



NEWS RELEASE

For Immediate Release

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**THE KAHALA HOTEL & RESORT NAMES
BRIAN LYNX AS NEW DIRECTOR OF SALES & MARKETING**



HONOLULU, July 19, 2023— The Kahala Hotel & Resort is pleased to announce Brian Lynx has joined its leadership team, responsible for all sales, marketing, and catering of the iconic 338-room luxury hotel.

With over 30 years of experience in the hospitality and tourism industries, Lynx brings a wealth of knowledge and expertise to The Kahala Hotel & Resort. He held senior sales and marketing positions at several luxury hotels in Hawai'i and French Polynesia, including the Grand Wailea, Westin Maui, Westin Moana Surfrider, Kea Lani Maui, St. Regis Bora Bora, and the Mauna Kea Beach Resort.

He also served as vice president of meetings, conventions and incentives for Hawai'i Tourism Authority (HTA), where he oversaw the Hawai'i Convention Center.

“We are thrilled to welcome Brian to the team,” said Joe Ibarra, general manager of The Kahala Hotel & Resort and vice president of Resorttrust Hawai‘i. “He is a seasoned sales and marketing professional with a proven track record of success in the luxury travel industry. We are confident that he will be a valuable asset to our company as we continue to grow and expand our reach.”

“I am excited to join The Kahala Hotel & Resort team and be a part of its legendary legacy,” said Lynx. “I look forward to working with the team to develop and implement innovative sales and marketing strategies that will help the company achieve its goals, as it crosses into its 60th year (2024) of providing timeless luxury as a welcome retreat for leisure travelers and corporate groups.”

Lynx is a graduate of Wakefield College in England, where he earned a bachelor’s degree in Hotel and Restaurant Management.

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 or Facebook at @kahala_resort. Share your Kahala moment #AtTheKahala.

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