

Burton Kong joins Outrigger Enterprises Group as Marketing Projects Manager

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Sam Hoffman, corporate director of marketing for Outrigger Enterprises Group, is pleased to announce that Burton Kong has joined Outrigger's marketing team as marketing projects manager.

In the position, Kong is responsible for managing marketing projects that promote the Outrigger and OHANA Hotels & Resorts brands to consumers and travel agents. His duties include developing print and online marketing promotions designed to increase room revenue by managing relationships with various travel partners and consortia. Kong also handles marketing activities for the company's business traveler program, value-added program for travel wholesalers, and affiliated hotel properties that do not carry the Outrigger brand.

Kong joins Outrigger with an extensive background in marketing and public relations that spans over 15 years. He has worked for numerous distinguished businesses in Hawaii including Bank of Hawaii, Hawaii State Federal Credit Union and The Ilikai Hotel. Most recently, Kong worked as an assistant marketing manager for DTRIC Insurance Company, where he helped develop and execute marketing strategies, initiatives, direct mail campaigns, and television and radio ads to generate leads for direct and agency business channels.

Kong earned a Bachelor's degree in Journalism, with an emphasis in Public Relations and a minor in Marketing, from the University of Hawaii-Manoa.

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