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OUTRIGGER Hosts Annual Expert Advisor Meeting at Maui and Hawai'i Island Properties

Strengthening travel agent partnerships through immersive, firsthand experiences



Hawai'i – OUTRIGGER Hospitality Group is pleased to announce its annual OUTRIGGER Expert Advisor Meeting, held from September 15-19, 2024, across its beachfront Maui and Hawai'i Island properties – including OUTRIGGER Kā'anapali Beach Resort, OUTRIGGER Honua Kai Resort & Spa and the newly renovated OUTRIGGER Kona Resort & Spa. This exclusive event united 30 top agency owners from leading luxury travel consortia including Signature, Virtuoso, Ensemble, Westa and MAST - providing them with an intimate, firsthand experience of OUTRIGGER's diverse offerings.

By hosting this meeting, OUTRIGGER underscored its commitment to supporting and strengthening its relationships with travel advisors. These advisors are essential partners in connecting the brand with discerning travelers seeking immersive, culturally rich and authentic experiences in Hawai'i. The event's comprehensive site visits offered agents an unparalleled opportunity to explore each resort's unique amenities, local dining and cultural programs—key experiences they will share with their clients, enhancing their ability to match travelers with the perfect Hawai'i getaway.

“At OUTRIGGER, we deeply value our relationships with travel advisors as they play an integral role in connecting us with discerning travelers seeking immersive and authentic experiences,” said Angela Murphy, Vice President of Sales, Americas for OUTRIGGER. “By hosting this annual meeting, we ensure our travel partners can personally experience the distinct offerings of our resorts, enabling them to better recommend the perfect Hawai'i escape to their clients.”

During their stay, the advisors participated in a curated itinerary that highlights each property's most compelling features, from exclusive culinary experiences that showcased Hawai'i's local flavors to immersive cultural programs that reflected the rich heritage of the islands. Personalized tours of newly renovated spaces demonstrated OUTRIGGER's commitment to continuous improvement and innovation in the guest experience. These firsthand encounters are vital in equipping agents with deep knowledge of the properties, enabling them to better inform and inspire their clients.

The meeting also exemplified OUTRIGGER's dedication to fostering long-term, trust-based relationships with its travel agent partners. OUTRIGGER takes a personalized approach to these relationships, offering tailored support and education that helps agents thrive in an ever-evolving travel landscape. By empowering advisors with direct experience, OUTRIGGER enables them to become true ambassadors of the brand, advocating for its unique blend of sustainability, cultural connections and hospitality excellence.

"These immersive experiences allow our partners to truly feel the spirit of OUTRIGGER, making it easier for them to convey the depth and authenticity of our offerings to their clients," adds Murphy. "By investing in their knowledge, we build stronger relationships that ultimately benefit both our guests and our agents."

OUTRIGGER's commitment to its partners goes beyond this annual event. The brand offers continuous support and education online at OutriggerAdvisor.com and through regular updates, virtual experiences and collaborative opportunities that ensure travel agents are well-equipped to deliver outstanding service and accurate recommendations to their clientele.

For more information on OUTRIGGER properties and partnerships, visit www.OUTRIGGER.com.

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About OUTRIGGER Hospitality Group

For more than 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®. Find out more at OUTRIGGER.com or visit @OUTRIGGERResorts on [Facebook](#), [Instagram](#) and [Twitter](#).

MEDIA CONTACT

Monica Salter | VP Global Communications & Social Responsibility
OUTRIGGER Hospitality Group
Email: monica.salter@outrigger.com