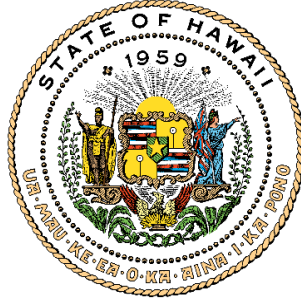




STATE OF HAWAII
KA MOKU 'ĀINA O HAWAII

JOSH GREEN, M.D.
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
DIRECTOR
KA LUNA HO'OKELE

HAWAII TOURISM AUTHORITY
KE'ENA KULEANA HO'OKIPA O HAWAII

CAROLINE ANDERSON
INTERIM PRESIDENT AND CEO

**HAWAII TOURISM AUTHORITY NAMES DAVID UCHIYAMA AS CHIEF
ADMINISTRATIVE OFFICER**

FOR IMMEDIATE RELEASE

Sept. 2, 2025

HONOLULU – The Hawaii Tourism Authority (HTA) has announced that David Uchiyama will serve as its new chief administrative officer, bringing decades of leadership experience in Hawaii's tourism, airline, transportation and energy industries.

As chief administrative officer, Uchiyama will oversee HTA's administrative operations, helping ensure the agency runs efficiently and responsibly while supporting its mission to manage tourism in a way that benefits Hawaii's residents, communities, culture and natural resources. Uchiyama succeeds Daniel Nāho'opi'i, who departed HTA in March.

“David’s deep knowledge of Hawai‘i’s visitor industry and his proven ability to connect partners across government, business and the community make him an invaluable addition to our leadership team,” said Caroline Anderson, HTA interim president and CEO. “His breadth of experience and collaborative approach will help ensure HTA operates with efficiency, transparency and alignment with our mission of destination stewardship.”

Uchiyama previously served as vice president of brand management at the Hawai‘i Tourism Authority from 2007 to 2015, where he led global marketing and played a key role in developing airline routes, destination branding and cultural sustainability efforts. His leadership helped strengthen Hawai‘i’s position in domestic and international markets and expand workforce development programs through partnerships with the Hawai‘i Department of Education and the University of Hawai‘i System.

Outside of the HTA, Uchiyama has served in senior leadership roles, including president of Island Air, chief operating officer and first deputy executive director of the Honolulu Authority for Rapid Transportation, vice president of sales and marketing at Roberts Hawaii and president and CEO of Hawaii Think Tank LLC.

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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 hawaiitourismauthority.org or follow @HawaiiHTA on [Facebook](#), [Instagram](#), [Threads](#) and [X](#).

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