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OUTRIGGER Appoints John Dominguez Director of Sales and Marketing at OUTRIGGER Kona Resort & Spa

Hospitality sales veteran returns to Hawai'i Island with more than 25 years of experience



HONOLULU – OUTRIGGER Resorts & Hotels has appointed John Dominguez Director of Sales and Marketing at OUTRIGGER Kona Resort & Spa. Reporting to General Manager Geoff Pearson, Dominguez will lead the resort's sales and marketing strategies, effective today.

Dominguez brings more than 25 years of hospitality sales and marketing experience. He most recently served as Director of Sales and Marketing at Outbound Sedona, where he developed the go-to-market strategy for the newly branded resort and established partnerships with local government, tourism and business organizations.

His extensive Hawai'i experience includes more than a decade as Director of Sales and Marketing at Waikoloa Beach Marriott Resort & Spa, along with leadership roles at resorts in Waikiki, Kaua'i and Hawai'i Island. Dominguez also has deep familiarity with OUTRIGGER Kona Resort & Spa, having previously served as Director of Sales and Marketing and Director of Group Sales when the property operated as Sheraton Kona Resort & Spa and Sheraton Keauhou Bay Resort & Spa.

"John understands the Hawai'i Island market, the resort and the relationships that drive business to the destination," said Geoffrey Pearson, General Manager at OUTRIGGER Kona Resort & Spa. "His experience leading sales teams, building market strategies and growing group business will support the resort's revenue goals and long-term positioning."

As a member of the resort's Executive Committee, Dominguez will oversee sales initiatives, guide the development of marketing plans and strengthen the property's positioning and brand communications. He will work closely with OUTRIGGER's corporate and area sales, marketing, revenue management and business development teams to grow market share and achieve rate, occupancy and revenue goals.

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

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