



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 & CEO

**HAWAII TOURISM AUTHORITY WELCOMES JILL RADKE AS PUBLIC
AFFAIRS OFFICER**

FOR IMMEDIATE RELEASE

June 30, 2025

HONOLULU – The Hawaii'i Tourism Authority (HTA) announced today the appointment of Jill Byus Radke as its new public affairs officer. A seasoned communications leader, Radke brings more than two decades of experience in public affairs, community engagement and strategic communications, with a strong focus on historic and cultural preservation.

As public affairs officer, Radke will be responsible for HTA's government relations, media communications, issue



management, corporate and social responsibility programs, as well as strategic communications.

Radke has dedicated her career to sharing stories of Hawai'i in her past roles in communications and management at Disney's Aulani Resort, Kaiser Permanente Hawai'i, the Bishop Museum and the Historic Hawai'i Foundation.

"Jill's experience in the visitor industry, historic preservation and public affairs makes her the perfect addition to our HTA team and our mission to manage tourism in a way that helps improve the lives of our residents," said HTA Board Chair Todd Apo.

Radke holds a master's degree in management from Harvard University, a bachelor's degree in journalism from Indiana University, and she did her graduate studies in historic preservation at the University of Hawai'i at Mānoa. She received a Dean's Certificate for Academic Achievement from Harvard University and has been recognized as a Pacific Business News "40 Under 40" honoree.

In addition to her community volunteer efforts in historic preservation and health causes, Radke is a passionate outrigger canoe paddler who competes in OC1 racing and as a member of Lanikai Canoe Club. In August, she will compete as part of Team Hawai'i at the 2025 International Va'a Federation World Distance Championship in Niteroi, Brazil.

#

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](#).

Media Contact:

Caroline Anderson
Interim President & CEO
Hawai'i Tourism Authority
Email: Caroline@gohta.net

