

# News Release

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**OUTRIGGER®**  
RESORTS & HOTELS

DATE September 26, 2022 RELEASE NUMBER 52/22

## Surf Culture Celebrated at the New Outrigger Surin Beach Resort in Phuket

*The beachfront property is sponsoring a surf tournament, a surfboard painting competition and launching a learn-to-surf promotion for guests as part of Outrigger's active lifestyle commitment*



*Outrigger Surin Beach Resort in Phuket encourages surf culture and artistic expression in its local community.*

[Download images [HERE](#).]

**PHUKET** - Outrigger Surin Beach Resort has been active in three ways to promote surf culture in Phuket from its base in Surin beach.

First, Outrigger sponsored the “Sprite & OZONE Surfing Contest at Surin Beach 2022” on September 2-4. The event was attended by approximately 50 surfers and more than 150 spectators. OZONE refers to Outrigger’s ZONE – the company’s global conservation initiative.

Second, for artists, Outrigger created the “Outrigger Surf Culture and Phuket Lifestyle by the Sea” surfboard painting competition. Twenty-five local and aspiring artists, many of them students, entered the competition. As a result, eight surf boards were chosen for permanent display in the resort.

Third, Outrigger Surin Beach Resort has announced a “Surf’s Up” package that helps teach its guests how to surf. The package includes two nights of accommodations with breakfast at Nalu Bar & Grill, plus a 60-minute surf lesson with a professional instructor, certificate of participation and photos of the session. Round-trip transfers from the resort to the surf school are also included.

On supporting local surfers and artists, Tony Pedroni, VP operations, Asia Pacific for Outrigger Resorts & Hotels, said, "It is important to help young artists at the start of their career, as first steps are often the most challenging. Outrigger Surin Beach Resort would like to encourage artistic expression and active outdoor pursuits such as surfing. It's The Outrigger Way," he said.

After the surfing competition September 2-4, the surf community presented Outrigger Surin Beach Resort an award of appreciation. It was presented to the property's Resort Manager Pongsak 'Aey' Thongwarothai by president of the Surin Surfing Club Phuket, Jumlong Sittichok.

The surf competition engaged the local community. The tournament was organized by Cherng Talay Surfer Club in collaboration with the Thai Surfing Federation, Phuket Surfing Club, and Cherng Talay Municipality.

Also from the local area, the judges for the surfboard painting event were Sornchat Krainara, CEO and festival owner The Living Art Co. Ltd; Tim Campbell, director of Talay Surf School, Phuket; and Mr. Pedroni.

For visitors interested in the learn-to-surf package, rates start from US\$135 net per room for two nights for two people. The price includes service charges and government taxes.

For further information or to book the Outrigger surfing package, which is available for stays until October 30, call Outrigger reservations at +66 (0)76 324 590. Or email: [reservations.surin@outrigger.com](mailto:reservations.surin@outrigger.com). Visit the resort at [Outrigger.com](http://Outrigger.com)



*Outrigger Surin Beach Resort Phuket: a modern and relaxed place to stay while learning to surf*

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#### **ABOUT OUTRIGGER SURIN BEACH RESORT, PHUKET**

In Phuket, 30-minutes south of the international airport, the Outrigger Surin Beach Resort is an elegant 60-room boutique property on the edge of the powder-white sands of Surin Beach, within walking distance of an array of dining, shopping and entertainment venues. The resort features a surf-inspired restaurant and bar, two swimming pools, fitness studio and spa. Half of the rooms are in higher categories, including spacious plunge-pool and two-level suites. Further information [here](#).

#### **ABOUT OUTRIGGER**

For 75 years, Outrigger 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 'Come Be Here' 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](http://Outrigger.com) or visit @OutriggerResorts on [Facebook](#), [Instagram](#) and [Twitter](#).

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