Outrigger Appoints Eugene Oelofse to e-Commerce Role

PHUKET, THAILAND – Outrigger Enterprises Group has appointed Eugene Oelofse as Director of Marketing and eCommerce, Asia Pacific, effective June 1. Eugene will be based in the Outrigger Asia Pacific office in Phuket, Thailand, and will report to Mark Simmons, VP Sales & Marketing, Asia Pacific.

Oelofse, from South Africa, brings 13 years' experience in branding, communications, digital, marketing and CRM to Outrigger.

Before joining Outrigger, Oelofse was Branding and Communications Director at AKARYN Hotel Group in Thailand.

For two years prior to that he was Group Marketing Manager at the Premier Hotel & Resorts Group, a diverse portfolio of business, leisure and luxury hotels in South Africa.

Before to moving to Asia, Oelofse also held roles as creative director at leading advertising and communications agencies in South Africa, focusing on lifestyle, golf and property.

"Eugene's online, digital and communications skills in the leisure sector will be a major asset to Outrigger Resorts," said Darren Edmonstone, Outrigger Managing Director, Asia Pacific. "Given our direction to further grow our B2B and B2C outreach with innovative initiatives and programmes, Eugene will provide a strong resource in these areas to support this."

Oelofse has Honours and Postgraduate certification in marketing management from the IMM Graduate School of Business in South Africa. He has also studied strategic brand management, graphic design, accounting and economics.

###

Editors can download images of Outrigger Resorts at
http://www.scottasia.net/clients/outrigger/media/

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 VacationsTM. Currently, Outrigger operates and/or has under development 38 properties with approximately 8,000 rooms located in Hawaii (Oahu, Maui, Kauai, Hawaii Island); Guam; Fiji; Thailand; Mauritius; and the Maldives. For online information, log on at www.outriggerenterprisesgroup.com and www.outrigger.com.

Join Outrigger's social network to Find Out. Find Outrigger! Follow @OutriggerResort on Twitter or become a fan on Facebook at www.facebook.com/OutriggerResorts. For on-going news, visit http://news.outrigger.com.

Outrigger Resorts, Asia-Pacific
Ste 105-112, Plaza Del Mar, No. 1 Pasak-Koktanod Rd
Cherngtalay Sub-Dist., Thalang District
Phuket Province, 83110 Thailand
Tel: (+66) 76 318 230
Fax: (+66) 76 318 232
Email: bam.phupongphiphat@outrigger.com

Media Contact, Asia & UK
Ken Scott
ScottAsia Communications
Mobile: (+44) 7949 077959
Email: kens@scottasia.net

Anchalee Sriwongsa
ScottAsia Communications
Mobile: (+66) 91 806 0484
Email: ann@scottasia.net

Nancy Daniels, APR, Director of PR, Corporate head office
Outrigger Enterprises Group
Phone: +1 808 921 6839
Email: nancy.daniels@outrigger.com