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## OUTRIGGER Appoints New Vice President for Global Contact Center

**HONOLULU, HAWAII** – OUTRIGGER Hospitality Group has appointed **ANITA TRAVIS** as vice president of its Global Contact Center.

OUTRIGGER’s contact center is a centralized customer communications hub that performs a wide range of functions from providing personalized booking services and problem-solving to collecting and analyzing data all while promoting a positive brand image.

Travis is shaping the contact center operations as she works with her team to ensure excellent customer contact delivery through a variety of channels while seeking to maximize revenue potential.

Formerly corporate director of OUTRIGGER’s contact center, Travis was hired as director in 2013. Prior roles before OUTRIGGER include various senior management positions at Travelport, Cendant Travel and Cheap Tickets.



Anita Travis

“Anita’s exceptional leadership – marked by astounding service scores, significant sales growth, skillful transition project management and OUTRIGGER’s groundbreaking AI-voice product, Coral™, The Virtual Hotel Agent™ – embodies OUTRIGGER’s unwavering commitment to delivering exceptional hospitality and service excellence to our valued customers. Her promotion recognizes the pivotal role our contact center team plays in achieving this goal and we are excited to see her and the team continue to flourish while optimizing operations and outcomes,” said Sean Dee, EVP & Chief Commercial Officer.

Travis, a Clarksville native, is a graduate of Montgomery Central High School and attended Austin Peay State University before relocating to Colorado. She currently serves as the vice president for the International Association of Reservation Executives board.

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### 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](#) – a member of the award-winning Global Hotel Alliance (GHA). 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](#).

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