

DATE September 8, 2021 RELEASE NUMBER 24|21

## ‘The Outrigger Promise’ Wins PATA Gold Award



*The award-winning Outrigger Promise campaign generated tens of thousands of room nights and a return to work for dozens of hotel hosts. Picture shows PATA CEO Liz Ortiguera, Macao Government Tourism Office Director Maria Helena de Senna Fernandes, and Outrigger Hospitality Group’s VP Global Communications and Social Responsibility Monica Salter. [Click [HERE](#) for images.]*

**HONOLULU** - [Outrigger Hospitality Group](#) won a PATA Gold Award 2021 for its campaign, “The Outrigger Promise.”

Outrigger won in the Marketing Hospitality category at a virtual PATA Gold Awards ceremony broadcast globally on the PATA YouTube Channel today.

The annual Pacific Asia Travel Association (PATA) Gold Awards recognize exceptional achievement in the travel and tourism industry across the Asia-Pacific region. PATA said that since the inception of the PATA Gold Awards in 1984, the awards “have set industry standards for excellence and innovation, serving as examples for others to follow.”

After receiving the award on behalf of Outrigger, Monica Salter (pictured above right), Outrigger VP for Global Communications and Social Responsibility, said that the Outrigger Promise was a bold and innovative marketing campaign that gave travelers confidence to travel safely to Hawai‘i despite challenges caused by COVID.

The Outrigger Promise, in effect, underwrote the guest’s satisfaction in their entire Hawai‘i destination experience. If the Outrigger guest wasn’t satisfied with their Hawaii vacation, Outrigger would take responsibility and offer a free stay to any guest, no questions asked.

The Outrigger Promise generated tens of thousands of room nights and a return to work for dozens of hotel hosts, many of whom hadn't worked in months due to COVID-travel impacts.

"In a very difficult time for would-be travelers and hotel operators due to COVID, the Outrigger Promise was a resounding marketing success as it also complied with all existing public health guidelines, which were liable to change at short notice," said Salter.

"The Outrigger Promise gave visitors public health confidence due to Outrigger's Clean Commitment and Hawai'i Safe Travels protocols. In uncertain times, it gave tourists confidence to book and travel again," she said.

Outrigger has over 70 years of history in Hawai'i. Outrigger's founding family opened their first hotel there in 1947. This year, PATA is celebrating its 70th anniversary. It was also founded in Hawai'i -- in 1951.

"Both Outrigger and PATA have been on an amazing journey over the last 70 years," said Salter. "No matter where you travel, Hawai'i is a beautiful place full of promise that keeps calling you home."

Further information about The Outrigger Promise is available [HERE](#).



#### **ABOUT OUTRIGGER HOSPITALITY GROUP**

For more than 70 years, Outrigger Hotels and Resorts has charted a journey of discovery – expanding from Hawai'i to premier resort destinations including Fiji, Mauritius and Thailand. The privately held hospitality company invites 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 Honua Kai Resort & Spa Maui while also managing select properties from top international hotel brands including Embassy Suites by Hilton®, Best Western® and Hilton Grand Vacations™. Find out more at [Outrigger.com](#) or visit @OutriggerResorts on [Facebook](#), [Instagram](#) and [Twitter](#).

#### **MEDIA CONTACTS, ASIA & EUROPE**

Ken Scott | ScottAsia Communications | Mobile: (+44) 7949 077959 | Email: [kens@scottasia.net](mailto:kens@scottasia.net)

Anchalee Sriwongsa | ScottAsia Communications | Mobile: (+66) 91 806 0484 | Email:

[ann@scottasia.net](mailto:ann@scottasia.net)

#### **NORTH AMERICA**

Monica Salter | Outrigger Hospitality Group | Tel: (+1) 808 921 6839 | Email:

[monica.salter@outrigger.com](mailto:monica.salter@outrigger.com)