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Outrigger Hotels and Resorts – Connectivity now live on Ctrip.com

Brand announced new properties added to platform as part of strategic cooperation



HONOLULU, HAWAII - Outrigger Enterprises Group announced 26 properties under the brand's ownership and management have been added to Ctrip.com as part of an existing partnership agreement with China's leading travel platform and largest online travel agency operator. Effective Dec. 26, 2017, the addition of the new locations represent a big step forward in strategic cooperation between Outrigger Hotels and Resorts and Ctrip.

The partnership between Ctrip and Outrigger started in 2014, focusing on select resorts in the Asia Pacific and Indian Oceans. Thanks to the efforts of both Outrigger and Ctrip professionals, the partnership has come to fruition and will now also include Fiji, Guam and Hawaii. This marks a milestone for Outrigger's Chinese market strategy and provides a suitable channel to create and promote brand awareness in China.

In total, 26 Outrigger owned and managed locations joined the Group Connectivity, including properties in Hawaii, Guam, Thailand, Mauritius, Maldives and Fiji. Chinese customers can now check real-time room availability and complete the booking process by paying through the online Hotel Channel of Ctrip.com, which offers a more efficient payment process for guests.

Inspired by "The Outrigger Way," Outrigger launched the "Distinguished Chinese Guest Care Plan," dubbed the "Guibin Plan," in 2017, which is tailor-made for Chinese guests. The Group Connectivity partnership allows the "Guibin Plan" and Ctrip's "Chinese Preferred Hotels" to elevate the guest experience at Outrigger.



ABOUT OUTRIGGER HOTELS AND RESORTS

Outrigger Hotels and Resorts 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. Founded in 1947, Outrigger has grown into 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 or visit @OutriggerResorts on [Facebook](#), [Instagram](#) and [Twitter](#).

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