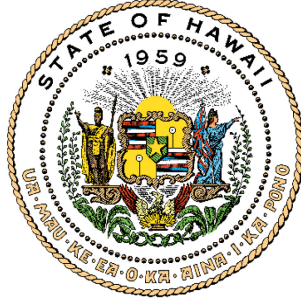




STATE OF HAWAII
KA MOKU 'ĀINA O HAWAII

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GOVERNOR
KE KIA'ĀINA

DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT AND TOURISM
KA 'OIHANA HO'OMOHALA PĀ'OIHANA, 'IMI WAIWAI A HO'OMĀKA'IKA'I

JAMES KUNANE TOKIOKA
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HAWAII TOURISM AUTHORITY
KE'ENA KULEANA HO'OKIPA O HAWAII

CAROLINE ANDERSON
INTERIM PRESIDENT AND CEO

**HAWAII TOURISM AUTHORITY LAUNCHES SEARCH FOR NEW
PRESIDENT AND CEO**

FOR IMMEDIATE RELEASE

May 20, 2026

HONOLULU — The Hawai'i Tourism Authority (HTA) has launched its search for the leader who will guide the state's tourism industry into a new era. The organization is now seeking applications for the position of president and chief executive officer of HTA.

Established by the Hawai'i State Legislature in 1998, HTA is the state agency responsible for strategically managing tourism for the Hawaiian Islands. It plays a critical role in Hawai'i's visitor industry, which remains the state's largest private-sector economic driver and supports jobs, small businesses and communities across the state. As the state agency responsible for tourism management, HTA works to strengthen

Hawai'i's economy while balancing community priorities, cultural values and stewardship of natural resources. Its responsibilities include brand marketing, statewide destination management, visitor experience development and oversight of the Hawai'i Convention Center.

"This is an important leadership moment for Hawai'i's visitor industry and for our state," said James Tokioka, director of the Department of Business, Economic Development and Tourism (DBEDT). "The next president and CEO of HTA will help guide how tourism supports our economy, our communities and our long-term future. We are looking for a thoughtful, collaborative leader who understands Hawai'i and can build strong relationships across government, industry and our island communities."

The president and CEO serves as HTA's chief executive and is responsible for carrying out the policies and directives of the HTA Advisory Board, the Governor and DBEDT. The position oversees all agency operations, including strategic planning, destination brand marketing and management, visitor experience development, community engagement, fiscal management, contract oversight and organizational leadership.

The ideal candidate will have executive-level leadership experience in tourism, destination management, economic development or a related field, along with experience working with government agencies, boards or legislative bodies. Candidates should demonstrate strong communication and relationship-building skills, operational and fiscal management experience and an understanding of Hawai'i's unique cultural and community landscape.

Applications should be emailed to hr@gohta.net. The application deadline is Friday, June 26, 2026.

For more information and a detailed job description, visit hawaii tourism authority.org/who-we-are/careers

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About the Hawai'i Tourism Authority

The Hawai'i Tourism Authority is the state agency responsible for representing the Hawaiian Islands around the world — and for holistically managing tourism in a sustainable manner consistent with community desires, economic goals, cultural values, preservation of natural resources and visitor industry needs. HTA works with the community and industry to mālama Hawai'i — care for our beloved home. For more information about HTA, visit hawaii tourism authority.org or follow @HawaiiHTA on [Facebook](#), [Instagram](#), [Threads](#) and [X](#).

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