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Jason Zvatora Named a 2025 HSMIA Top 25 Extraordinary Mind *VP of Commercial Strategy Leads the Way for OUTRIGGER in Asia Pacific Region*

HONOLULU – OUTRIGGER Resorts & Hotels proudly announces that **Jason Zvatora**, Vice President of Commercial Strategy Asia Pacific, has been named one of the 2025 HSMIA Top 25 Extraordinary Minds in hospitality sales, marketing, revenue optimization and distribution. The prestigious honor, presented by the Hospitality Sales and Marketing Association International (HSMIA), recognizes outstanding professionals for their innovation, leadership and measurable impact on the hospitality industry.

Zvatora will join an exclusive list when he is honored at the 23rd annual awards reception in New York City on February 18, 2026, held in conjunction with the HSMIA Adrian Awards Celebration, which recognizes the winners of the largest and most prestigious competition in global travel marketing.



“Jason’s strategic acumen and dedication to excellence have elevated our market position across the Asia Pacific region,” said Sean Dee, Executive Vice President & Chief Commercial Officer at OUTRIGGER Hospitality Group. “He leads with integrity and a genuine commitment to developing his teams and properties across Fiji, the Maldives, Mauritius and Thailand. This recognition from HSMIA is well-earned and we are proud to celebrate his leadership and achievements.”

In 2025, Zvatora led a transformational commercial integration across OUTRIGGER’s APAC region, unifying revenue management, marketing, distribution, digital and operations into a single performance ecosystem. He strengthened data discipline, market agility and team capability while guiding diverse markets, from redefining revenue strategy in a softening Maldives luxury segment to elevating commercial excellence and cross-functional collaboration in Thailand. Under his leadership, OUTRIGGER achieved its strongest topline performance to date, with record market share, multiple properties surpassing 100 RGI, double-digit direct booking growth and regional outperformance in ADR and RevPAR.

Zvatora’s recognition continues OUTRIGGER’s long history of HSMIA excellence. Previous OUTRIGGER honorees of the Top 25 Minds include Monica Salter (2019) Brent Shiratori (2022) and Keri Brown (2024). Additionally, Sean Dee was honored as HSMIA Marketing Professional of the Year in 2022 and Jenna Villalobos received HSMIA’s Corporate Revenue Optimization Professional of the Year award in 2021. Together, these distinctions underscore OUTRIGGER’s sustained leadership in global hospitality innovation and commercial performance.

The 2025 “Top 25” honorees were judged by a panel of senior industry executives for their recent work based on the following criteria: creativity and innovation, cutting edge sales or marketing campaigns, triumph in challenging situations, and/or efforts that resulted in dramatic gains.

"It is with great pride that we honor HSMAI's 2025 class of Top 25 honorees in hotel sales, marketing, revenue optimization, and distribution," remarked Brian Hicks, President and CEO of HSMAI. "These outstanding professionals, through their creativity, dedication, and commercial acumen, have not only excelled in their domains but have also set new standards of excellence for the industry, inspiring us all."

See the full list of 2025 honorees, [HERE](#).

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ABOUT HSMAI

The Hospitality Sales & Marketing Association International (HSMAI) is committed to growing business for hotels and their partners and is the industry's leading advocate for intelligent, sustainable hotel revenue growth. The association provides hotel professionals and their partners with tools, insights, and expertise to fuel sales, inspire marketing, and optimize revenue through programs such as the Commercial Strategy Conference, Sales Leader Forum, and Adrian Awards. Founded in 1927, HSMAI is a membership organization comprising more than 5,000 members worldwide, with over 30 chapters in the Americas Region. Connect with HSMAI at hsmai.org.

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](https://outrigger.com) or visit @OUTRIGGERResorts on [Facebook](#), [Instagram](#) and [X](#).

MEDIA CONTACT: Monica Salter | VP Global Communications & Social Responsibility | monica.salter@outrigger.com