



**NEWS RELEASE
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Outrigger Laguna Phuket Beach Resort Appoints Director of Sales and Marketing

PHUKET, THAILAND -- Darren Edmonstone, Outrigger Executive Vice President and Managing Director, Asia-Pacific, is pleased to announce the appointment of Rory Campbell as Director of Sales and Marketing for the Outrigger Laguna Phuket Beach Resort in Thailand. Campbell assumed the role effective September 2, 2013, and reports to General Manager Tony Pedroni.



Campbell, an Australian national, has 15 years' experience of hotel sales and marketing in senior executive positions. Until recently he served as director of sales and marketing-rooms at the Hilton Barcelona. Prior to that, he held director-level sales and marketing positions with Anantara Hotels, Resorts and Spas in Thailand, the Eaton Hotel in Hong Kong, and with the Duxton Hotel and Rydges Hotel, both in Perth, Western Australia.

For two years he held senior account manager positions at the Accor Asia Pacific sales office in Melbourne.

“Rory’s professional track record has been built on achieving excellent and measurable hotel sales and marketing successes on three continents,” said Darren Edmonstone “He knows how to promote beach resorts in Thailand. Rory will help establish the Outrigger Laguna Phuket Beach Resort as a year-round high demand property popular in multiple international markets.”

Campbell is a Bachelor of Commerce graduate from Deakin University in Geelong, Australia.

His personal interests include photography, surfing and rugby.

The Outrigger Laguna Phuket Beach Resort is a 255-key absolute beachfront property in Bang Tao beach, Laguna Phuket, Thailand. It opened in April 2013 and offers exclusive Club Lounge privileges, a large water slide, kids’ club and ‘Activate’ sports facilities. All rooms, suites and villas have either sea or lagoon views.

Guests enjoy access to day spas in Laguna Phuket, a championship 18-hole golf course, and signing privileges at over 30 restaurants and bars that form part of the Laguna Phuket destination resort.

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 & Resorts, OHANA® Hotels & 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; 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 and www.outrigger.com.

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