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## **HTA Announces Leslie Dance to Resign as Vice President of Marketing and Product Development on May 15**

**HONOLULU** – The Hawai'i Tourism Authority (HTA) announced today that Leslie Dance, its vice president of marketing and product development, has decided to resign from her position on May 15 to return to the mainland and be closer to her family.

Dance is working with HTA's leadership and staff on a transition plan to ensure that all of the initiatives she has been leading will continue without interruption after her departure.

George D. Szigeti, HTA president and CEO, noted Dance joined HTA at a crucial period to lead its marketing of tourism when HTA was starting to implement its five-year strategic plan for 2016 to 2020. "Leslie is a true professional who brought energy, innovation and fresh thinking to HTA's marketing at a time when it was needed most. She unified the collective efforts of our Global Marketing Team and has been a strong advocate of HTA's sports marketing, which has been very successful."

Dance commented, "I moved back to Hawai'i with the specific purpose to support HTA's mission and help the tourism industry to prosper. I am proud to have been a part of what HTA has been able to accomplish with its branding and marketing of the Hawaiian Islands and seeing the industry flourish. It's difficult to leave Hawai'i because I love these islands, the people, the way of life, and the many friends I have here, but I am needed more by my family on the mainland and need to be closer to them on a year-round basis."

Dance started at HTA on January 5, 2016. She has always considered Hawai'i to be home and relocated from the mainland to support HTA's tourism marketing efforts for the State of Hawai'i. Dance has strong ties to Hawai'i, as she was born in Honolulu and has many family members living in the islands. She worked for a decade in public relations on the island of Hawai'i and O'ahu early in her career before going on to hold executive marketing positions for high-profile corporations in London, Chicago, Rochester (NY), and Seattle.

### **About the Hawai'i Tourism Authority**

The [Hawai'i Tourism Authority](http://www.hawaii-tourism-authority.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.hawaii-tourism-authority.org](http://www.hawaii-tourism-authority.org). Follow updates about HTA on Facebook, Twitter (@HawaiiHTA) and its YouTube Channel.

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