



Vintage Beach Culture Meets Modern Aloha at Honolulu's Newest Hotel
The Surfjack Hotel & Swim Club Opens in Waikiki March 31

HONOLULU, HAWAII (February 17, 2016) – The Surfjack Hotel & Swim Club will open in the heart of Waikiki on March 31. The art-infused, 4-star hotel has been created for the guest who travels far away from the mainstream, and avoids the hype of big-name brands. It's a place where guests can be immersed in the spirit of '60's beach culture and modern aloha.

The art of some of Honolulu's most creative minds has inspired the Surfjack's mid-century style, including handmade wallpaper by Andrew Mau, a living fern installation by Paiko Hawaii, painted works by hand lettering artist Matthew Tapia, and a triptych mural by Brendan Monroe. The 112 vintage-inspired bungalows, 1- and 2-bedroom suites feature reed ceilings, batten walls, handcrafted furniture, eclectic artwork, private lanais, and custom-tile bathrooms.

Guests will be welcomed with snacks sourced from local producers. Other amenities include handmade North Shore toiletries, strong daily coffee – blended and roasted exclusively for the Surfjack – vintage board games, books, smart TVs and superfast WiFi. A unique in-room cocktail service is also available.

The Swim Club will offer a calendar of poolside entertainment – from DJs spinning vinyl, and filmmaker screenings to creative workshops. Private cabanas are available for hire, along with complimentary use of Swim Club totes and beach towels.

Mahina & Sun's restaurant, produced by lauded chef Ed Kenney, will serve up food and drink daily from 7 a.m. 'til midnight, with valet parking. Offerings will include homegrown cooking with progressive flavors made with organic ingredients sourced from local partners. Cocktails will include Mahina & Sun's originals and tropical favorites. Also joining in its Waikiki-debut will be Olive & Oliver, a modern beach boutique and coffee bar.

Guests ready to explore can access the Surfjack's exclusive off-the-track experiences – like paddling out with a local surf historian, foraging for edibles with a local botanist on a hike through Oahu's lush

landscape, getting an intro to local street art, or having an architect guide you to the undisturbed havens of Honolulu's mid-century modern design.

The Surfjack is accepting reservations for stays on March 31, 2016 and beyond. Rates start at \$229/night excluding taxes and fees. For more details, visit www.surfjack.com or call (808) 923-8882. Feeling social? Connect with us @thesurfjack, and use #surfjack.

About The Surfjack Hotel & Swim Club

Located on Lewers Street in the heart of Waikiki, The Surfjack Hotel & Swim Club offers laid-back accommodations, leading chef Ed Kenney's Mahina & Sun's restaurant, and the Swim Club's poolside style.

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