



NEWS RELEASE

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THE KAHALA HOTEL & RESORT ACCEPTED INTO PREFERRED HOTELS “LEGEND” COLLECTION

HONOLULU, September 29, 2021— Preferred Hotels & Resorts, the world’s largest independent hotel brand representing more than 750 hotels, resorts and residences across 85 countries, welcomed The Kahala Hotel & Resort into its esteemed Legend collection.

“We have been a member of Preferred Hotels & Resorts for many years now, and it’s an honor to now be part of its prestigious Legend collection,” said Joe Ibarra, general manager of The Kahala Hotel & Resort. “Guests can expect exceptional service, sophistication, renowned dining and luxurious experiences at Legend hotels, a global network of outstanding accommodations.”

“The Kahala Hotel & Resort is perfectly located to experience the best of Honolulu and provides an exceptional guest journey from check-in to check out,” said Robert Van Ness, executive vice president of the Americas for Preferred Hotel Group. “The resort is an ideal fit for this select portfolio of just 95 globally-renowned properties, and is well deserving of its place in the collection.”

All guests of The Kahala are eligible to enroll in [*l Prefer Hotel Rewards*](#), the brand’s complimentary, points-based loyalty program with more than 3.8 million travelers currently enrolled globally. *l Prefer* members earn points redeemable for cash-value Reward Certificates, Elite status and other special benefits upon eligible stays at more than 650 participating hotels and resorts worldwide.

Preferred Hotels & Resorts brings strategic advantage to hotel owners, operators and management companies through brand prestige and global operating scale. It supports the goals of its member hotels by providing strategic group, corporate, and leisure sales; integrated marketing solutions; comprehensive revenue management; global connectivity through reservations services; progressive distribution technology and individualized guest support.

Every property within the portfolio is required to maintain the high quality standards and unparalleled service levels required by the Preferred Hotels & Resorts Integrated Quality

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Assurance Program. Through its five global collections – Legend, L.V.X., Lifestyle, Connect, and Preferred Residences – Preferred Hotels & Resorts connects discerning travelers to a singular luxury hospitality experience that meets their needs and lifestyle preferences for each occasion.

For more information about Preferred Hotels & Resorts, visit www.preferredhotels.com.

About The Kahala Hotel & Resort

The legendary Kahala Hotel & Resort is an oceanfront, destination luxury property known for its gracious Hawaiian hospitality. Located just minutes from Waikīkī, The Kahala offers an exclusive ambiance of a neighbor island experience. The Kahala has been Honolulu's social address for weddings and gatherings since its opening in 1964. World leaders, royalty, rock bands and Oscar winners call the 338-room resort their Hawaiian home-away-from-home. The Kahala is a member of The Leading Hotels of the World and Preferred Hotels & Resorts. The resort is home to The Kahala Spa, lush tropical gardens and a natural ocean-water lagoon with the hotel's own resident dolphins cared for by Dolphin Quest. The Kahala also has five restaurants: Plumeria Beach House, Seaside Grill, The Veranda, Arancino and the award-winning Hoku's restaurant. Stay connected with The Kahala via www.kahalaresort.com, on Instagram at @kahala_resort or on Facebook at The Kahala Hotel & Resort and Twitter at @KahalaResort. Share your Kahala moment #AtTheKahala.

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