



For Immediate Release: April 30, 2021
HTA Release (21-13)

Hawai'i Tourism Authority Board Selects George Kam To Serve As Chair

HONOLULU – The Hawai'i Tourism Authority (HTA) Board of Directors selected George Kam as its new chair during yesterday's [monthly board meeting](#). He previously served as its vice-chair. Kam is an active community leader and is a former executive in the surf industry.

"We are in a time of 'huliau' or transformative change. This is our time to find solutions towards a pono traveler that balances the opportunities of tourism and the challenges it presents our community. Tourism can be the catalyst to improve the quality of life for all the people of Hawai'i. Finding balance is the razor's edge, the width of a blade of pili grass," Kam said. "I look forward to working with the community, our elected leaders, the HTA team and HTA board to find that balance."

The board also selected David Arakawa as its vice-chair, Kimi Yuen as its second vice-chair, and Daniel Chun as its marketing standing committee chair. Kam replaces outgoing board chair Rick Fried, who ended his term on the board on Tuesday as the [Hawai'i Senate confirmed](#) new board members Dylan Ching, Keith "Keone" Downing, and Sigmund "Sig" Zane.

"These community leaders were appointed to the board and elected into leadership to guide the Hawai'i Tourism Authority through the challenges that face our visitor industry and the sustained relaunch of Hawai'i's economy. I am energized by the opportunity to collaborate with the entire board under this new leadership," said John De Fries, HTA president and CEO.

HTA's Board of Directors is a policy-making entity comprised of 12 members, who serve as volunteers and meet monthly to guide the agency's work on behalf of the State of Hawai'i. Board approval is required for key HTA functions and initiatives, including its annual budget and annual marketing plan, which includes funding support of community programs.

###

Editor's Note: New board leadership images are available for download at <https://bit.ly/3vBDJfj>.

About the Hawai'i Tourism Authority

The [Hawai'i Tourism Authority](#) is the State of Hawai'i agency responsible for strategically managing its support of the tourism industry. Established in 1998 to support Hawai'i's leading industry and largest employer, HTA continually strives to help ensure tourism's sustainability and the benefits it brings to residents and communities statewide.

For more information about HTA, please visit www.hawaii-tourismauthority.org. Follow updates from HTA (@HawaiiHTA) on [Facebook](#), [Instagram](#), [Twitter](#) and its new [YouTube Channel](#).
For more information, contact:

Marisa Yamane
Director of Communications & PR
Hawai'i Tourism Authority
Marisa.Yamane@gohta.net

Erin Khan
Vice President, Public Relations
Anthology Group
Erin.Khan@AnthologyGroup.com