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## Outrigger Enterprises Group introduces OHANA Hotels by Outrigger<sup>®</sup>

*Hospitality company adds “by Outrigger<sup>®</sup>” endorsement to two popular Waikiki properties*

**OHANA**<sup>®</sup> HOTELS  
BY OUTRIGGER.



OHANA Waikiki East by Outrigger<sup>®</sup>    OHANA Waikiki Malia by Outrigger<sup>®</sup>

### WAIKIKI, HONOLULU, HAWAII –

Outrigger Enterprises Group today announced the rebranding of OHANA Hotels and Resorts to OHANA Hotels by Outrigger<sup>®</sup>, representing the company’s mid-tier, off-beach leisure brand with the brand promise of “Local hospitality and convenience in paradise.” The new name and logo is part of Outrigger’s overall corporate brand strategy introduced last year when the company launched its premier global beachfront brand, Outrigger Resorts, and wrapped its collection of Hawaii resort condominiums into Hawaii Vacations Condos by Outrigger<sup>®</sup>. Today’s announcement of the rebranding of

OHANA Hotels by Outrigger<sup>®</sup> continues the company’s efforts to align its global portfolio, as well as solidify and build upon the company’s position in the hospitality industry.

“The transition to OHANA Hotels by Outrigger<sup>®</sup> allows our guests to more easily recognize the brand as part of the Outrigger Hotels and Resorts portfolio and associate this with our global focus on providing unique, culturally authentic vacation experiences,” said Sean Dee, executive vice president and chief marketing officer for Outrigger Enterprises Group. “We are confident this endorsement will provide benefits for both our guests and travel partners.”

The strategic change assures guests that the world-class hospitality Outrigger is known for also extends to OHANA Hotels by Outrigger<sup>®</sup>. In addition, the OHANA brand’s increased accessibility and visibility through Outrigger’s many traditional and online marketing channels will have a positive impact on guests and travel partners.

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OHANA Hotels by Outrigger® is part of the Outrigger Enterprises Group family. The OHANA brand was created in 1999 for travelers seeking quality accommodations at mid-level pricing. Owned by Hawaii's oldest and largest hospitality company, the OHANA brand provides guests with local expertise and a friendly staff. There are two OHANA properties in Waikiki, both conveniently located close to popular visitor attractions and beaches. With the OHANA rebranding, the properties will now be called OHANA Waikiki East by Outrigger® and OHANA Waikiki Malia by Outrigger®.

Outrigger Enterprises Group's highly successful brand strategy has enabled the company to market and manage properties through a growing number of hospitality industry partnerships. By working with each partner, Outrigger Enterprises Group maximizes market potential by implementing the most effective and profitable brand strategy for each development.

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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 68 years of family leadership, Outrigger runs a highly-successful, multi-branded portfolio of hotels, condominiums and vacation resort properties, including Outrigger® Resorts, OHANA Hotels by Outrigger®, Hawaii Vacation Condos by Outrigger®, Embassy Suites®, Holiday Inn®, Best Western®, Wyndham Vacation Ownership® and Hilton Grand Vacations™. Currently, Outrigger operates and/or has under development 40 properties with approximately 11,000 rooms located in Hawaii; Guam; Fiji; Thailand; Mauritius, Maldives, Vietnam; and Hainan Island, China. For on-line information, log on to [www.outriggerenterprisesgroup.com](http://www.outriggerenterprisesgroup.com) and [www.outrigger.com](http://www.outrigger.com).

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