

# Outrigger Enterprises Group Appoints Two Vice Presidents



PHUKET, THAILAND - Outrigger Enterprises Group has announced the appointment of two vice presidents to its executive team. Bitsy Kelley is vice president, corporate relations, and Monica Salter is vice president, corporate communications.

Kelley will take on a role of relationships, representing Outrigger to audiences globally through relationship building, community outreach and company events. She will continue as corporate/owner spokesperson and to lead Outrigger's OZONE (Outrigger's ZONE) conservation and sustainability initiatives at Outrigger destinations across the globe.

Kelley has been vice president corporate communications since 2013. Prior, she hosted her own television show, "Outdoor GPS," was radio host of "Bitsy Kelley Outdoors," and also television host of "America's Outdoor Journal" on the Outdoor Channel. She also served as director of brand and business development for OHANA Hotels and Resorts.

Kelley is a board member of Outrigger Enterprises Group and also sits on the boards of Weather by Foundation International, USA Gymnastics and USA Biathlon. She holds a bachelor's degree in business and a master's degree in business administration from Chaminade University.

Salter joins Outrigger from Bennet Group Strategic Communications where she was senior vice president providing counsel to Outrigger for the past eight years. Her career history includes public relations director for Hotel Lanai, communications manager for XTERRA's International trail run series and assistant marketing director for the University of Hawaii athletics department.

As vice president, corporate communications, Salter will oversee strategy and direction for internal and external communications to elevate brand awareness and positive exposure for Outrigger worldwide. Responsible for Hawaii public relations, she will also serve as primary media contact during crisis situations and manage Outrigger's global public relations partners and in-house team.

Salter holds a bachelor's degree in global and international studies from the University of California, Santa Barbara, and an MBA from the University of Hawaii at Manoa. She also studied abroad in Siena, Italy and worked in Prague, Czech Republic.

###

Editors can download images of Outrigger Resorts at <http://www.scottasia.net/clients/outrigger/media/>

## About Outrigger Enterprises Group

Outrigger Enterprises Group is one of the largest and fastest growing privately held leisure lodging, retail and hospitality companies operating in the Asia Pacific, Oceania and Indian Ocean regions. As part of its unique hospitality offering, the values-based company extends exceptional hospitality and authentic cultural experiences, incorporating local traditions and customs into the guest experience at each of its properties worldwide. Guided by more than 68 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™. Currently, Outrigger operates and/or has under development 38 properties with approximately 8,000 rooms located in Hawaii (Oahu, Maui, Kauai, Hawaii Island); Guam; Fiji; Thailand; Mauritius; and the Maldives. For online information, log on at [www.outriggerenterprisesgroup.com](http://www.outriggerenterprisesgroup.com) and [www.outrigger.com](http://www.outrigger.com).

Join Outrigger's social network to Find Out. Find Outrigger! Follow @OutriggerResort on Twitter or become a fan on Facebook at [www.facebook.com/OutriggerResorts](http://www.facebook.com/OutriggerResorts). For on-going news, visit <http://news.outrigger.com>.

Outrigger Resorts, Asia-Pacific  
Ste 105-112, Plaza Del Mar, No. 1 Pasak-Koktanod Rd  
Cherngtalay Sub-Dist., Thalang District  
Phuket Province, 83110 Thailand  
Tel: (+66) 76 318 230  
Fax: (+66) 76 318 232  
Email: [bam.phupongphiphat@outrigger.com](mailto:bam.phupongphiphat@outrigger.com)

Media Contact, Asia & UK  
Ken Scott  
ScottAsia Communications  
Mobile: (+44) 7949 077959  
Email: [kens@scottasia.net](mailto:kens@scottasia.net)

Anchalee Sriwongsa  
ScottAsia Communications  
Mobile: (+66) 91 806 0484  
Email: [ann@scottasia.net](mailto:ann@scottasia.net)

Nancy Daniels, APR, Director of PR, Corporate head office  
Outrigger Enterprises Group  
Phone: +1 808 921 6839  
Email: [nancy.daniels@outrigger.com](mailto:nancy.daniels@outrigger.com)