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Outrigger Hospitality Group Taps Saskia Baker of SMB Communications for PR Role

HONOLULU, HAWAII – Australia-based Saskia Baker of SMB Communications will lead PR efforts in the Australia and New Zealand region for Outrigger Hospitality Group with a focus on its Outrigger Fiji Beach Resort and Castaway Island, Fiji.

Donna Parkin, owner and director of Parkin PR, is stepping down after almost 10 years of a wonderful partnership for the company.

SMB Communications is a Sydney-based PR company specializing in the travel industry. Baker has been a travel industry PR and media liaison since 2005 and currently holds a PR committee position for the non-profit Australian Society of Travel Writers, a role she's held for the last three years.



Having traveled extensively in Fiji over the last 30 years, Baker knows the destination and cultural protocols well. In fact, this led to her marriage to a Fijian national and calling the Islands her second home. Baker has volunteered with the Vinaka Fiji organization to increase exposure and growth for the non-profit.

She is well-known by consumer and travel trade editors, as well as freelance travel writers and has an extensive network of contacts and wholesale and retail agents in Australia and nationally.

“We look forward to Saskia solidifying our clear objective to be the premier toes-in-the-sand brand in the world through her regional PR efforts,” said Andrew Gee, Outrigger’s vice president sales and marketing, Asia Pacific.

Australia and New Zealand are important inbound tourism markets to Hawaii, Fiji and Thailand and is also a potential investment destination for the brand. Baker will continue Parkin’s efforts in building a strong brand in these markets.

ABOUT OUTRIGGER HOSPITALITY GROUP

For more than 70 years, Outrigger Hotels and Resorts has charted a journey of discovery – expanding from Hawaii to premier resort destinations in Fiji, Thailand, Guam, Mauritius and the Maldives. The privately held hospitality company currently operates and/or has in development 38 properties and over 7,000 rooms – inviting guests to ‘Escape Ordinary’ with authentic Signature Experiences and the [Outrigger DISCOVERY loyalty program](#). Outrigger’s multi-branded portfolio includes Outrigger® Resorts, OHANA Hotels by Outrigger® and Hawaii Vacation Condos by Outrigger® while also managing select properties from top international hotel brands including Embassy Suites®, Best Western®, Wyndham Destinations and Hilton Grand Vacations™. Find out more at [Outrigger.com](#) or visit @OutriggerResorts on [Facebook](#), [Instagram](#) and [Twitter](#).

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