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HONOLULU, HAWAII – Outrigger Hospitality Group has named Julia Davidson vice president, brand strategic planning and development.

Davidson oversees Outrigger's in-house global brand services team, alongside external creative agencies that support the brand portfolio. Her role encompasses development of Outrigger's global brand strategy, brand marketing campaigns and brand resources — including tools and systems as well as oversight of the brand intranet environment. She leads the web, email, CRM and loyalty channels as well as the planning and execution of integrated brand strategy campaigns and the development of implementation processes and timelines for product development initiatives. Additionally, she supports the brand-related needs of property operations and project management teams.

Davidson has 13 years of hospitality and marketing experience working at Four Seasons Hotels and Resorts and InterContinental Hotels Group. Most recently, she was the director of marketing for IHG Army Hotels, managing brand and multi-channel (web, call center, mobile, search, social, and programmatic) marketing initiatives. She has also held positions in hotel sales and loyalty marketing and has been recognized and awarded for her talents.

Davidson is a University of Georgia graduate, Junior Achievement volunteer, mentor for IHG's "Lean In" female mentorship program and a member of the Association of the United States Army (AUSA).

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ABOUT OUTRIGGER HOSPITALITY GROUP
For more than 70 years, Outrigger Hotels and Resorts has charted a journey of discovery – expanding from Hawaii to premier resort destinations in Fiji, Thailand, Guam, Mauritius and the Maldives. The privately held hospitality company currently operates and/or has in development 38 properties and over 7,000 rooms – inviting guests to 'Escape Ordinary' with authentic Signature Experiences and the Outrigger DISCOVERY loyalty program. Outrigger's multi-branded portfolio includes Outrigger® Resorts, OHANA Hotels by Outrigger®,Hawaii Vacation Condos by Outrigger®, Kapalua Villas Maui, and its newest addition, Honua Kai Resort & Spa Maui while also managing select properties from top international hotel brands including Embassy Suites®, Best Western®, Wyndham Destinations and Hilton Grand VacationsTM. Find out more at Outrigger.com or visit @OutriggerResorts on Facebook, Instagram and Twitter

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