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Outrigger Sets Sail to Become World's Premier Beachfront Resort Brand

*Hospitality Company Unveils Brand Direction Focused on New Outrigger Resorts
and Hawaii Vacation Condos by Outrigger brands*



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WAIKIKI, HONOLULU, HAWAII – Outrigger founders Roy and Estelle Kelley opened their first hotel in the Hawaii resort destination of Waikiki in September 1947. Today, as [Outrigger Enterprises Group](#) celebrates its Founders Day, the company is excited to announce the launch of a dedicated beachfront resort brand – [Outrigger Resorts](#), which includes its existing world-class properties in Hawaii, Australia, Fiji, Guam, Thailand, Mauritius, and now the [Maldives](#), as well as future resorts planned for China, Vietnam and elsewhere across Asia-Pacific and the Indian Ocean. Outrigger currently operates 15 full service resorts in seven countries with plans to open two to four additional Outrigger Resorts annually over the next decade.

The World's Premier Beachfront Resort Brand

“Our goal is to be known as the premier beachfront resort brand in the world,” said David Carey, president and chief executive officer, Outrigger Enterprises Group. “I’m proud to be making this announcement today – Outrigger’s Founders Day – because this refreshed brand strategy and vision was born from more than 67 years in the hospitality industry. We know beachfront destinations, and have the experience to do it better than anyone else. Our guests will be able to rediscover Outrigger with authentic localized experiences in iconic destinations, paired with unmatched hospitality. Outrigger is an exceptional experience where ‘Local Culture Meets World-Class Hospitality.’”



Set in spectacular locations on some of the world’s most incredible beaches, each Outrigger Resorts property focuses on delivering culturally authentic guest experiences and signature amenities to include iconic beachfront bars, exceptional spas, and a premier Voyager 47 club lounge.

All Outrigger Resorts are guided by the company’s proprietary standard of hospitality, Ke ‘Ano Wa’a, “The Outrigger Way.” This unique approach to hospitality deepens the company’s understanding of and appreciation for local host cultures. The Outrigger Way has been adapted globally at every property to embrace authentic cultural programs and amenities which underscore Outrigger’s commitment to its guests and local communities, and the relationships between host, guest and place.

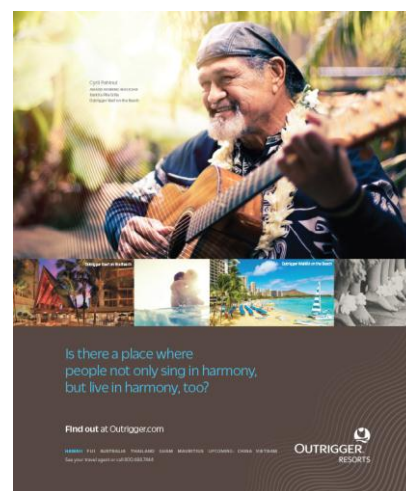
Additional updates and amenities will be phased in at existing Outrigger Resorts over the next few years and become part of all future projects, including:



- **Iconic Beachfront Bars:** Capitalizing on the brand’s distinctive beach locations, Outrigger is committed to operating the most iconic beachfront bars in the world where you can hang out with the locals, toast old and new friends, sway to the beat of the local music scene, all while enjoying spectacular views. Duke’s Waikiki at the Outrigger Waikiki Beach Resort in Hawaii, considered by many the most famous of all beachfront bars in the world; or the Sundowner Bar and Grill at the Outrigger on the Lagoon, Fiji, where the service is warm and friendly are inspirations for the iconic beachfront bar concept.
- **Exceptional Spas:** Indulgent treatments that refresh and rejuvenate with indigenous ingredients and techniques fused with the world’s finest spa products -- all of this and more are part of the exceptional spa experiences already available at award-winning Bebe Spa at the Outrigger on the Lagoon, Fiji and Navasana Spa at the newly-opened Outrigger Mauritius Resort and Spa, both blueprints for more exceptional spas yet to come.
- **Voyager 47:** A premier Voyager 47 club lounge with luxurious furnishings and spectacular views offering elevated guest amenities is planned for every Outrigger Resorts property. The number 47 is a nod to the year when company founders Roy and Estelle Kelley opened their first hotel in 1947. Today, guests can relax and unwind in soon-to-be rebranded club lounges at Outrigger Laguna Phuket Beach Resort in Thailand, Outrigger Mauritius Resort and Spa; and Outrigger Guam Resort, with more to come.

New Marketing Campaign: Find Out. Find Outrigger

Outrigger’s newly focused brand vision also includes a refreshed corporate look and marketing campaign. An updated logo highlights the company’s iconic Outrigger canoe, which evokes a sense of discovery and exploration. The new color palette includes ocean blues and tans and browns that speak to the pristine natural environment where Outrigger properties are located. Outrigger’s new advertising and marketing campaign, “Find Out. Find Outrigger,” prominently features Outrigger’s gracious hosts from around the world along with vibrant destination photography that brings the unique stories of each Outrigger property to life.



“With our brand revitalization, we are creating a solid foundation that will help fuel our future growth and build upon Outrigger’s position in the hospitality industry,” said Carey. “As Outrigger has expanded to nearly 11,000 rooms at more than 40 properties worldwide, we have continued to stay true to our roots and the family-run business ideals on which we were founded. The just announced acquisition of the Outrigger Konotta Maldives Resort project, the recent openings of Outrigger Laguna Phuket Beach Resort in Thailand and

Outrigger Mauritius Resort and Spa, and the recently purchased Outrigger on the Lagoon, Fiji and Castaway Island, Fiji resorts all are part of the new standard that all future Outrigger Resorts will embody as we grow.”

Hawaii Vacation Condos by Outrigger

With the launch of the Outrigger Resorts brand, the company’s 15 resort condominium properties on Oahu, Maui, Kauai and Hawaii Island will now be marketed under a new brand, **Hawaii Vacation Condos by Outrigger**. Condo properties are comfortable vacation apartment or villa accommodations located in prime locations and are ideal for families and groups of friends traveling together who want a comfortable home base for exploring Hawaii’s renowned beaches, pristine landscapes, and local attractions.



Through its new strategy and framework, Outrigger will continue to demonstrate the entrepreneurial outlook and sound business practices that have driven the successful growth of the company for more than 67 years. Today, family-owned Outrigger Enterprises Group continues the legacy of its founders Roy Kelley, the “Father of Hawaii’s Modern Tourism,” and wife Estelle, with a global vision for hospitality-based innovation, effective partnerships, and a deep respect for culture, tradition and environmental sustainability.

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About Outrigger Enterprises Group

[Outrigger Enterprises Group](#) is one of the largest and fastest growing privately-held leisure lodging, retail and hospitality companies operating in the Asia-Pacific, Oceania and Indian Ocean regions. As part of its unique hospitality offering, the values-based company extends exceptional hospitality and authentic cultural experiences, incorporating local traditions and customs into the guest experience at each of its properties worldwide. Guided by more than 67 years of family leadership, Outrigger runs a highly-successful, multi-branded portfolio of hotels, condominiums and vacation resort properties, including Outrigger® 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 45 properties with approximately 11,000 rooms located in Hawaii; Australia; Guam; Fiji; Thailand; Mauritius, Maldives, Vietnam; and Hainan Island, China. For on-line information, log on at www.outriggerenterprisesgroup.com and www.outrigger.com.

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