Outrigger Increases Room Donation to US$500K for Hawaii State Nurses and Respiratory Therapists to Get Some R&R





The premier beach resort brand is providing a stress-free, cost-free stay for up to 1,500 frontline hospitality workers in need of a vacation

HONOLULU – Outrigger Hotels and Resorts is inviting up to 1,500 Hawaii nurses and respiratory therapists to enjoy a stress-free, cost-free stay in Waikiki as a way for the hospitality brand to show its appreciation for the frontline healthcare heroes. Eligible individuals must book by Sept. 30, 2020 to take advantage of this offer and stay dates can be anytime from Sept. 15, 2020 to Jan. 31, 2021 with some restrictions.

“During this COVID-19 pandemic, Hawaii is indebted to the medical professionals who serve selflessly to help ensure the wellbeing of our island community,” said Sean Dee, EVP and CMO at Outrigger Hospitality Group. “Outrigger is pleased to show our appreciation by donating half-a-million dollars’ worth of resort rooms to local nurses and respiratory therapists so that they can enjoy a well-deserved Waikiki staycation.”

In partnership with the Healthcare Association of Hawaii (HAH), the rooms will be donated to courageous Hawaii state nurses and respiratory therapists in gratitude for their service, which can be used toward future leisure stays to enjoy with their loved ones.

“As the unifying voice for Hawaii’s healthcare providers, the Healthcare Association of Hawaii is very grateful to Outrigger Hotels and Resorts for recognizing the tireless efforts of our professional community and offering a much-needed vacation opportunity for many of them,” said Hilton Raethel, president and CEO of the Healthcare Association of Hawaii.

The donated rooms to healthcare workers is part of #OutriggerCARES, a series of global efforts by the beach brand to provide support for its internal team as well as offer resources and aid to the communities in which Outrigger operates. Rooted in mutual respect and care for guest, host and place – initiatives range from donating food in Mauritius to providing personal protective equipment to hospitals in Thailand. Outrigger also works alongside the Healthcare Association of Hawaii for the

“Hotels for Heroes” program.

Hospitality has been one of the industries most impacted by the coronavirus pandemic with 70 percent of hotel employees laid off or furloughed and eight in 10 hotel rooms empty, according to data released by the American Hotel & Lodging Association (AHLA).

This free night offer is an extension of a national Buy One, Give One “BOGO” initiative where Outrigger partnered with MMGY Global, the largest integrated marketing company specializing in the travel, tourism and hospitality industry and the Hospitality Sales & Marketing Association International (HSMAI), who spearheaded the BOGO program’s creation and launch. For this initiative, an eligible healthcare worker was gifted a free night at an Outrigger property in Waikiki when someone else made a future booking. While the BOGO program closed at the end of July, the positive feedback from Hawaii healthcare workers who redeemed stays inspired Outrigger to add additional rooms and extend the offer.

To help ensure the safety of both hosts and guests, all properties follow Outrigger’s Clean Commitment — an enhanced cleaning platform developed with Ecolab, the global leader in hospitality sanitation that incorporates state-of-the-art technology, cleaning products and procedures. The sanitation and cleaning protocols exceed the standards of AHLA as well as Hawaii Lodging and Tourism Association (HLTA) and has been commended by medical professionals from both Hawaii Pacific Health and Queens Medical Center.

Eligibility and Booking Details:
Nurses and respiratory therapists at all 26 Hawaii state acute care facilities are eligible to redeem one (1) free night each per eligible person at Outrigger Waikiki Beach Resort or Waikiki Beachcomber by Outrigger. Stays can be extended for up to seven (7) nights at a preferred First Responder rate. Proof of eligibility required to redeem a free night is a Hawaii state work identification card. Those interested can call Outrigger’s Global Contact Center at 1-800-688-7444 to redeem their stay. Booking must be made by Sept. 30, 2020 and stay dates are from Sept. 15, 2020 to Jan. 31, 2021 with some blackout dates and contingent upon local government stay at home orders lifted. Other restrictions apply. Click https://www.outrigger.com/landing-pages/campaigns/bogo/first-responder-program-redemption for more information.

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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, Mauritius and the Maldives. The privately held hospitality company currently operates 36 properties and more than 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 additions: Honua Kai Resort & Spa Maui and lifestyle hotel, Waikiki Beachcomber by Outrigger. It also manages select properties from top international hotel brands including Embassy Suites®, Best Western®, Wyndham Destinations and Hilton Grand Vacations™. Find out more at Outrigger.com or visit @OutriggerResorts on Facebook, Instagram and Twitter.

About The Healthcare Association of Hawaii (HAH)
HAH is the nonprofit trade organization serving Hawaii’s hospitals, skilled nursing facilities, assisted living facilities, home care companies, and hospices. It is the state affiliate for national organizations that include the American Hospital Association, the American Health Care Association/National

Center for Assisted Living, and the National Association for Home Care and Hospice. Find us on Facebook and Twitter (@HealthcareHAH). Learn more at HAH.org.

About HSMAI

The Hospitality Sales and Marketing Association International (HSMAI) is committed to growing business for hotels and their partners and is the industry's leading advocate for intelligent, sustainable hotel revenue growth. The association provides hotel professionals and their partners with tools, insights, and expertise to fuel sales, inspire marketing, and optimize revenue through programs such as the Adrian Awards, HSMAI ROC, Marketing Strategy Conference, and Sales Leader Forum. Founded in 1927, HSMAI is a membership organization comprising more than 5,000 members worldwide, with 40 chapters in the Americas Region. Connect with HSMAI at hsmai.org, HSMAI Facebook, HSMAI Twitter, and HSMAI YouTube.

About MMGY Global

With more than 38 years of experience, MMGY Global is the world's largest and most integrated global marketing firm, specializing in the travel, hospitality, and entertainment industries. With nine operating brands across the world, the award-winning organization maintains a global communications practice in all marketing channels, serving many of the world's premier travel and tourism brands. As a company dedicated to the global travel industry, MMGY Global strives to create a connected, inclusive and peaceful world by promoting travel as a cultural bridge of understanding. For more information, visit www.mmgyglobal.com.