

# Outrigger Resorts Invites Travellers to Escape Ordinary with new Signature Experiences Series



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Expanded destination-specific cultural activities, programs and amenities connect guests with the people and sense of place in all of Outrigger Resorts' iconic beachfront destinations

PHUKET, THAILAND – From arrival to departure, today's travellers seek authentic, enriching experiences that create a deeper connection with the people and the place that they visit. To help guests experience the culture at each of Outrigger Resorts iconic destinations, the brand has introduced a collection of Outrigger Resorts Signature Experiences, an array of destination-specific amenities, cultural programs and activities that provide opportunities for guests to feel a stronger sense of place.

From learning the art of traditional Batik painting in Thailand, to ukulele lessons in Hawaii and fire walking ceremonies in Fiji, the Outrigger Resorts Signature Experiences truly provide opportunities to escape the ordinary travel by creating authentic, long lasting vacation memories.

"As Outrigger continues to expand to destinations throughout the Asia-Pacific, Oceania and Indian Ocean regions, we're unveiling experiences that are distinctly different and localized to each of the brand's resort destinations – encouraging guests to 'escape the ordinary' and experience local cultural traditions at our properties around the world," said Sean Dee, executive vice president and chief marketing officer for Outrigger Enterprises Group. "We are confident that these new brand experiences will help reinforce our position as a leader in providing guests with authentic travel opportunities and solidify us as the premier beachfront resort brand in the world."

Located on some of the world's most renowned beaches, the brand's strong commitment to communities that its resorts operate in is now reflected in each of the Outrigger Resorts Signature Experiences collection, providing travellers with an intimate glimpse into cultural traditions in different corners of the world.

## Outrigger Resorts Signature Experiences Collection Highlights

Throughout their stay, guests are welcome to participate in a wide variety of expanded and mostly complimentary cultural activities, culinary experiences and exclusive off-site excursions providing visitors with countless opportunities to connect with the local community. From lei making and ukulele lessons in Hawaii to fire walking ceremonies in Fiji and snorkeling with marine biologists in Maldives and a local cooking class in Thailand, each Outrigger Resorts property offers unique cultural programs for guests such as:

Outrigger Laguna Phuket Beach Resort has traditional Batik painting and Thai cooking classes.

Outrigger Koh Samui Beach Resort has complimentary Thai language classes available.

Outrigger Konotta Maldives Resort offers guests the opportunity to learn about coral reef caretaking with the resort's resident marine biologist.

Outrigger Mauritius Beach Resort offers guided bike tours from the property to local villages for

guests to learn more about the diverse Mauritian culture.

Outrigger Fiji Beach Resort guests can learn how to carve a traditional Fijian canoe.

Castaway Island, Fiji Resort teaches guests the art of basket weaving from Pandanus leaves and has a Fijian culinary workshop.

Outrigger Reef Waikiki Beach Resort offers complimentary Hawaiian-inspired beachfront vow renewal ceremonies.

Outrigger Waikiki Beach Resort teaches guests ukulele, hula and lei making.

Outrigger Guam Beach Resort guests can learn canoe carving and coconut oil making.

### Sunset Ceremony

As the sun sets, guests can participate in authentic sunset ceremonies at each of the properties - including a warrior torch lighting and kava tasting ceremony in Fiji or staff-led blowing of the conch shell and symbolic torch lighting in Guam.

### The Managers Reception

Guests of Outrigger Resorts not only get to know the destination's locals through property-specific cultural activities, but they can also interact with their property's hosts, managers and local staff at a weekly Managers Reception where they can create lifelong connections over cocktails and local bites.

### A Warm Welcome and Heartfelt Goodbye

Upon arrival, Outrigger Resorts hosts extend a heartfelt local greeting, cold towel and refreshing locally inspired beverage. A special arrival gift, such as carefully crafted lei of shells, garland of coconut leaves or cultural song or dance performance is presented to make every guest feel that they are being embraced as family. Guests also receive a welcome gift representative of the destination, such as a colorful Sulu at Outrigger Fiji Beach Resort or hessian beach bag and carved pineapple at Outrigger Mauritius Beach Resort.

Upon departure, Outrigger presents its guests with a locally-inspired amenity wishing them a safe and happy journey home. At Outrigger Fiji Beach Resort, guests are serenaded with a farewell song when leaving the property. Guests at Outrigger Konotta Maldives Resort receive a hand-made Maldivian bird crafted from woven palm fronds and those departing Outrigger Koh Samui Beach Resort receive a miniature wooden frog instrument. These cultural tokens serve not only as a final farewell, but continue to remind guests of their unforgettable escape out of the ordinary.

Outrigger Resorts - Outrigger Enterprises Group's dedicated beachfront resort brand - currently includes world-class properties in Hawaii, Guam, Fiji, Thailand, Mauritius, and the Maldives. For more details on the Outrigger Resorts Signature Experiences, please click at <http://www.outrigger.com/signature-experiences>.

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Editors can download images of Outrigger Resorts at <https://app.box.com/s/k138tiqq62osvj8avo684jcrb2tmu1dk>.

### 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 Vacations™. 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](http://www.outrigger.com) or visit @OutriggerResorts on Facebook, Instagram, and Twitter. Join in on the conversation by tagging #OutriggerResorts.

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