com

## The changing face of Waikiki

AS PART of the exciting growth and upscale revitalisation of Waikiki Beach, Pacific Beach Hotel is undergoing redevelopment to re-emerge in 2017 as 'Alohilani Resort at Waikiki Beach, an entirely new and exciting destination resort.

Located on the site of the existing hotel, the new property will be a modern and tranquil oasis in the heart of Waikiki Beach that pays homage to Queen Liliuokalani and Hawaii's rich cultural heritage. In retaining the spirit of Aloha, guests will enjoy access to Waikiki Beach like one of the locals as well as ocean activities including surfing, paddle boarding and dolphin excursions through the resort's partner excursion and tour providers.

Setting the stage for active and adventure travellers, the \$US115 million (approx. \$AU149 million) redevelopment will span the property's exteriors, all 839 guestrooms and suites, and public areas, including the lobby with a 280,000-gallon oceanarium, a stylish new destination pool deck with cabanas and a bar, and two new restaurants



created exclusively for the resort by celebrity chef Masaharu Morimoto.

Acclaimed design firm Rockwell Group and architectural firms WATG and Pacific Asia Design Group will transform the existing hotel into a modern, refined resort experience inspired by Oahu's celebrated tropical landscape and rich cultural heritage.

Residing on land formerly held by the Queen Liliuokalani Trust, the resort's new name - Hawaiian for 'the heavenly brightness' - was thoughtfully chosen to honour Queen Liliuokalani who served as Hawaii's last reigning monarch.

The hotel will continue to remain

open as it transforms into 'Alohilani Resort at Waikiki Beach and guests can already experience the redesigned rooms and suites that have recently debuted in the Oceanarium Tower.

pacificbeachhotel.com

