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HSMAI Names Outrigger's Sean Dee Marketing Professional of the Year



John Washko, HSMAI chair; Sean Dee, Outrigger Hospitality Group EVP and chief commercial officer; and John Jimenez, HSMAI marketing advisory board

HONOLULU – Sean Dee, Outrigger Hospitality Group executive vice president and chief commercial officer, has been named Hospitality Sales and Marketing Association International (HSMAI) Marketing Professional of the Year for 2022.

The award honors the very best of marketing in the hospitality industry during HSMAI's Marketing Strategy Conference in Florida this summer – where senior leaders in hotel marketing connect to discuss the most important strategic issues facing the industry.

The recognition is indicative of Dee's efforts to further position Outrigger Hospitality Group as the premier beach resort company in the world.

"It's certainly humbling to receive this recognition, but I truly believe that it's a team award," Dee said. "I'm extremely proud of the commercial team that we've assembled here at Outrigger and I'm honored to serve them."

Dee is responsible for developing and deploying the marketing, brand, revenue management and sales strategies for Outrigger's global portfolio of 33 premier resorts and accommodation choices in Hawai'i, Fiji, Mauritius, Thailand and the Maldives. He currently serves as board chair for the Hawai'i Visitors and Convention Bureau, board vice president for the Henry Kapon Foundation and served the state of Hawai'i as a member of the board of directors for the Hawai'i Tourism Authority from 2014-2019, chairing numerous committees.

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ABOUT OUTRIGGER HOSPITALITY GROUP

For nearly 75 years, Outrigger Hotels and Resorts has charted a journey of discovery – expanding from Hawai'i to premier resort destinations including Fiji, Mauritius, Thailand and The Maldives. 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](#).

ABOUT HSMAI

HSMAI is a global organization of sales, marketing, and revenue management professionals representing all segments of the hospitality industry. HSMAI has become the industry champion in identifying and communicating trends in the hospitality industry while operating as a leading voice for both hospitality and sales, marketing, and revenue management disciplines, as well as connecting its members with customers. Founded in the United States in 1927, HSMAI is an individual membership organization comprised of nearly 5,000 members from 35 countries and chapters worldwide. HSMAI operates regionally around the globe via Regional boards of directors and staff. There are four regions: the Americas, Asia Pacific, Europe, and the Middle East. Each region has signature programs and services for association members. HSMAI has a Global board that is comprised of delegates from each Region.

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