

## Outrigger Enterprises Group promotes Arhlene Honda to Vice President - Sales

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In her position, Ms. Honda will continue to direct all aspects of Outrigger's sales efforts with regard to the company's worldwide wholesale partners, with the exception of Asia.

According to Solomon, the promotion recognizes Ms. Honda's significant contributions to the success of the company. "Arhlene has been an integral member of our sales force since joining the company. She is a respected member of the hotel sales community in Hawaii and around the world." Solomon continued by saying, "As business has evolved over the years, Arhlene has always stayed at the leading edge, putting new ideas and new technology to work, always with a consistent focus on the customer."

Before joining Outrigger, Ms. Honda worked in sales for the Holiday Inn-Waikiki and the Prince Kuhio Hotel. She became an Outrigger team member when the company purchased the Prince Kuhio hotel in 1978, renaming it the Outrigger Prince Kuhio. Ms. Honda quickly became a key member of the Outrigger sales force. Over the years, she has risen from sales manager to director of sales, to director of wholesale sales and administration, to her most recent position as corporate director of sales.

"Outrigger's positive reputation among the key travel wholesale companies around the world can be attributed directly to the relationships established by Arhlene over these many years," Solomon said. "Our partners know they will be treated fairly and with the utmost professionalism when working with Outrigger and our affiliated companies because of their relationship with Arhlene."

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