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## OUTRIGGER Hospitality Group Names Stephany Williams Global Call Center Reservation Sales Director

**HONOLULU** – OUTRIGGER Hospitality Group has appointed Stephany Williams as the Global Call Center Reservation Sales Director, based in Denver, CO, effective July 29, 2024.

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 while promoting a positive brand image. In her new role, Williams will be responsible for enhancing customer service, exceeding revenue goals and fostering a sales-oriented culture within the contact center.

"This position's primary responsibility is to ensure an excellent customer service experience for our guests and we believe Stephany's proven ability to motivate colleagues toward superior performance, establish benchmarks and measure performance will be a huge asset for our operations," said Anita Travis, Vice President, OUTRIGGER Global Contact Center.

Williams brings 24 years of experience in travel and tourism, business operations, sales and customer service to the position. She most recently served as the Colorado Regional Director for the AAA Auto Club Group, where she oversaw travel agency & membership sales, directed state staff producing high customer satisfaction scores measured through Medallia, and resolved escalated traveler concerns ensuring excellent customer satisfaction.

Previously, Williams held a series of roles with increasing responsibilities from travel agent to sales manager to director of operations at AAA offices in Minnesota and Colorado. She attended the College of St. Scholastica and WI Indianhead Technical College where she earned her Travel Agent Certification. She holds a CTA Certification (The Travel Institute) and was a President's Club Award Winner at AAA Colorado.

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### ABOUT OUTRIGGER RESORTS & HOTELS

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<sup>®</sup> Resorts, OHANA Hotels by OUTRIGGER<sup>®</sup>, Hawaii Vacation Condos by OUTRIGGER<sup>®</sup>, Kapalua Villas Maui and Honua Kai Resort & Spa Maui while also managing select properties from top international hotel brands including Embassy Suites by Hilton<sup>®</sup>. Find out more at [OUTRIGGER.com](https://www.outrigger.com) or visit [@OUTRIGGERResorts](#) on Facebook, Instagram and Twitter.

### MEDIA CONTACT

Monica Salter, VP Global Communications & Social Responsibility  
OUTRIGGER Hospitality Group | Ph: 808-921-6839 | Email: [monica.salter@outrigger.com](mailto:monica.salter@outrigger.com)

