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Daniel Nāho'opi'i Returns to the Hawai'i Tourism Authority as Chief Administrative Officer

HONOLULU – The Hawai'i Tourism Authority (HTA) has announced that Daniel Nāho'opi'i has returned to the organization's leadership team as chief administrative officer, effective January 17.

In his new role, Nāho'opi'i is responsible for the administrative, fiscal, procurement, and human resources operations of HTA, as well as the management of the Hawai'i Convention Center. Nāho'opi'i succeeds Keith Regan who departed HTA in August 2022.

"Daniel has an intricate understanding of HTA and Hawai'i's visitor industry, and brings a wealth of experience in tourism management, planning, business operations, and performance evaluation," said John De Fries, HTA's president and CEO. "He is well-respected among community and business leaders statewide and will hit the ground running."

"We are grateful to our Vice President of Finance Marc Togashi who served as acting chief administrative officer in addition to fulfilling his regular duties for the past five months as we conducted the executive search process," said De Fries.

Nāho'opi'i served as HTA's director of research from 2006 to 2017. During this time, he led the organization's statewide Tourism Strategic Plan process, oversaw the research department, managed the production and interpretation of data related to Hawai'i's visitor industry, and worked with various government officials, legislators, community members, and industry stakeholders.

Most recently, Nāho'opi'i was executive vice president of SMS Research & Marketing Services where he led the company's Tourism Intelligence Division to launch a tourism research system for the government of Fiji and publish a study to empower Native American tourism organizations. His background also includes planning and management in the education, environment and utilities sectors.

Nāho'opi'i was born and raised in Honolulu. A graduate of Kamehameha Schools, he earned a certificate from the First Nations' Futures Institute at Stanford University, a Master of Business Administration from the University of Hawai'i at Mānoa and Bachelor of Science degrees in engineering from Northwestern University.

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Link to headshot: <https://finnpartners.box.com/s/bdrlucwfvqvdmpwflszf79q0sfqe42x1o>
Courtesy of Hawai'i Tourism Authority

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 Ku'u Home – care for our beloved home. For more information about HTA, visit www.hawaiitourismauthority.org or follow @HawaiiHTA on [Facebook](#), [Instagram](#), and [Twitter](#).

For more information, contact:

T. Ilihia Gionson
Public Affairs Officer
Hawai'i Tourism Authority
ilihia.gionson@gohta.net

Erin Khan
Senior Vice President, Public Relations
Anthology Group
erin.khan@finnpartners.com