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HAWAII VISITORS AND CONVENTION BUREAU NAMES BRENT LAUSTERER AS DIRECTOR OF SALES FOR MAUI

WAILUKU, HI — The Hawai'i Visitors and Convention Bureau has appointed Brent Lausterer as director of sales for the Maui Visitors and Convention Bureau, effective 4 June 2025. In this role, Lausterer will lead group and leisure sales efforts across Maui, Moloka'i, and Lāna'i.

With more than 25 years of leadership experience in Hawai'i's hospitality industry, Lausterer has a proven track record of surpassing sales goals at top-tier resorts. He most recently served as area group sales manager at Prince Resorts Hawai'i.

Raised on Maui, Lausterer graduated from Baldwin High School in Wailuku and earned his Master of Business Administration with an international concentration from Hawai'i Pacific University. He also holds a Certified Meeting Professional (CMP) designation and is proficient in Japanese, a skill developed through his participation in the Japan Exchange & Teaching (JET) Program.

Lausterer's career includes senior sales and marketing leadership roles at renowned properties such as The Westin Maui Resort & Spa, Sheraton Kaua'i Resort, and multiple Hyatt Hotels throughout the state. His strong network industry relationships—with clients, hotels, destination management companies, visitor bureaus, and suppliers statewide—uniquely positions him to strengthen strategic partnerships and drive sales growth for the Maui market.

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PHOTO



Brent Lausterer. Photo courtesy of the Hawai'i Visitors and Convention Bureau.

ABOUT HVCB

The Hawai'i Visitors & Convention Bureau (HVCB) is a 501(c)(6) private non-profit membership organization founded in 1945. HVCB works in partnership with its members to promote Hawai'i as a premier visitor destination, serving the people of Hawai'i by showcasing the state's unique culture, natural beauty, and aloha spirit to the world. Supporting our largest client, The Hawai'i Tourism Authority, HVCB fosters a regenerative tourism model that balances community desires, economic goals, cultural values, preservation of natural resources, and the needs of the visitor industry to ensure social, environmental, and economic balance for our island home. For visitor information, visit gohawaii.com. For more about HVCB, visit hvcb.org or follow updates on Instagram, Facebook, and LinkedIn.

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