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Outrigger unveils distinguished Chinese guest care program

Guibin – a hospitality platform tailored for Outrigger’s Chinese guests – launches October 23 starting at its beachfront resorts in the Maldives, Mauritius and Thailand



PHUKET, THAILAND – [Outrigger Hotels and Resorts](#) today announced the official start of “Guibin” its distinguished guest care program that was designed specifically to meet the unique needs of Outrigger’s guests from China.

Guibin – which translates as “Distinguished Guest” in Mandarin – begins today at [Outrigger Konotta Maldives Resort](#), [Outrigger Mauritius Beach Resort](#), [Outrigger Laguna Phuket Beach Resort](#) and [Outrigger Koh Samui Beach Resort](#) – with more to follow.

The Guibin platform encompasses three key areas of guest care and engagement: relevant service offerings, amenities desired by the Chinese traveller and rigorous training for Outrigger hosts on the holiday expectations and cultural traits of Chinese guests.

At the aforementioned resorts, Chinese guests will experience qualified Chinese (Mandarin) speaking staff on duty, Chinese menus and breakfasts, a hotel services directory inserted in the room key packet, in-room tea kettle with tea, Chinese TV, slippers, fitted robes and other courtesies such as complimentary Wi-Fi.

“It is a privilege to host an increasing number of Chinese visitors at our Outrigger properties and we’re pleased to now provide this demographic with enhanced services and amenities that best suit their vacation preferences,” said Sean Dee, executive vice president and chief marketing officer at Outrigger Resorts. “Guibin is the Chinese extension of The Outrigger Way – a process of caring for the guest, the host and the place that has guided Outrigger’s corporate culture for decades.”

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Outrigger is committed to meeting and exceeding the expectations of all of its Chinese guests. Today – guests from China account for 8 to 50 percent of bookings at the properties that will begin the Guibin program.

Outrigger's new China-friendly services and amenities are being underpinned by Guibin staff training that has been conducted over the last 12 months by Wei-Wei Sun, Outrigger Enterprise Group's special advisor for Greater China. Wei-Wei and her China experts have implemented guest survey metrics and an internal brand audit, which applies to front desk, activities, spas, menus, table service and food presentation. The audits include Chinese language proficiency checks for hosts.

Outrigger Resorts has had a Chinese [website](#) since June 2015 and already has a dedicated social media platform on [Sina Weibo](#) and We Chat (Outrigger_Resorts).

Editors may download images and this release in Word & Text formats [here](#).

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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