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Hawaii Tourism Authority Appoints Jennifer Chun as Director of Tourism Research

HONOLULU – The Hawaii Tourism Authority (HTA) announced today that Jennifer Chun has been appointed as the agency's Director of Tourism Research, starting December 1.

"Jennifer is one of Hawaii's top research experts for tourism strategy and has a keen understanding of how gathering and analyzing this data is essential to improving the industry's future, both in supporting the business models of companies statewide and evaluating the sentiments of the community," said George D. Szigeti, HTA president and CEO. "We are thrilled to reward Jennifer's commitment to her area of expertise with this appointment to lead HTA's research department."

Chun has been analyzing tourism data for more than 20 years. She joined HTA in 2014 as Tourism Research Manager and prior to that served for a decade as a Director at Hospitality Advisors LLC, Hawaii's leading hotel, tourism, and real estate consulting firm. Her background also includes serving as a member of PricewaterhouseCoopers LLP's Global Hospitality & Leisure Industry Group.

Chun will lead HTA's Tourism Research Division, which provides strategic analytical information about Hawaii tourism and conducts special research that supports State marketing and product development efforts, planning by industry partners, and policy making. HTA's research publications help empower stakeholders to make informed decisions in support of Hawaii tourism, the State's leading industry and largest provider of jobs.

Among the reports published by HTA's Tourism Research Division include the Monthly Visitor Statistics Report, Airline Seat Outlook Report, Annual Visitor Research Report, Visitor Satisfaction and Activities Report, Visitor Plant Inventory, and quarterly timeshare reports. Starting this month, HTA will also begin publishing the monthly Hawaii Hotel Performance Report. Two sets of special reports published by HTA earlier this year included two studies evaluating the impact of alternative accommodations in Hawaii, and four studies providing comprehensive findings about the preferences and sentiments of LGBT travelers from key travel source markets for Hawaii.

Chun also serves as Chair of the Pacific Asia Travel Association's Hawaii Chapter, is the 2018 President of Skål International Hawaii, and is Treasurer of the Travel & Tourism Research Association's Hawaii Chapter.

A 1988 Kamehameha Schools graduate, Chun earned a Bachelor of Arts Degree in Asian Studies from Dartmouth College and a Masters of Professional Studies in Destination Hospitality Management from Cornell University's School of Hotel Administration.

About the Hawaii Tourism Authority

The [Hawaii Tourism Authority](http://hawaiiitourismauthority.org) is responsible for strategically managing the State of Hawaii's marketing initiatives to support tourism. HTA's goal is to optimize tourism's benefits for Hawaii, while being attentive to the interests of travelers, the community and visitor industry. Established in 1998 to support Hawaii's leading industry and largest employer, HTA continually strives to help ensure the sustainability of tourism's success.

For more information about HTA, please visit www.hawaiiitourismauthority.org. Follow updates about HTA on Facebook, Twitter (@HawaiiHTA) and its YouTube Channel.

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