Awards and Media Exposure for Outrigger at ITB Asia and HICAP 2015
By Ken Scott

It's been a busy October for Outrigger's senior executives and APAC team who attended three major travel conferences within a two week period this month. The first was HICAP, the Hotel Investment Conference Asia-Pacific, held in Hong Kong Oct. 14-16, followed by ITB Asia Oct 21-23 and the Web in Travel (WIT) conference Oct 20-23, held concurrently in Singapore.

In addition to the sales and networking opportunities, there were many highlights for Outrigger at each of the events, including interviews with top Asia-Pacific media outlets that have already generated solid story placements as well as two separate awards for Outrigger Resorts.

Outrigger Laguna Phuket Beach Resort (TLR) won “Best Resort (Service Excellence)” in the Travel Weekly Asia 2015 Readers’ Choice Awards held Oct. 22 during ITB-Asia. General Manager Tony Pedroni received the award on behalf of TLR at a special winners’ luncheon held during the conference.

Old Photographs: Priceless Memories and Important Insights
By Richard Kelley

I have long been an enthusiastic – although definitely amateur – photographer, and I love to see what I can learn from old pictures of people and places. Recently, I have had a chance to examine an aging snapshot of Waikiki that brought forth some interesting history, emotions and understanding, which I would like to share with Saturday Briefing readers this week.

Old family scrapbook photographs offer a unique insight into life in former times. Today, however, one does not have to sit through a long after-dinner slide show to see them. Our millennial generation, and some of us older guys and gals too, are posting them on the Web where they can usually be viewed without charge 24 hours a day. For example, on Facebook, a site named Vintage Hawaii is filled with old pictures of Elvis Presley, dancers in the Kodak Hula Show, lūau and even a 1967 artist’s rendering of the "Mystery Photo" of Kūhiō Avenue near Seaside Avenue marked “Islander Hotel March 1964” forwarded to me by Bill Bixler. The twin white buildings on the right are the Monterey Apartments built by my parents, Roy and Estelle Kelley, in the late 1930s. Our family took shelter in the below-ground storage areas beneath those wood-framed buildings on December 7, 1941, the day of Japan’s attack on Pearl Harbor. The Waikīkī Trade Center complex now stands where the Monterey Apartments and our family home had been located.
Employment opportunities

If you are interested in a position listed below and meet the qualifications, please go to Outrigger.com and click on Employment at the bottom of the page. We only accept online applications for the open positions from internal candidates. If you have any questions, please contact your HR Business Unit Representative. Application deadline for the following positions is November 6, 2015.

**Housekeeper I (full time)**
Must be able to work well with others, follow instructions and communicate in English. The ability to work any day and shift is required. Experience in cleaning and servicing guest rooms preferred.

**Housekeeper I (on call)**
Must be able to work well with others, follow instructions and communicate in English. The ability to work any day and shift is required. Experience in cleaning and servicing guest rooms preferred.

**Housekeeper I PA (full time)**
Must be able to communicate in English and read cleaning instructions. Able to safely lift or move 30 lbs. Experience cleaning public areas, delivery of supplies, stocking floor closets and cleaning/servicing guest rooms preferred. Must be able to work any day and shift.

**Guest Service Representative (full time)**
A minimum of one year customer service and cash handling experience, preferably in the hospitality industry required. Must have basic computer skills and be able to type 40 wpm. Must also be a team player with excellent communication skills and be able to work any day and shift. Japanese speaking, reading and writing required.

**Bell Person (full time)**
Must have at least one year customer service experience and be able to lift and carry 75 lbs. Must be flexible to work any shift and any day, including the graveyard shift.

**Bell Person (part time)**
Must have at least one year customer service experience and be able to lift and carry 75 lbs. Must be flexible to work any shift and any day, including the graveyard shift.

**Waithelp (on call)**
Responsible for the service of beverages and/or food in a timely manner, resulting in guest satisfaction. Service to include but not limited to Restaurant, Bar, Pool Area and Room Service. Must have a friendly, positive and service-oriented attitude and be able to work any day and shift.

**Kiahuna Plantation Resort by Outrigger**

**Guest Service Agent/ Relief Night Auditor (part time)**
A minimum of one year customer service and cash-handling experience, preferably in the hospitality industry required. Must have basic computer skills and ability to type 40 wpm. Must also be a team player with excellent communication skills and ability to work any day and shift, including graveyard and night audit when needed.
Outrigger Blood Drive at Embassy Suites® - Waikiki Beach Walk®

With more than half of us needing blood during our lives, maintaining a safe and adequate community blood supply is important to everyone. By donating blood, you'll help ensure that it is available for all who need it, and you'll help save up to three lives.

Everyday in Hawai‘i, hundreds of patients count on volunteer blood donors for their very survival. The donation process is safe and usually takes about an hour. There is some paperwork, a confidential interview, and a mini physical, but the actual collection of blood takes only five to eight minutes.

If you are interested in donating, and would like to make an appointment for the upcoming Blood Drive, please contact Ashley Cabradilla at 921-6972 or by email at ashley.cabradilla@outrigger.com.

Outrigger Blood Drive
Friday, November 6, 2015
9:00a.m. – 1:00p.m.
Embassy Suites® - Waikiki Beach Walk®
4th Floor Meeting Room #1
The awards are a confirmation of the travel industry’s most outstanding companies and lauds their achievements,” said Irene Chua, Group Publisher of Travel Weekly Asia. “Congratulations to all our winners, who truly deserve this recognition in the industry. Travel Weekly Asia heralds the travel professionals who have truly made a difference!”

The honor followed on the heels of a first place win for the Outrigger Konotta Maldives Resort for Single Asset Transaction of the Year awarded at this year’s HICAP Deal of the Year Awards, held Oct. 16 in Hong Kong. Our CEO David Carey received the award on stage at HICAP.

Back at ITB Asia in Singapore, Sean Dee, chief marketing officer, and Mark Simmons, vice president, sales & marketing, held one on one media interviews with Travel Mole, Travel Daily Asia, Travel & Tour World and World Travel Magazine. A highlight interview was with Ian Jarrett of Travel Weekly Asia which resulted in a half page feature in Travel Weekly Asia’s daily print edition entitled, “Outrigger’s Family Values Are Travelling across the Oceans.”

The October edition of Travel Weekly Asia also featured an eye-catching wrap feature with an aerial photo of the Outrigger Konotta Maldives Resort, with the tagline, “How far away from your world can you get?” with follow up coverage on page 2. This is great top of mind exposure for our Maldives property among the important travel trade in Asia.

While Mark and Sean were engaging with media, Dan Wacksman was addressing a panel session called “The Future of Hotel Bookings” at the concurrent Web in Travel (WIT) conference. Among serious points about distribution platforms and yield management, Dan told the audience: “We have a very close relationship with our guests. Our guests sleep with us. So it’s important that they are satisfied.” He said that with the pun fully intended.

I also joined six other panellists at the TTG Asia Media Engagement Workshop at ITB Asia to discuss the modern challenges of working with media in tourism. My main points were the importance of speed in communications – and never forget the 3C’s of crisis communications: compassion, cooperation and contact.

Because of industry events such as HICAP, ITB Asia and WIT, recognition and respect for Outrigger’s values, achievements and goals are gaining tremendous momentum in Asia-Pacific.

Looking to the future, Asia-Pacific remains one of the key drivers in the continuing global growth for the Outrigger Resorts brand. 😊
then-recently completed Outrigger Waikiki Hotel touching the sands of a sparsely populated Waikīkī Beach. There are many similar photo sites almost anywhere you look around the Internet.

Bill Bixler, a friend of mine and former Hawai’i resident now living in Fort Worth, Texas, manages an online collection of old Hawai’i photos titled, “The Territory of Hawai’i in the 1950s,” which focuses particularly on the post-World War II years of the future 50th U.S. state. Bill sent me the photograph on page 1 with the following question: “I recently found this 1964 slide annotated ‘Islander Hotel.’ However, it appears to be a photo of Kūhiō Avenue taken from the northwest corner of Seaside and Kūhiō avenues. The original Islander Hotel, developed by your parents, was located on Seaside Avenue almost a block makai [toward the ocean] from Kūhiō Avenue so I don’t think the slide was actually taken from the Islander Hotel I know. I’ve been trying to figure where the photographer was standing when this picture was taken.”

I quickly replied, saying, “Yes, that is a photograph of a section of Kūhiō Avenue. I know it well because that area was essentially a front yard and playground for my sisters and me in the late 1930s. Our family home was part of the structures seen behind the railing in the right lower corner of the photo.

“Kūhiō Avenue was not paved beyond Seaside Avenue in those days. It dead-ended just about where, in the photo, the light-colored vehicle is coming out onto Kūhiō Avenue between the two crosswalk markings. At that point, a fence had been installed to mark the beginning of the lands that once belonged to Queen Emma, the consort of King Kamehameha IV from 1856 to his death in 1863.

“The photograph in question was almost certainly taken from the lanai [balcony] of the Waikiki Surf Hotel, which was completed in early 1956 by developer Ernie Nowell at the mauka-Ewa [toward the mountains and former sugar plantations] corner of Kūhiō and Seaside avenues. Note the balcony railings visible in both your mystery slide and the attached color postcard of the Waikiki Surf Hotel. My parents, Roy and Estelle Kelley, purchased that hotel in 1959 and changed the name to Islander Hotel. The original Islander Hotel at 351 Seaside Avenue was sold to others without rights to the name.

“The twin white buildings on the right-hand side of your mystery photo bring back many more vivid memories. My parents built them in the late 1930s and called them the Monterey Apartments. Each building had a cramped storage area under the main structure where tenants could keep their bulky steamer trunks.

“The morning of December 7, 1941, after the attack on Pearl Harbor began and a deafening explosion ripped a huge hole in Lewers Street about two short blocks away from where your mystery photograph would be taken 23 years later, my family and I sought shelter between some of those heavy but sturdy steamer trunks in the Monterey Apartments storage area.

“The empty lot seen behind the Monterey buildings is still part of Queen Emma Land Company’s holdings in Waikiki. It was cleared about the time this photograph was taken, 1964, to prepare for the construction of the International Market Place.

“It is ironic that today, 51 years after this photo was taken, the same area is again under redevelopment. Queen Emma Land Company has joined forces with Taubman Centers, Inc. [NYSE: TCO] to redevelop the entire International Market Place. When completed, the land and its improvements will continue to provide significant funding to fulfill Queen Emma’s wish ‘to provide in perpetuity quality health care services to improve the well-being of Native Hawaiians and all of the people of Hawai’i.’ That, of course, includes the highly rated Queen’s Medical Center in Honolulu where I practiced medicine for nearly 10 years before joining my parents’ business.”
Outrigger properties receive MLT Vacations’ 2015 Quality Assurance Award

By Nancy Daniels

Six Outrigger Hotels and Resorts properties were recently honored by MLT Vacations with a 2015 Quality Assurance Award for their commitment to delivering world-class hospitality. This award is earned by partners that achieve a 99 percent customer satisfaction index and 99 percent product delivery performance during the preceding six months.

Outrigger’s ability to consistently deliver the best experience possible for guests aligns perfectly with the comments made by MLT Vacations President John Caldwell at the company’s annual travel agency educational and networking event held in Minneapolis, MN. “Your passion for hospitality and your commitment to delivering the highest levels of customer service are unmatched in the industry and are evident in all that you do for our mutual customers.”

The Outrigger Hotels and Resorts’ branded and affiliated properties recognized with the 2015 Quality Assurance Award are:

- Outrigger Waikiki Beach Resort
- Outrigger Reef Waikiki Beach Resort
- Kiahuna Plantation Resort Kauai by Outrigger®
- OHANA Waikiki East
- Embassy Suites by Hilton™ - Waikiki Beach Walk®
- Holiday Inn Resort® Waikiki Beachcomber

Out of the more than 4,000 partners offered globally by MLT Vacations, a group of only 207 hotels, 19 destination management companies and 3 car rental companies earned the MLT Vacations’ Quality Assurance Award designation for 2015.