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## Outrigger Enterprises Group Announces Reorganization of its Hawaii-Based Sales Team

**WAIKIKI, HONOLULU, HAWAII** – Outrigger Enterprises Group, one of the largest and fastest growing privately held leisure lodging and hospitality companies in the Asia Pacific and Oceania regions, has announced the reorganization of its Hawaii-based sales team. The moves cap the company's expansion of its global brand, sales and marketing organization that began in 2008 with the opening of a regional sales and marketing office in Phuket, Thailand. The effort has continued over the past 18 months with the establishment of a global brand management team based in Hawaii and the expansion of its global sales network to include representation in Australia, Korea, Japan, Germany, Thailand, Fiji, the UK and Scandinavia, the United States, France and China.



*Richard Oshiro*

*Elizabeth Agustin*

*Lani Von*

**Richard Oshiro** is area director of leisure sales and is the strategic business leader for the domestic and international wholesales markets (non-Asia) for Outrigger's Hawaii properties. **Elizabeth "Ellie" Agustin** has been promoted to the newly created position of business development manager, travel agent sales, and is responsible for managing and enhancing the company's travel agent incentive program and implementing strategies to enhance the company's presence in the travel agent community. **Lani Von** is senior account executive of leisure sales and is responsible for online travel company strategy and daily management of non-Asia wholesale markets.



*Tom Wakita*

*Stephanie Nojima*

*Milton Lafitaga*

*Jennifer Cabasag*

*Napua Ho*

**Tom Wakita** is area director of sales and serves as the strategic business leader for the group, corporate, military and government markets for properties in Hawaii and selected markets in Guam. Under Wakita, the following

appointments have been made: **Stephanie Nojima** as senior account executive – business transient/government sales; **Milton Lafitaga** and **Jennifer Cabasag** as senior sales managers – multi-property group; and **Napua Ho**, sales manager – multi-property group.

Nojima is responsible for increasing room revenue and for the production of existing accounts and development of new accounts. She will assist in the development of new business and execute initiatives through hotel support, education, competitive analysis and recommendation.

Lafitaga, Cabasag and Ho are responsible for generating group business and will handle small to large group-related opportunities for Outrigger Resorts, OHANA Hotels and Resorts and Outrigger-managed properties.



*Mary Loy*

*Robin Estrada*

*Natalie Caceres*

In property sales, **Mary Loy** has been appointed director of sales and marketing for the Outrigger Waikiki Beach Resort and **Robin Estrada** has been named director of sales and marketing for the Outrigger Reef Waikiki Beach Resort. **Natalie Caceres** has joined the Holiday Inn<sup>®</sup> Waikiki Beachcomber Resort, an Outrigger-managed property, as director of sales and marketing.

Both Loy and Estrada are responsible for planning and implementing sales and marketing strategies across all market segments to increase brand recognition and meet revenue goals for their respective Outrigger beachfront properties.

Caceres is responsible for the development and implementation of an internal and external sales strategy and related plans to maximize market share, revenue and occupancy growth to successfully meet the Holiday Inn<sup>®</sup> Waikiki Beachcomber Resort goals.

“I’m particularly pleased to make this announcement today as I believe we have established one of the most talented and finest sales organizations not only in Hawaii but in the entire industry,” said John Limper, vice president, sales and marketing for Hawaii and Guam. “This realignment and deployment of our sales force was done to better serve our customers and meet the business needs of our hotels.”

**About Outrigger Enterprises Group**

[Outrigger Enterprises Group](#) is one of the largest and fastest growing privately held global hospitality companies 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 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, beachfront resorts, condominiums and vacation resort properties, including Outrigger® Resorts, Hawaii Vacation Condos by Outrigger®, 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 online information, log on at [www.outriggerenterprisesgroup.com](http://www.outriggerenterprisesgroup.com) and [www.outrigger.com](http://www.outrigger.com).

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