Outrigger.com Wins Best Hotel/Resort Website Award





PHUKET, THAILAND – Outrigger.com has won the Best Hotel/Resort Website Award at the Travelmole Asia Pacific Web Awards 2016.

The newly designed Outrigger.com wowed travel industry voters with its visually strong, highly customer-focused interface. Outrigger.com provides travelers with continually refreshed information, opportunities to interact one-on-one with Outrigger, and encourages sharing of experiences on social media.

Mark Simmons the Outrigger VP Sales & Marketing Asia Pacific received the award at the Travelmole Asia Pacific Web Awards ceremony 20 October 2016 during the ITB Asia travel show in Singapore.

Since launching in May 2016 mobile page views on Outrigger.com have increased by more than 30%. “This suggest that people are finding the new responsive site more user-friendly. They are definitely spending more time researching on it, which has led to a significant increase in mobile bookings,” said Outrigger Enterprises Group, Senior VP for Global Distribution, Dan Wacksman, who led the team that conceived and implemented the new Outrigger.com.

Wacksman described the new Outrigger.com as “visually evocative and very practical, allowing guests to be digitally immersed in our hotels and resorts, while at the same time ensuring an easy and seamless booking process”.

Beautiful photography and real-time data such as date/time, weather updates and a social media feed, all help to ensure guests get a real feel for Outrigger hotels and resorts, he said.

The Travelmole Asia Pacific Awards 2016, recognize excellence of travel industry vendors, destinations, resellers, technology and payment solution providers, whose websites, ecommerce, social media, mobile and IT deployment represent the ‘best of the best’ in the region, said the organiser.

Travelmole’s 75,000 Asia Pacific travel industry members and subscribers all had the chance to vote for companies of their choice in any of the 14 award categories. An expert panel of judges then selected the shortlist, from which Travelmole members and subscribers voted online to determine the winners.

The full list of Travelmole award winners can be found at
http://www.travelmole.com/awards.php?c=setreg&region=4

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About Outrigger Enterprises Group
Outrigger Enterprises Group is a privately held leisure lodging, retail and hospitality company with corporate offices in Hawaii and operating globally in the Asia-Pacific, Oceania and Indian Ocean regions. From its Outrigger Signature Experiences to its Outrigger DISCOVERY loyalty program, the

values-based company invites guests to escape ordinary with exceptional hospitality and authentic cultural experiences, incorporating local traditions and customs at each of its properties worldwide. Guided by 69 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. Outrigger currently operates and/or has under development 37 properties with approximately 6,500 rooms located in Hawaii (Oahu, Maui, Kauai, Hawaii Island); Guam; Fiji; Thailand; Mauritius; and the Maldives.

Find out; find Outrigger at: www.outrigger.com or visit @OutriggerResorts on Facebook, Instagram, and Twitter. Join in on the conversation by tagging #OutriggerResorts.

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