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Outrigger Enterprises Group appoints Jenna Villalobos vice president, revenue management



HONOLULU, HAWAII – Outrigger Enterprises Group has appointed Jenna Villalobos vice president, revenue management.

Villalobos will support the development of revenue management strategy for all of Outrigger’s properties in Hawaii, Guam, Fiji, Thailand, Mauritius and the Maldives. Her focus will be on collaboration and encouraging risk-taking with optimal pricing, channel management and developing long- and short-term corporate and regional strategies related to profit optimization.

With 20 years’ experience in total revenue management and reservation sales, predominantly in resorts, Villalobos was corporate director of revenue optimization at KSL Resorts and also held various revenue management positions with KSL

Resorts including corporate director of reservation sales and director of revenue and reservations management were she oversaw revenue strategy during renovations and repositioning, most recently at Monarch Beach Resort. Early in her revenue career, Villalobos held management positions at Doral Palm Springs and La Quinta Resort & Club, and was part of the opening team at Morongo Casino Resort & Spa.

With a bachelor’s in hospitality management from Johnson and Wales University, Villalobos also holds a certificate of revenue management from Cornell University.

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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