



TESTIMONY OF DANIEL NĀHO'OPI'I
INTERIM PRESIDENT & CEO, HAWAII TOURISM AUTHORITY
BEFORE THE SENATE COMMITTEE ON ENERGY, ECONOMIC DEVELOPMENT,
AND TOURISM

Thursday, April 11, 2024 1:30 p.m.

In consideration of

GOVERNOR'S MESSAGE NO. 703
NOMINATION OF BLAINE MIYASATO
BOARD OF DIRECTORS, HAWAII TOURISM AUTHORITY

Aloha Chair DeCoite, Vice Chair Wakai, and Members of the Committee,

Mahalo for the opportunity to testify in support of Blaine Miyasato's nomination to serve as a member of the Hawai'i Tourism Authority Board of Directors.

Mr. Miyasato was born to a mother and father who both worked in the visitor industry, and his story stands as an example to our kama'āina children. He brings to our boardroom nearly four decades of experience at Hawaiian Airlines – the first rank-and-file employee to ascend to the executive team of Hawai'i's hometown carrier. The values lived by Hawaiian Airlines, of caring for Hawai'i's people, environment, and communities, are reflections of Mr. Miyasato's personal values. His experience spans disciplines including marketing, advertising, brand management, product development, and business process improvement – all relevant to the work we do at HTA.

His experience, energy, and commitment lead to Mr. Miyasato's appointment by his peers as Chair of the HTA board in July 2023 – a role that he fulfilled ably through the August wildfires. His leadership through the early response and setting the course for tourism's recovery set a strong foundation for our work in the years to come. Today, he chairs the branding committee of our board, setting policy and direction for the Hawaiian Islands brand globally.

Mr. Miyasato's lived experience has contributed immensely to our work at HTA. We wholeheartedly support Mr. Miyasato's nomination to serve on our board, and appreciate this opportunity to express that support before this committee.

Mahalo.