



PACK FOR PARADISE WITH OUTRIGGER RESORTS AND GHA'S "TRAVEL THE WORLD" SWEEPSTAKES

New Outrigger DISCOVERY loyalty program launches with the brand's largest-ever sweepstakes, the chance to win a global getaway to nine iconic beachfront Outrigger Resorts

Dubai, 17 October 2016 As the newest hospitality brand to join the Global Hotel Alliance ("GHA"), Outrigger Resorts is debuting its first-ever loyalty program with a chance for members to win the adventure of a lifetime and vacation at nine beachfront Outrigger Resorts. Airfare included, one lucky winner will have a chance to travel to some of the world's most iconic beach destinations, including Hawaii, Fiji, Guam, Mauritius, Maldives and more.

Twenty-five second-prize winners will receive a complimentary four-night stay at an Outrigger Resorts property of their choosing. To enter for a chance to see the world with GHA and Outrigger Resorts, become a DISCOVERY member at: outrigger.com/traveltheworld.

GHA is the world's largest alliance of independent hotel brands dedicated to experiential travel. Each DISCOVERY member receives exclusive experiential rewards, which allow them to immerse themselves in the culture and history of its location, while enjoying traditional benefits of loyalty – such as room upgrades, comfort-enhancing perks and more. Rather than accruing points, DISCOVERY members collect Local Experience awards to redeem for innovative, authentic adventures meant to connect each traveler more deeply with their destination and its people, and make each stay truly unforgettable. DISCOVERY has three membership levels: Gold, Platinum and Black.

"Outrigger Resorts is a fantastic addition to our DISCOVERY collection of 34 independent luxury hotel brands, all of which are distinct in character and are geared to travelers in search of unique properties and authentic local experiences," said Chris Hartley, CEO of Global Hotel Alliance. "Outrigger's properties expand and strengthen our presence in iconic beachfront destinations where its resorts are located."

"The DISCOVERY program aligns seamlessly with our goal of creating memorable, one-of-a-kind experiences for our guests and we look forward to reaching even more discerning global travelers as part of the Global Hotel Alliance," said Sean Dee, executive vice president and chief marketing officer of Outrigger Enterprises Group.

From hula and ukulele lessons in Hawaii to a private reef tour in Fiji or romantic dinner for two in the Maldives, Outrigger Resorts offers an extensive selection of local experiences for DISCOVERY member guests to enjoy. To learn more about the DISCOVERY program or to become a recognized DISCOVERY member, visit www.outrigger.com/discovery or connect with an Outrigger representative at www.outrigger.com.

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Editor's Notes:

About Global Hotel Alliance

Founded in 2004, and based on the airline alliance model, Global Hotel Alliance ("GHA") is today the world's largest alliance of independent hotel brands. GHA uses a shared technology platform to drive incremental revenues and create cost savings for its member brands, and operates a multi-brand loyalty programme, DISCOVERY, which has over 8 million members. GHA's member brands are currently: Alila, Anantara, Art Series, Atura, AVANI, Corinthia, Doyle Collection, Elewana Collection, First, GLO, Kempinski, Leela, Lungarno Collection, Marco Polo, Meritage Collection, Meydan, Mokara, Omni, Outrigger, NICCOLO, NUO, Pan Pacific, PARKROYAL, PER AQUUM, QT, Rixos, Rydges, Shaza, Tangram, Thon, Tivoli, Ultratravel Collection and Viceroy, encompassing over 550 upscale and luxury hotels with 110,000 rooms across 76 different countries. For more information visit gha.com

About DISCOVERY programme

DISCOVERY is about making travel unforgettable. The 8 million members of the programme receive recognition and rewards across 550 hotels, resorts, palaces and spas. *Local Experiences*, the innovative rewards of the DISCOVERY programme, are unique, authentic experiences, which are curated by each hotel to give a taste of local traditions and culture. Members also receive stay benefits, such as complimentary Wi-Fi, room upgrades and enhanced personal recognition as they move through the membership levels, each and every time they stay within the portfolio. For more information visit discoveryloyalty.com

About Outrigger Enterprises Group

[Outrigger Enterprises Group](http://OutriggerEnterprisesGroup.com) is a privately held leisure lodging, retail and hospitality company with corporate offices in Hawaii and operating globally in the Asia-Pacific, Oceania and Indian Ocean regions. From its [Outrigger Signature Experiences](#) to its [Outrigger DISCOVERY loyalty program](#), the values-based company invites guests to escape ordinary with exceptional hospitality and authentic cultural experiences, incorporating local traditions and customs at each of its properties worldwide. Guided by 69 years of family leadership, Outrigger runs a highly successful, multi-branded portfolio of hotels, condominiums and vacation resort properties, including Outrigger® Resorts, OHANA Hotels by Outrigger®, Hawaii Vacation Condos by Outrigger®, Embassy Suites®, Holiday Inn®, Best Western®, Wyndham Vacation Ownership® and Hilton Grand Vacations™. Outrigger currently operates and/or has under development 37 properties with approximately 6,500 rooms located in Hawaii (Oahu, Maui, Kauai, Hawaii Island); Guam; Fiji; Thailand; Mauritius; and the Maldives.

Find out; find Outrigger at: www.outrigger.com or visit @OutriggerResorts on [Facebook](#), [Instagram](#), and [Twitter](#). Join in on the conversation by tagging #OutriggerResorts.

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