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## OUTRIGGER Hospitality Group Strengthens Commercial Leadership with Key Strategic Hires in Hawai'i

**HONOLULU** – OUTRIGGER Hospitality Group today announced the appointment of two seasoned leaders to its commercial team, reinforcing the company's commitment to driving performance, innovation and brand growth across its Hawai'i portfolio.



Effective April 6, 2026, Daniel Lofton joins as Vice President of Hawai'i Revenue Strategy, while Marissa Beauregard has been named Social Media Director.

In his new role, Lofton will lead the strategic direction and execution of all revenue-related initiatives across OUTRIGGER's Hawai'i hotel and condominium portfolio. He will be responsible for driving top-line performance through pricing optimization, demand forecasting, inventory control and distribution strategy across multiple properties, ensuring strong competitive positioning in both leisure and group segments.

Lofton brings deep industry expertise from Duetto Research, where he served as a founding team member and key leader since 2016. As Senior Director of Hospitality Solutions, he partnered with hotels, casinos and resorts globally to enhance revenue performance through loyalty pricing, personalization tools and advanced analytics. Notably, Lofton has previously worked closely with OUTRIGGER's revenue team, making this appointment a natural next step.



Beauregard joins OUTRIGGER as Social Media Director, where she will lead the company's end-to-end social media strategy. She will translate business and brand objectives into a scalable, data-driven roadmap, overseeing content planning, distribution, social care and external partners. She brings strong brand and content expertise from Waiākea Hawaiian Volcanic Beverages, where she served as Senior Manager of Social Media and Content.

"These appointments represent an exciting step forward as we continue to invest in top talent and strengthen our commercial capabilities in Hawai'i," said Sean Dee, Executive Vice President and Chief Commercial Officer.

"Daniel's proven expertise in revenue strategy and his deep familiarity with our business, combined with Marissa's innovative, data-driven approach to social and storytelling, position us to elevate both performance and brand engagement. Together, these leaders will play a critical role in shaping the next chapter of growth for OUTRIGGER."

**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](#) and [Instagram](#).

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