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Nāho'opi'i Embarks on New Global Tourism Leadership Role
HTA Veteran Caroline Anderson to lead as Interim President & CEO

HONOLULU – The Hawai'i Tourism Authority (HTA) announced today that Daniel Nāho'opi'i will conclude his tenure as Interim President & CEO on March 21, 2025. Per HTA Bylaws, Interim Chief Administrative Officer Caroline Anderson will assume the role of Interim President & CEO until the HTA Board selects a new leader.

HTA Board Chair Mufi Hannemann praised Nāho'opi'i's leadership and expressed confidence in the organization's future. "Daniel's leadership has been instrumental in guiding HTA through a transformative period with integrity and vision," said Hannemann. "His commitment to sustainable tourism management and community-centered strategies has left a lasting impact."

After 18 months as Interim President & CEO and over a decade in leadership roles with HTA, Nāho'opi'i will return to his passion for research, where he is recognized globally as an expert in tourism intelligence. He will join JLL's Global Tourism & Destination Advisory Group as Lead for Industry Data and Research, using his expertise in data-driven strategy to enhance destination resilience worldwide with partners like the World Trade & Tourism Council, Destinations International, the World Economic Forum, and destinations worldwide.

"Leading HTA through a critical period of supporting Maui's recovery as Hawai'i's visitor industry continued its post-pandemic recovery was an honor, and I have every confidence in this team's continued dedication to the people of the Hawaiian Islands," Nāho'opi'i said.

While Anderson's appointment is temporary until the HTA Board takes formal action, she brings more than 20 years of experience in strategic planning, economic development, and destination marketing. As HTA's Interim Chief Administrative Officer and Director of Planning, she played a key role in developing and implementing the organization's Destination Management Action Plans (DMAPs), fostering collaboration among community stakeholders, industry partners, and government agencies.

"I'm honored to lead HTA during this pivotal time but saddened to see a longtime colleague and friend depart," said Anderson. "With the support of our dedicated staff, board, legislature, and industry partners, we will continue promoting Hawai'i globally, supporting Maui's recovery, and strengthening our commitment to destination stewardship."

Hannemann added, "Caroline is the ideal choice to lead us as interim President & CEO. In 2024, she received the prestigious J. Desmond Slattery Professional Marketing Award, along with local honors like the PBN Pineapple Award in 2021. We've always had a strong working relationship, and I know she has the skills and deep knowledge of all facets of the HTA."

This leadership transition comes as HTA continues its efforts to advance a regenerative model of tourism by balancing tourism's economic benefits with the well-being of Hawai'i's communities, culture, and environment. The organization remains focused on its strategic priorities, including natural resource preservation, Hawaiian culture perpetuation, community enrichment, and brand marketing.

After the current legislative session concludes in May, the HTA Board intends to proceed with the recruitment, selection, and appointment process for a permanent President and CEO.

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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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