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Statement by George D. Szigeti, President and CEO, Hawai'i Tourism Authority

RE: Tourism Industry Encouraged to Recognize Hawai'i's #FacesofTravel

HONOLULU – George D. Szigeti, president and CEO of the Hawai'i Tourism Authority (HTA), issued the following statement encouraging Hawai'i's tourism industry partners to highlight their employees during National Travel and Tourism Week, May 7-13.

"Tourism is Hawai'i's largest industry and provider of jobs, and National Travel and Tourism Week is the ideal opportunity for our travel partners to show appreciation for their hard-working employees.

"This year's theme is Faces of Travel and, throughout the week of May 7-13, we encourage Hawai'i's tourism partners to make time each day and recognize their employees as part of our nation's tribute to travel and the people who make the industry successful.

"Use video, photos and words to tell the story of these employees, how they make travel to Hawai'i a wonderful experience, and post it on all social media channels with the hashtags **#FacesofTravel** and **#nttw17**. By including these hashtags, the travel industry nationwide will see what a dedicated group of travel professionals are supporting Hawai'i's most important industry.

"Hawai'i's tourism industry supports 190,000 jobs and generated \$15.6 billion in visitor spending and \$1.82 billion in State tax revenues in 2016. Hawai'i's success is a direct reflection of the pride and professionalism our employees demonstrate every day in treating our guests with aloha and sharing the hospitality that has made the Hawaiian Islands a world-class destination."

National Travel and Tourism Week, May 7-13

Endorsed by the U.S. Travel Association, National Travel and Tourism Week was established by congressional resolution in 1983 to recognize the travel industry's impact in supporting the economy, both nationally and in communities around the country. This year's theme is Faces of Travel, and is intended to honor the employees of travel who make the industry successful. Nationally, travel supports 15.3 million jobs and generates \$2.3 trillion for the economy. View this [video](#) to learn more about honoring the #FacesofTravel during #nttw17.

About the Hawai'i Tourism Authority

The [Hawai'i Tourism Authority](http://hawaiiitourismauthority.org) is responsible for strategically managing the State of Hawai'i's marketing initiatives to support tourism. HTA's goal is to optimize tourism's benefits for Hawai'i, while being attentive to the interests of travelers, the community and visitor industry. Established in 1998 to support Hawai'i'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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