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NEWS

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Outrigger rebrands. Outrigger Enterprises Group on Monday announced an official name change to Outrigger Hospitality Group in unison with a company-wide initiative that restructures its multi-branded portfolio and positions it for strategic growth. Three core categories under Outrigger Hospitality Group include its Premier Beachfront Resorts in Hawaii, Fiji, Thailand, Guam, Mauritius and the Maldives; its “by Outrigger” branded locations; and its third-party managed properties. It is already moving forward with major developments that include a US\$200 million Waikiki modernization masterplan over the next two to three years, incorporating the transformation of the flagship Outrigger Reef Waikiki Beach Resort. Outrigger’s beachfront properties in Asia Pacific will also undergo a refresh of their appearance and/or amenities.

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