



TESTIMONY OF  
**CAROLINE ANDERSON**  
Interim President & CEO  
Hawai'i Tourism Authority  
before the  
**SENATE COMMITTEE ON ECONOMIC DEVELOPMENT AND TOURISM**  
Tuesday, March 31, 2026  
1:00 p.m.  
State Capitol, Room 229

In consideration of  
**GOVERNOR'S MESSAGE NO. 594**  
**CONFIRMATION OF DANNY OJIRI**  
**ADVISORY 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 the Governor's recommendation that Danny Ojiri be confirmed as a member of the Hawai'i Tourism Authority (HTA) Advisory Board of Directors so that the state can continue to tap into his tremendous hospitality industry experience.

As a member of HTA's Advisory Board, Mr. Ojiri serves as vice chair of the Branding Standing Committee, which provides strategic review, evaluation and recommendations on HTA's branding and marketing initiatives, programs and activities, with a particular focus on destination branding and meetings, conventions and incentive business; on the Film Tourism Standing Committee, which guides initiatives that promote Hawai'i through film and television and integrated marketing to drive economic development and foster a positive, authentic representation of the state; on the newly formed Governance Study Permitted Interaction Group, which reviews and makes recommendations to the Advisory Board on the Governance Study Final Recommendations; and as vice chair of the Strategic Plan Permitted Interaction Group, which discussed and reviewed proposed strategies and tactics and provides recommendations for HTA's 2026-2030 Strategic Plan.

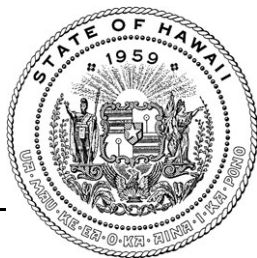
Hawai'i and other visitor destinations around the world are facing new challenges that have required HTA to remain nimble and strategic in attracting visitors to our state. As an HTA advisory board member, Danny Ojiri's breadth of experience, gained over his nearly 45 years as a hospitality industry leader, has been invaluable for HTA in facing these challenges. We trust his insights, instincts, and professional judgment.

In his current role as Vice President, Market Development for Outrigger Hospitality Group, Mr. Ojiri is responsible for managing contractors in eight geographical markets, including the UK, Germany, France, Russia, the Middle East, Japan, Korea and China, to serve Outrigger's portfolio of properties in Hawai'i and Asia. His expertise and in-depth knowledge of these markets have been

of immense value to the HTA team.

Mr. Ojiri has consistently been willing to give back to the community and openly share his advice with us, and we appreciate his aloha spirit and willingness to collaborate with HTA.

We enthusiastically support his nomination to continue serving on HTA's Advisory Board of Directors.



**DEPARTMENT OF BUSINESS,  
ECONOMIC DEVELOPMENT & TOURISM**  
KA 'OIHANA HO'OMOHALA PĀ'OIHANA, 'IMI WAIWAI  
A HO'OMĀKA'IKĀ'I

**JOSH GREEN, M.D.**  
GOVERNOR

**SYLVIA LUKE**  
LT. GOVERNOR

**JAMES KUNANE TOKIOKA**  
DIRECTOR

**DANE K. WICKER**  
DEPUTY DIRECTOR

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Testimony of  
**JAMES KUNANE TOKIOKA**  
Director  
Department of Business, Economic Development, and Tourism  
before the  
**SENATE COMMITTEE ON ECONOMIC DEVELOPMENT AND TOURISM**  
Tuesday, March 31, 2026  
1:00 p.m.  
State Capitol, Room 229

In consideration of  
**GM 594**  
**Submitting for consideration and confirmation to the Advisory Board of Directors  
of the Hawai'i Tourism Authority, gubernatorial nominee,  
DANNY OJIRI, for a term to expire 06-30-2029.**

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

Mahalo for the opportunity to provide testimony in **support** of the Governor's recommendation that Danny Ojiri be confirmed as a member of the Hawai'i Tourism Authority (HTA) Advisory Board of Directors.

In his role as Vice President, Market Development for Outrigger Hospitality Group, Mr. Ojiri oversees market development efforts across multiple international regions, including the United Kingdom, Germany, France, Russia, the Middle East, Japan, Korea and China, supporting Outrigger's portfolio of properties in Hawai'i and Asia. His knowledge of these markets and understanding of visitor trends provide valuable perspective that supports HTA's work.

As a member of HTA's Advisory Board, Mr. Ojiri serves in several key roles. He is the vice chair of the Branding Standing Committee, which conducts strategic reviews, evaluations, and makes recommendations on HTA's branding and marketing initiatives, particularly focusing on destination branding and business related to meetings, conventions, and incentives. He also serves on the Film Tourism Standing Committee, which works to promote Hawai'i through film and television, as well as integrated marketing efforts aimed at driving economic development and fostering a positive, authentic representation of the state.

Additionally, he participates in the Governance Study Permitted Interaction Group, which reviews and provides recommendations to the Advisory Board based on the Governance Study Final Recommendations. Mr. Ojiri is also the vice chair of the Strategic Plan Permitted Interaction Group, which reviews proposed strategies and tactics and offers recommendations related to HTA's 2026-2030 Strategic Plan.

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DBEDT recognizes the importance of strong, experienced leadership on the HTA Advisory Board as the state navigates a rapidly evolving global visitor industry. Mr. Ojiri's extensive experience in hospitality and international market development has contributed to HTA's ability to remain strategic and responsive in a competitive environment.

Thank you for the opportunity to testify in support of Mr. Ojiri.