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Outrigger Executive Recognized Internationally as Leader in Hospitality Marketing

VP Corporate Communications, Monica Salter Honored with 2019 HSMAI Award



HONOLULU – [Outrigger Hospitality Group](#) is pleased to announce that Monica Salter, vice president of corporate communications, has been named one of the [Top 25 Most Extraordinary Minds of 2019](#) by Hospitality Sales & Marketing Association International (HSMAI).

The award honors the top leaders in sales, marketing and revenue optimization during the HSMAI Adrian Awards – a prestigious NYC event which the most innovative hospitality, travel and tourism accomplishments in the past year are honored by industry colleagues in January 2020. The recognition is indicative of Salter’s efforts to further position Outrigger Hospitality Group as the premier beach resort brand in the world.

“Monica masterfully orchestrates Outrigger’s global communications strategy; she played a key role in transforming a regional hospitality company into a world-renowned beach brand through integrated marketing campaigns, public relations and corporate partnerships,” said Sean Dee, EVP and chief marketing officer for Outrigger. “Passionate about the environment, she oversees Outrigger’s ZONE (OZONE) the global social responsibility initiative centered ocean health and coral conservation which has already planted more than 100 football fields worth of coral and will continue to drive positive and sustainable change, thanks in large part to Monica’s leadership.”

Carefully curated by a panel of senior industry executives, the “Top 25” award recipients are high achievers who were recognized for their abilities to execute cutting-edge marketing programs, triumph in challenging situations and generate measurable gains for leading brands. Most recently, Salter was celebrated at “The Outrigger Way Awards” as the 2019 recipient of the Chief Executive Officer Award, honoring her contributions to Outrigger’s success and excellence in leadership at the executive level.

Salter has been a member of the Outrigger Hospitality Group executive team since 2016, overseeing strategy and direction for both internal and external communications to elevate Outrigger’s brand awareness worldwide. Salter additionally serves as the primary media contact during crisis situations and manages all global public relations partners and in-house team.

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 37 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[®], Hawaii Vacation Condos by Outrigger[®], Kapalua Villas Maui, and its newest additions: Honua Kai Resort & Spa Maui and lifestyle hotel, Waikiki Beachcomber by Outrigger[®]. It also manages 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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