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HTA Release (23-10)

Hawaii'i Tourism Authority Appoints Isaac Choy as Vice President of Finance

HONOLULU – The Hawaii'i Tourism Authority (HTA) announced today that Isaac Choy, a former Hawaii'i State Tax Director and lawmaker in the Hawaii'i State House of Representatives, has been appointed as Vice President of Finance.

Choy begins work on April 10 and will be responsible for overseeing HTA's management of finances and government funding, including compliance with legislative and auditing requirements, and budgeting of programs, initiatives and community organizations supported statewide by HTA.

A Certified Public Accountant with his own accounting practice since 1983, Choy brings extensive experience to HTA's operations in management, taxation, accounting and auditing, and the servicing of public, government, and not-for-profit organizations. He most recently served as Director of the Hawaii'i State Department of Taxation from 2020 through 2022.

Choy was elected to five terms in the Hawaii'i State House of Representatives serving the Mānoa district from 2008 through 2018. He chaired the House Committee on Higher Education, and also served on the committees overseeing tourism, finance, economic development, military affairs, and agriculture. After choosing not to run for re-election, Choy served as controller of a local health center from 2018 to 2020 before being appointed as the Hawaii'i State Tax Director.

"Isaac Choy's reputation as a devoted public servant and his credentials in finance will be extremely valuable in helping HTA to fulfill its focus on managing tourism for the benefit of Hawaii'i's future generations," said John De Fries, HTA's President and CEO. "His experience and understanding about the workings of the executive and legislative branches of government are a rarity, and we are privileged to have him come aboard to support HTA."

Choy noted that he welcomed the opportunity to offer his expertise to the state's only agency solely dedicated to serving Hawaii'i's largest industry. "Public service has been at the core of my personal and professional life and I believe it is important that HTA receives the guidance and support needed to ensure that tourism will continue to serve Hawaii'i properly and effectively," said Choy. "I'm impressed by the leadership team that HTA has in place and energized about what HTA is trying to accomplish for the communities and people of Hawaii'i."

Choy is active in numerous community organizations, including the Honolulu Community Action Program, Mānoa Neighborhood Security Watch, and community disaster preparedness organizations. He is also involved in business and professional organizations and has served as State President of the Hawaii'i Association of Public Accountants. He has also participated in youth sports, coaching baseball, basketball, and softball for over a decade. A lifelong member of the Mānoa community, Choy graduated from Roosevelt High School and San Jose State University.

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Link to Head Shot: <https://finnpartners.box.com/s/f2me1uwheju8sewtl9ae8z35gac7j3z1>

Photo credit: 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](#).

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