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OUTRIGGER Hospitality Group names Lynette Eugenio Director of Brand & Social Media Marketing

HONOLULU – OUTRIGGER Hospitality Group has named Lynette Eugenio as its new Director of Brand & Social Media Marketing, effective April 21, 2025.



In this role, Eugenio will lead brand strategy and social media initiatives aimed at positioning OUTRIGGER as the premier beach resort company in the world. She will also oversee the development of high-impact marketing content in collaboration with property teams, bringing local experiences to life and ensuring a consistent brand presence across all guest touchpoints to drive awareness and bookings.

Eugenio brings more than 15 years of progressive marketing leadership experience in the hospitality industry, with a proven track record of brand transformation, digital innovation and strategic communications. Her career spans key marketing roles at Hilton and Starwood Hotels & Resorts, where she managed destination marketing initiatives, executed high-impact campaigns and developed in-house creative operations.

Most recently, as the Director of Marketing at Turtle Bay Resort, she led the property's repositioning into a luxury destination, elevating its brand presence through integrated digital, PR and social strategies. Following its successful relaunch, she also led the resort's transition to The Ritz-Carlton, ensuring a smooth integration with Marriott's global standards.

"Lynette's leadership in hospitality marketing, understanding of brand storytelling and ability to drive results will help us elevate OUTRIGGER's presence and connect more deeply with travelers around the world," said Brent Shiratori, Vice President Global Brand Group.

Eugenio holds a Bachelor of Science in Business Administration with a focus on Marketing from the University of San Francisco.

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ABOUT OUTRIGGER RESORTS & HOTELS

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, Hawai'i Vacation Condos by OUTRIGGER®, The Kapalua Villas Maui and OUTRIGGER Honua Kai Resort & Spa 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](#) and [Instagram](#).

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