Outrigger Resorts Takes Its Absolute Beach Front Message to Arabian Travel Market 2016

DUBAI, UAE – Outrigger Resorts, which is attending the Arabian Travel Market 2016 for the first time, will emphasize the absolute beachfront locations of its nine iconic beach resorts during the show, April 25-28 in Dubai.

To target the Middle East market, Outrigger Resorts in January appointed Dubai-based Gulf Reps as its full-time Middle East sales and representation office.

The Gulf Reps/Outrigger team at the Arabian Travel Market will underline the product quality and ease of aviation access from the Middle East to Outrigger's beautiful beachfront properties in the Maldives, Mauritius, and Phuket and Koh Samui in Thailand.

For adventurous Middle East travelers seeking something new, Gulf Reps and Outrigger will also showcase Outrigger's award winning properties in Fiji, Guam and Waikiki in Hawaii.

"At ATM, Gulf Reps will show how Outrigger Resorts offer a wonderful holiday experience to Middle East guests," said Mark Simmons, Outrigger Vice President Sales & Marketing, Asia Pacific. "Outrigger is all about friendly multi-cultural family service in beautiful beach locations with plenty of tropical greenery, local food and shopping," he said.

Simmons will be joined at the Outrigger Resorts' booth (AS3350) at ATM by the Outrigger Laguna Phuket Beach Resort Director of Sales & Marketing, Haydee Cruz, and Sammy Musa and Francesca Monfero-Samson of Gulf Reps.

Among its nine signature properties across Asia Pacific and the Indian Ocean, Outrigger opened the Outrigger Konotta Maldives Resort in August last year. It has the largest average villa sizes in the Maldives. The first guests were Saudi nationals based in Dubai.

Outrigger distinguishes itself from other resorts with its "Outrigger Way" approach to resort management that emphasizes local wisdom and a unique sense of place in each beach destination.

###

Editors can download images of Outrigger Resorts at
http://www.scottasia.net/clients/outrigger/media/

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 Vacations™. 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.comand 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 on-going news, visit http://news.outrigger.com.

Outrigger Resorts, Asia-Pacific
Ste 105-112, Plaza Del Mar, No. 1 Pasak-Koktanod Rd
Cherngtalay Sub-Dist., Thalang District
Phuket Province, 83110 Thailand
Tel: (+66) 76 318 230
Fax: (+66) 76 318 232
Email: gai.tadakittkul@outrigger.com

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

Anchalee Sriwongsa
ScottAsia Communications
Mobile: (+66) 91 806 0484
Email: ann@scottasia.net

Nancy Daniels, APR, Director of PR, Corporate head office
Outrigger Enterprises Group
Phone: +1 808 921 6839
Email: nancy.daniels@outrigger.com