

shoreline
HOTEL • WAIKIKI

Shoreline Hotel Waikiki Appoints New General Manager, Jeff Perkins



[Shoreline Hotel Waikiki](#), a tropicool boutique hotel situated in the heart of Waikiki in Oahu, Hawaii, is excited to announce their new General Manager, Jeff Perkins, effective January 13, 2021. Perkins will focus on establishing the brand and the market position, and mentor the Shoreline Hotel Waikiki team in perpetuating a culture of service that is authentic, anticipatory and consistent.

A former United Airlines owned and operated hotel that once hosted their flying crews, Shoreline Hotel Waikiki went through major property renovation in 2018, conceived by [Army of Moon People](#) and designed by [BHDM Design](#). The redesign features a colorful update to the 135-room hotel, including a 26-foot high white “jungle wall” art piece in the lobby, custom furnishings, and an updated rooftop pool deck with commissioned mural artwork. The property is centrally located one block from Waikiki Beach, Royal Hawaiian Shopping Center, Luxury Row, and two blocks from The International Marketplace.

Perkins, who has returned to Oahu after working on the mainland for two years, has over 25 years of hotel leadership experience working with luxury brands such as The Ritz Carlton, The St. Regis and The Beverly Hilton. He also previously served as the General Manager for Queen Kapiolani Hotel, and served as the Resort Manager for Kahala Hotel & Resort and Turtle Bay Resort, where he oversaw multimillion-dollar renovations and relaunched hotels into their destination markets.

Additionally, Perkins served on the board of organizations that support Tourism and Community, including several state appointed committees in his career, such as Board of Directors for the Chambers of Commerce, North Shore, HI, and Redondo Beach, CA, President of the King Harbor Association, Redondo Beach CA, and Skai International, the Hawaii, and Los Angeles Chapters.

The Shoreline Hotel Waikiki team is thrilled to have Jeff join the team, where he will add immediate value and set new milestones at the hotel for the foreseeable future.

Please join us in welcoming Jeff!