Outrigger Partnership with JAL Takes Flight

Japan Airlines Co. Ltd., customers can now redeem miles for Hawaii vacations at Outrigger Reef Waikiki Beach Resort, Outrigger Waikiki Beach Resort and Ala Moana Hotel

PHUKET, THAILAND – Outrigger Hotels and Resorts announced the launch of an unprecedented partnership with Japan Airlines Co. Ltd., (JAL) to broaden the scope of services for its passengers traveling to Hawaii. The beachfront Outrigger Waikiki Beach Resort and Outrigger Reef Waikiki Beach Resort, as well as the recently revitalized Ala Moana Hotel are the only properties in the state of Hawaii where JAL Mileage Bank guests can redeem miles for a hotel stay.

“Japan Airlines has an impressive history and growing future with our islands; we view this exclusive new partnership as a unique opportunity for Outrigger to further share its authentic island hospitality with our treasured guests from Japan,” said David Carey, president and chief executive officer, Outrigger Enterprises Group. “We look forward to welcoming JAL Mileage Bank guests to our Outrigger properties.”

Japan Airlines started its service to Hawaii in 1954 and has been a major promoter of the islands ever since. The Honolulu Marathon and Hapalua Half Marathon are among many events and promotions sponsored by JAL. Over the years, Hawaii has become a favorite destination for the Japanese leisure traveler. JAL’s passengers are among the most loyal to Hawaii, spanning generations of repeat travelers. Today, Japan Airlines provides more than 30 percent share; the largest share of seats to Hawaii from four major gateways in Japan.

The Outrigger-JAL partnership became effective from the start of April 2016.

###

About Japan Airlines
Japan Airlines (JAL) was founded in 1951 and became the first international airline in Japan. A member of the oneworld® alliance, the airline now reaches more than 305 airports in 51 countries and regions together with its codeshare partners with a modern fleet of more than 220 aircraft. JAL Mileage Bank (JMB), the airline’s loyalty program, has reached over 30 million members worldwide. Awarded the most punctual major international airlines in 2009, 2010, 2012, 2013 and 2015, JAL is committed to providing customers with the highest levels of flight safety and supreme quality in every aspect of its service, and aims to become the most preferred airline in the world.

For more information, please visit http://www.jal.com/en/outline/

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 40 properties with approximately 9,000 rooms located in Hawaii (Oahu, Maui, Kauai, Hawaii Island); Guam; Fiji; Thailand; Mauritius; Maldives; Vietnam; and Hainan Island, China. 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 ongoing news, visit http://news.outrigger.com.

Media Contacts:
Outrigger Enterprises Group
Nancy Daniels, APR
Director of Public Relations
Tel: 808 921 6839
Email: nancy.daniels@outrigger.com

Ken Scott
ScottAsia Communications
Mobile: (+44) 7949 077959
Email: kens@scottasia.net