News Release

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OUTRIGGER
RESORTS & HOTELS

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You Don’t Need a Vacation: OUTRIGGER Resorts & Hotels Launches Global Cyber Week Sale with Up to 45% Off

New campaign encourages travelers to choose experiences over things, with limited-time savings across Hawai‘i, Fiji, Thailand, the Maldives and Mauritius



Clockwise from left: OUTRIGGER Waikīkī Beach Resort, OUTRIGGER Maldives Maafushivaru Resort and OUTRIGGER Phi Phi Island Resort in Thailand. Download Hi-Resolution Images, HERE

HONOLULU – This Cyber Week, OUTRIGGER Resorts & Hotels is encouraging travelers to trade shopping carts for ocean views with the launch of its global “You Don’t Need a Vacation” campaign. Running November 2 through December 8, 2026 with promo code CYBER26 at booking, the limited-time CyberSale offers savings of up to 45% at participating OUTRIGGER resorts and hotels across Hawai‘i, Fiji, Thailand, the Maldives and Mauritius.

At a time of year when every screen, inbox and advertisement is asking consumers to buy more, **OUTRIGGER Resorts & Hotels** is inviting travelers to choose less and experience more. The company’s new campaign turns the season’s usual message on its head –Instead of adding more to the cart, OUTRIGGER is asking travelers to opt out of the scroll, the inbox and the doorbuster line, and opt in to somewhere over something. A trip instead of a TV. An experience instead of another thing they’ll forget they own by February.

“There's a particular kind of contentment you only find barefoot at sunrise, with nowhere you need to be,” said Monica Salter, VP, Global Communications & Social Responsibility at OUTRIGGER. “That's not a feeling you can order online. This Cyber Week, we wanted to give people a reason to choose it.”

Call it buyer's remorse season. Nearly two in three Americans say they've bought something on sale that they later regretted[1] — Black Friday generates more negative product reviews than any other shopping day of the year[2]. A sunrise, as far as anyone's ever measured, has never been returned. Research out of Cornell has found that satisfaction with material purchases tends to fade with time, while satisfaction with experiential purchases tends to grow the longer they sit in memory[3] — the basis for OUTRIGGER's bet that this is the week to choose a trip over a cart.

Born in Hawai'i and grounded in a deep connection to place, OUTRIGGER builds beachfront experiences designed to bring guests closer to the cultures, communities and coastlines surrounding each resort -- locally sourced dining, live music, cultural programming and ocean adventure. Across the portfolio, travelers can trade crowded calendars for open horizons and notifications for the sound of water. Among the escapes, travelers can discover:

- **Hawai'i:** Steps from the sand on one of the world's most storied island coastline, where the only agenda is golden hour.
- **Fiji:** Private islands reachable only by boat, home to a newly installed sculptural coral gene bank built to safeguard the reef for generations of future barefoot mornings.
- **Thailand:** Palm-shaded and unhurried, where the days are measured in tides rather than meetings.
- **Maldives:** Overwater escapes ringed by some of the clearest lagoons on Earth, built for the art of doing absolutely nothing.
- **Mauritius:** Indian Ocean light, volcanic peaks, and reefs just offshore — a place that rewards staying still.

Guests can also add a contribution to Counting Coral at booking, supporting coral restoration across the reef systems that connect OUTRIGGER's destinations. The commitment is already visible at Castaway Island, Fiji, where Counting Coral recently installed a sculptural coral gene bank designed to safeguard reef biodiversity.

Because the most meaningful thing to choose this Cyber Week may not be a thing at all.
Opt out. OPT-OUTRIGGER.

2026 CYBER SALE HIGHLIGHTS:

- Savings: Up to 45% off
- Booking period: November 2 – December 8, 2026
- Participating properties: All OUTRIGGER Resorts & Hotels — Hawai'i, Fiji, Thailand, Maldives, Mauritius
- Promo code: CYBER26
- Book: OUTRIGGER.com/Cyber26

Terms and conditions apply. Offers are subject to availability and may vary by property, room category and travel dates. Blackout dates and other restrictions may apply. Visit OUTRIGGER.com/Cyber26 for complete details.

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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 Twitter.

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SOURCES

[1] Finder, "Black Friday Shopping Report" — 64% of American consumers have bought something on sale that they later regretted; Gen Z respondents reported the highest regret rate, at 60%.

[2] Trustpilot, analysis of 850,000 consumer reviews filed in the 10 days before and after Black Friday — found more negative reviews are posted around Black Friday than at any other time of year.

[3] Carter, T.J. & Gilovich, T., "The Relative Relativity of Material and Experiential Purchases," Journal of Personality and Social Psychology (2010); see also Kumar, A., Killingsworth, M.A. & Gilovich, T., "Doing Makes You Happier Than Owning," Psychological Science / Cornell Chronicle (2014). Cornell research exploring the "experiential advantage" finds satisfaction with material purchases tends to decline over time while satisfaction with experiential purchases tends to hold or increase.

Note to editor: figures and citations above reflect publicly available research current as of this release.