



OUTRIGGER RESORTS JOINS GLOBAL HOTEL ALLIANCE

Hawaii-based Outrigger Resorts brings the rapidly growing alliance extended presence with premier beachfront resorts across the Pacific and Indian Ocean

Dubai, 12 April 2016. Outrigger Resorts, the premier beachfront resort brand of Outrigger Enterprises Group, has joined Global Hotel Alliance ("GHA") as the growing alliance expands its footprint in new markets, including Outrigger's home base of Hawaii, plus Fiji, Guam and Mauritius, while strengthening its presence in the Maldives and Thailand, adding a total of nine premier resorts to GHA's network of 33 independent brands and over 550 hotels.

Based in Honolulu, Outrigger Resorts is part of Outrigger Enterprises Group, one of the largest and fastest growing privately held leisure lodging, retail and hospitality companies operating in the Asia Pacific 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.

Chris Hartley, GHA's CEO, who was in Honolulu to make the announcement at Outrigger's recent global leadership conference, is thrilled to add another iconic hotel brand to its portfolio, with its own rich history and unique culture: "GHA is about bringing together fiercely independent brands, many of which have been privately held for generations, and giving them the ability to thrive on their individuality in a rapidly consolidating hospitality market. Outrigger fits that mould perfectly and will benefit from our shared loyal customer base of over seven million DISCOVERY members, many of whom are in Outrigger's key feeder markets."

David Carey, president and CEO of Outrigger Enterprises Group, is excited about the opportunity that GHA membership represents for the brand: "Outrigger's existing loyal guests return to our hotels because they love the authentic local experience and signature amenities we offer at some of the most iconic beachfront destinations in the world. GHA's DISCOVERY loyalty program and distribution network give us access to millions of new, like-minded loyal customers, from similar brands to ours, which will extend our reach within our key feeder markets, and into new markets that are not cost-efficient for us to exploit alone."

The integration of Outrigger Resorts into GHA will be completed later in the year, at which time DISCOVERY members will be recognised and rewarded across the Outrigger Resorts portfolio of premiere beachfront properties.

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Editor's Notes:

About Global Hotel Alliance

Founded in 2004, and based on the airline alliance model, Global Hotel Alliance ("GHA") is today the world's largest alliance of independent hotel brands. GHA uses a shared technology platform to drive incremental revenues and create cost savings for its member brands, and operates a multi-brand loyalty programme, DISCOVERY, which has over seven million members. GHA's member brands are currently: Alila, Anantara, Art Series, Atura, AVANI, Corinthia, Doyle Collection, First, GLO, Kempinski, Leela, Lungarno Collection, Marco Polo, Meritage Collection, Meydan, Mokara, Omni, NICCOLO by Marco Polo, NUO, Pan Pacific, PARKROYAL, PER AQUUM, QT, Rixos, Rydges, Shaza, Tangram, Thon, Tivoli, Ultratravel Collection and Viceroy encompassing over 550 upscale and luxury hotels with 110,000 rooms across 76 different countries. For more information visit gha.com

About DISCOVERY programme

DISCOVERY is about making travel unforgettable. Members of the programme receive recognition and rewards across 550 hotels, resorts, palaces and spas. *Local Experiences*, the innovative rewards of the DISCOVERY programme, are unique, authentic experiences, which are curated by each hotel to give a taste of local traditions and culture. Members also receive stay benefits, such as complimentary Wi-Fi, room upgrades and enhanced personal recognition as they move through the membership levels, each and every time they stay within the portfolio. For more information visit discoveryloyalty.com

About Outrigger Hotels and Resorts

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 and Resorts, 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 11,000 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>.

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