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OUTRIGGER Hospitality Group appoints Chris Long General Manager of OUTRIGGER Phi Phi Island Resort

*Long-time OUTRIGGER leader returns to Asia to guide the barefoot-luxury retreat
ahead of its 2026 opening*



THAILAND – OUTRIGGER Hospitality Group has appointed Chris Long as General Manager of the forthcoming OUTRIGGER Phi Phi Island Resort, set to debut in February 2026.

Long assumed the role in April 2025, bringing nearly a decade of leadership experience with OUTRIGGER and a background shaped by senior culinary and operational roles across the Maldives and Southeast Asia. His appointment marks a key step in the transformation of the resort into a five-star Thai sanctuary where Southern Thailand’s natural beauty, culture and barefoot luxury converge.

A respected culinary and operations leader, Long has built his career on a thoughtful, place-based approach to hospitality. After nine years with OUTRIGGER in senior culinary management, he returns to Asia for his first General Manager role, equipped with extensive experience in remote island operations, local sourcing and the integration of culinary identity into the wider guest journey. His philosophy centers on meaningful, uncomplicated hospitality — a natural complement to the resort’s layout, inspired by the quiet rhythm of traditional Thai village life and shaped by the Andaman Sea.

“OUTRIGGER has been a defining part of my professional life, and returning to Asia in this role feels like a homecoming. Phi Phi offers a rare balance of culture, landscape and community, and it’s the right environment to introduce a style of hospitality that feels relaxed, local and genuinely connected to the island,” said Long.

Under his leadership, the resort’s barefoot-luxury ethos will be carried through every part of the guest experience. Located on Laem Tong Beach on the secluded northern tip of Phi Phi Don and accessible only by boat, travelers arrive directly onto the sand before following leafy footpaths to 63 suites and villas arranged to mirror the organic flow of village life. The setting naturally encourages a slower pace and a closer relationship with the landscape as Long shapes service, dining and guest activities ahead of the opening.

Sustainability is a cornerstone of Long’s operational strategy. Chef’s gardens are being established across the property to supply fresh produce, with the wider ambition of grounding the resort in Thai-made and Thai-grown materials. Partnerships with local Urak Lawoi sea gypsy fishermen will bring daily catch to the restaurants, while coconut husks will be converted into charcoal for grilling. A circular system using chickens will help reduce food waste and enrich the gardens, and freshwater pools have replaced chlorine to minimize environmental impact. Guest sustainability education will remain subtle, with information accessible through QR codes rather than overt messaging.

Food will play a defining role in expressing the resort’s cultural and geographic context. At Mala Kitchen, Southern Thai flavors guide the experience through open hot cooking and breakfast theatre, while Edgewater Bar & Grill offers a more intimate setting with an open grill, live preparation and a focus on local ingredients. Both venues will reinforce the connection between landscape, community and food.

Beyond dining, the resort will offer programming that reflect the heritage and ecological richness of Phi Phi. Guests can explore the national park’s marine landscapes through low-impact activities, join Thai cooking sessions by the sea or learn bead-making traditions linked to the local Urak Lawoi community. Wellness will be anchored by Zeavola Spa, where treatments draw on Southern Thai rituals and the restorative calm that frames the property.

“Sustainability should feel natural, not instructional. When guests understand where their food comes from, meet the people behind it and feel the ease of the surroundings, the island speaks for itself. That sense of connection is what I hope they carry home,” Long added.

Service will be guided by a dedicated guest-experience host system, supported by a team that includes long-standing staff with deep regional knowledge of the island. This approach reflects OUTRIGGER’s commitment to relaxed yet attentive hospitality that moves at the rhythm of Laem Tong.

OUTRIGGER Phi Phi Island Resort joins the brand’s growing Thailand portfolio, which includes destinations in Koh Samui, Khao Lak and Phuket. Inspired by the Thai concept of Nit Thra — the soul of rest — the resort will open with experiences that celebrate local craft, Southern Thai cuisine and the protected beauty of Hat Noppharat Thara–Mu Ko Phi Phi National Park.

For more information and advanced reservations, please visit www.outrigger.com/thailand/outrigger-phi-phi-island-resort

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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, Hawaii 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](#), [Instagram](#) and [X](#).

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