



**NEWS RELEASE  
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## **Outrigger Enterprises Group Expands Global Sales Team**

*General Sales Agents are appointed for French and Chinese-speaking markets to implement effective sales and marketing programs across the Outrigger portfolio*



*Sean Dee*  
Chief Marketing Officer  
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**BANGKOK, THAILAND** -- [Outrigger Enterprises Group](#) has expanded its global sales network with the appointment of two new General Sales Agents – ADS Consulting in France to cover French speaking markets and Union Way China in Beijing, China, for Chinese-language markets. With their appointment, Outrigger now has worldwide sales representation in Australia, Korea, Japan, Germany, Thailand, Fiji, the UK and Scandinavia, the United States, France and China.

“With the recent opening of Outrigger Mauritius Resort and Spa in the Indian Ocean and the company’s continued expansion across the Asia-Pacific region, the addition of these key partners will help Outrigger achieve its strategic growth objectives,” said Sean Dee, chief marketing officer for Outrigger Enterprises Group.

The expanded global sales network coincides with the company’s continued transition to a global hospitality brand with expansion throughout the Asia-Pacific region. Currently, Outrigger owns, operates and has under development 46 properties with approximately 11,000 hotel rooms, located in Hawaii, Australia, Guam, Fiji, Bali, Thailand, Mauritius, Vietnam and Hainan Island, China.

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Editors can download images of Outrigger Hotels and Resorts [here](#)

### **About Outrigger Enterprises Group**

Outrigger Enterprises Group is one of the largest and fastest growing privately held leisure lodging, retail and hospitality companies in the Asia-Pacific and Oceania regions and continues to expand its presence throughout the area. A family-owned company with 66 years of hospitality experience, Outrigger runs a highly-successful, multi-branded portfolio of hotels, condominiums and vacation resort properties, including Outrigger® Hotels and Resorts, OHANA® Hotels and Resorts, Embassy Suites®, Holiday Inn®, Best Western®, Wyndham Vacation Ownership® and Hilton Grand Vacations™. Currently, Outrigger operates and/or has under development 46 properties with approximately 11,000 rooms located in Hawaii; Australia; Guam; Fiji; Bali; Thailand; Mauritius, Vietnam; and Hainan Island, China. Outrigger Enterprises Group also operates and develops hotel properties and hospitality-related retail and real estate opportunities for partners in Hawaii, the Pacific, and Asia. For on-line information, log on at [www.outriggerenterprisesgroup.com](http://www.outriggerenterprisesgroup.com) and [www.outrigger.com](http://www.outrigger.com).

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