



PRESS RELEASE

FOR IMMEDIATE RELEASE

Media Contact

J/PR

(619) 255-7069

princewaikiki@ipublicrelations.com

PRINCE WAIKIKI ANNOUNCES NEW SPA, CURRENT - MODERN WELLNESS, TO DEBUT IN 2025

HONOLULU (January 27, 2025) - [Prince Waikiki](#), Waikiki's only 4 Diamond all-ocean view hotel, announces today its new spa concept, Current - Modern Wellness, set to debut in late 2025. Current - Modern Wellness will seamlessly blend cutting-edge technology with time-honored healing traditions, offering a personal pathway to well-being. To develop this innovative wellness destination, Prince Waikiki has partnered with Hawaii-based Freedom Spas. This industry leader specializes in creating transformational spa experiences with 10 luxury locations across the Hawaiian islands.

"We are proud to announce this exciting new chapter for Prince Waikiki with the addition of Current - Modern Wellness," says Sean Ganhinhin, General Manager at Prince Waikiki. "Our team looks forward to bringing the spa industry's most high-tech, innovative treatments and offerings to our destination as well as hotel for all of our guests to enjoy."

Eric Savage, CEO at Freedom Spas, adds, "Current - Modern Wellness will honor the natural flow of the human body in treatment and incorporate traditional methods, complemented with modern tools, to create extraordinary results. This well-being destination will honor each guest's unique spark of life, using their "current" as a guide in their wellness journey with us."

Current - Modern Wellness will feature seven treatment rooms and multiple touchless therapies designed to promote relaxation and restoration. Guests can indulge in experiences such as:

- **Infrared and Cool Down Circuit Shower:** helps to promote healthy circulation, improve skin elasticity, reduce swelling/fluid retention and provides a full body energetic rejuvenation.
- **Steam Shower:** a classic hydrotherapy experience to detoxify and cleanse.
- **Redeye Recovery and Sleep Restoration Pods:** with vibrational technology designed to work in conjunction with the Theta-Wave Activation headsets, helps guests enter into short periods of deep sleep that produce profound rest and recovery results.
- **Modern Mana:** a signature treatment that will include the use of a Theta-Wave Activation Headset, vibrational technology, and red light therapy all seamlessly incorporated into a traditional Hawaiian Lomi Lomi massage culminating in a unique rejuvenating session.
- **Ofuro Soaking Tub:** a traditional Japanese soaking tub ritual will incorporate healing botanical oils, fragrant florals, and soothing aromatherapy to provide guests with a truly restorative spa journey.

Honoring the rich traditions of Hawai'i, Current-Modern Wellness will also offer a range of facials and massages, from classic Swedish and deep tissue to sports massage and authentic Hawaiian Lomi Lomi. Expert therapists with specialized training from local Kumus and Hawaiian practitioners will provide an unparalleled level of skill and cultural authenticity. Current-Modern Wellness will additionally introduce specialized Ritual Hair Washing and Scalp Treatments. These therapies will utilize

aromatherapy and healing botanicals to enhance shine, stimulate circulation and promote healthy hair growth.

A sanctuary of tranquility, the design of Current–Modern Wellness will embody the convergence of contemporary chic and Hawaiian healing traditions, inviting guests to embrace the present moment and connect with the natural flow of energy. Upon arrival, guests will be met with a light, serene ambiance and design elements that blend local natural materials with a modern aesthetic, featuring the influences from Hawaiian culture throughout. The new spa expands the hotel’s wellness offerings and creates an oasis of tranquility where guests can rejuvenate their minds, body, and spirit.

To learn more about Prince Waikiki, please visit www.princewaikiki.com.

###

About Prince Waikiki:

Located at the gateway to Waikiki, the Prince Waikiki is an upscale 4 Diamond property in the heart of Honolulu. Waikiki’s only all-ocean view resort, Prince Waikiki features 563 guest rooms and suites, award-winning dining including 100 Sails Restaurant and Bar, a signature adult infinity pool, and more than 30,000 square feet of flexible indoor/outdoor meeting and event space. Prince Waikiki is certified as a “Hawaii Green Business” partner and is committed to sustainability, supporting the local community and businesses.

About Prince Resorts Hawaii:

Prince Resorts Hawaii is a collection of award-winning premium hotels and resorts in Hawaii including the Prince Waikiki, Westin Hapuna Beach Resort, and Mauna Kea Beach Hotel. From world-class accommodations, dining, golf, breathtaking views, and unique art collections, each property is designed to set the perfect stage for an extraordinary wedding, event, or meeting. Prince Resorts Hawaii is a subsidiary of Seibu Holdings, Inc. and part of the international family of Seibu Prince Hotels and Resorts. For more information, visit princeresortshawaii.com

About Freedom Spas:

Freedom Spas, LLC is an independent chain of resort-based spas across four Hawaiian Islands — Kauai, Oahu, Maui, and Hawaii Island. Each spa in Freedom Spas’ portfolio has been thoughtfully created to merge each resort personality with Freedom Spas’ core philosophy of being in the Life Improvement Business™ by delivering Transformational Spa Experiences to every guest, every day, every time.