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Outrigger Laguna Phuket Resort and Villas Wins PATA Gold Award

PHUKET, Thailand, 29 July 2010 – Each year, the Pacific Asia Travel Association (PATA) recognizes travel industry leaders who have contributed to the development and promotion of travel and tourism across the Asia Pacific region. PATA announced its 2010 winners on 28 July. Outrigger Hotels and Resorts Asia is pleased to announce that Outrigger Laguna Phuket Resort and Villas has won a prestigious PATA Gold Award in the Marketing Campaign-Hospitality category for its highly successful, fully integrated opening campaign for the resort.



Edmonston

The property, which opened in December 2009, partnered with Keen Media Bangkok to implement a multi-faceted launch campaign comprising social media, online advertising, display advertising in consumer and trade media, the creation of a new website (www.outriggerphuket.com), a promotional video and the production of brochures and fact sheets.

"Outrigger Laguna Phuket is proud to have its opening campaign recognized for excellence by such a respected travel institution as PATA," said Outrigger's Phuket-based Senior Vice President for Asia, Mr. Darren Edmonstone. "Especially in the competitive category of hospitality marketing."

The very modern campaign connected to Outrigger's 60 years' of hospitality heritage in the Pacific and Asia.

"The opening campaign was built upon Outrigger's core values of respect for the individual, family and the destination, and a firm belief that people and guests should instantly feel at ease when experiencing the brand," said Edmonstone.

The demand created by Outrigger's award winning opening campaign is still being felt. Outrigger Laguna Phuket Resort and Villas is currently experiencing occupancy of over 90% for July and August only eight months after opening.

"In the opening campaign we worked hard to really understand the various segments of our markets and their needs," said Pieter Van der Hoeven, Outrigger's Director of Sales and Marketing for Asia.

"Our messaging used the latest digital distribution channels to reach key segments such as winter sun seekers from Europe, short-stay Asians, and the Thai domestic market."

Van der Hoeven said the campaign was not shy about promoting spacious villa accommodation from 229 to 604 square meters at prices usually associated with a 40 sqm hotel room.

"A strong value proposition allied to firm understanding of Outrigger's brand essence underpinned the whole campaign," he said.

The 2010 PATA Gold Awards attracted 200 entries from 80 companies and individuals. Twenty-four entrants won an award.

The Pacific Asia Travel Association (PATA) is a membership association acting as a catalyst for the responsible development of the Asia Pacific travel and tourism industry. PATA was founded in Hawaii in 1951.

Outrigger was founded in Hawaii in 1947. It now operates, or has under development, nearly 50 properties with close to 12,000 rooms located in Hawaii, Australia, Guam, Fiji, Bali, Thailand, Hainan, China, and Vietnam.



Van der Hoeven

Find out about the latest Outrigger Laguna Phuket Resort and Villas offers and activities on Facebook: www.facebook.com/OutriggerLagunaPhuketResort. The hotel's Facebook wall has a reservation query and booking widget.

Outrigger Laguna Phuket Resort and Villas: www.outriggerphuket.com.
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For Editors

Download high res images of Outrigger Laguna Phuket Resort and Villas:
www.scottasia.net/outrigger/laguna/press

For Outrigger executives images: <http://www.scottasia.net/clients/outrigger/media/>

About Outrigger Laguna Phuket Resort and Villas

Outrigger Laguna Phuket Resort and Villas offers 68 spacious two-, three- and four-bedroom villas in a large secluded enclave within Laguna Phuket Destination Resort. The three- and four-bed villas have private swimming pools. Outrigger guests have signing privileges at 30 food and beverage outlets and spa facilities across Laguna Phuket, and at the nearby Laguna Phuket Golf Course. The Outrigger property features Bites Café in the park, in-villa dining, butler service, a gym and free five-minute transfers to and from the resort's own beach club at secluded white sand Layan beach. Visit www.outriggerphuket.com.

About Outrigger Enterprises Group

Outrigger Enterprises Group is one of the largest and fastest-growing, privately-held hospitality companies in Asia Pacific. Outrigger specializes in managing highly-competitive, culturally-sensitive hotels and resorts. Outrigger is also a developer of lodging, retail, and entertainment venues in key leisure destinations. It is an expert in managing full-service hotels, condominium resorts, time-share resorts and resort retail. Outrigger Enterprises Group is known for visionary management, strong corporate values, fair and ethical business practices, a true passion for treating its employees well, and a commitment to enriching the many communities in which it operates. www.outriggerenterprisesgroup.com.

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