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Outrigger launches dedicated platform for Japanese market

Optimized website includes best-rate-guarantee and Outrigger DISCOVERY loyalty specials



HONOLULU, HAWAII – In step with its sizeable investment in advanced technology and innovation strategies, Outrigger Enterprises Group announced today the launch of its brand new Japanese-language website jp.outrigger.com.

Modelled after the brand’s recently re-launched www.outrigger.com brand website, the new Japanese portal provides visitors with a modernized platform featuring enhanced speed, mobile optimization and best-in-class security.

“With Outrigger’s global expansion to nine premium beachfront resorts around the world, approximately 20 percent of our guests originate from Japan,” said Danny Ojiri, vice president of market development at Outrigger. “Providing a dedicated Japanese website is one way for us to further cater to this market and provide an exceptional guest experience from booking to departure.”

Along with a seamless online experience for Japanese guests, Outrigger’s advanced booking engine provides numerous brand benefits with streamlined content management tools including a centralized marketing strategy and search engine optimization (SEO) management. The newly unified online platforms also provide the opportunity for consistent brand personalization and messaging across all markets.

Guests booking any of Outrigger’s properties from jp.outrigger.com are now ensured the best publicly available rate possible and guaranteed bed type. Should guests find a lower rate for the same hotel, room type and date anywhere online within 24 hours of booking – Outrigger will not only match the lower rate, but also extend an additional 10 percent discount. Advantages of booking directly with jp.outrigger.com include no hidden fees; most-current room availability across the portfolio; a seamless booking experience with the Best Rate Guarantee; and benefits of the Outrigger DISCOVERY loyalty program.

With Outrigger’s premier beachfront resort properties in bucket list-worthy destinations including: Hawaii, Guam, Fiji, Thailand, Maldives and Mauritius – Japanese travellers seeking tropical vacations can now enjoy the seamless online experience through jp.outrigger.com to handle all their booking needs.

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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