



## **Kaua'i Visitors Bureau Names Patricia Ornellas as Destination Manager**

*Newly appointed Ornellas will lead mindful travel initiatives in coordination with Kaua'i's Destination Management Action Plan*

**LĪHUE, KAUA'I – October 26, 2021** – The Kaua'i Visitors Bureau (KVB) announces Patricia "Patti" Ornellas as the organization's destination manager. In this newly created position funded by the Hawai'i Tourism Authority (HTA), Ornellas will lead efforts to implement and execute the goals and vision of Kaua'i's Destination Management Action Plan (DMAP), with an emphasis on perpetuating Kaua'i as a destination focused on regenerative tourism and mindful travel.

"As Kaua'i's travel industry continues to rebound from the unprecedented events of 2020, the time is now to reconnect and align the visitor industry with our island community's values," said Sue Kanofo, executive director of the Kaua'i Visitors Bureau. "Patti will play an integral role in this process as we continue to encourage our visitors to travel pono, preserve the natural beauty of Kaua'i and maintain the health and well-being of its people and culture through ongoing programs and initiatives."

Ornellas spent 15 years in the hospitality industry taking on a variety of roles, including front of house operations and homeowner assistance. While serving in those roles, her responsibilities also consisted of room and revenue management, working with travel wholesalers and handling owner and guest concerns. Most recently, Ornellas spent the past seven years as the American Cancer Society's (ACS) development manager for the Kaua'i field office. At ACS, Ornellas focused on island fundraising activities, events, and grant funding, and collectively raised \$1.89 million for the ACS mission, helping to continue the support of programs and services for cancer patients.

"When the opportunity arose to be a part of KVB, I thought, 'what better way to continue my efforts and past experiences. I could actually become a part of an organization to help make a difference within my island community... my home,'" said Ornellas. "I feel blessed, honored, and enthusiastic to join the Kaua'i Visitors Bureau and am eager to start engaging with our community."

Ornellas holds a B.A. in Communications from the University of Hawai'i at Mānoa with an emphasis on Public Relations. In her free time, she is a professional hula dancer and makeup artist.

"Patti's community involvement and outreach experience will be essential to providing Kaua'i residents with a greater voice in tourism and implementing the DMAP actions, the majority of which are well underway," said Caroline Anderson, HTA's director of planning. "Her efforts will support HTA's overarching mission of Mālama Ku'u Home (caring for my beloved home) for the betterment of our community."

The Kaua'i DMAP is a three-year plan (2021-2023) with a goal to rebuild, redefine and reset the direction of tourism. A 21-member steering committee representing members of the community,

visitor industry, and other sectors developed action items aimed at improving the visitor experience, creating positive economic and quality of life contributions to Kaua'i's residents, preserving Kaua'i's culture, and protecting its land and natural resources.



Patricia "Patti" Ornellas appointed as destination manager for the Kaua'i Visitors Bureau.  
<https://bit.ly/3nwfY5E>

### **KAUA'I – HAWAII'S ISLAND OF DISCOVERY**

Also known as the Garden Island, Kaua'i offers world of infinite greens and blues from ma uka to ma kai. The island offers more than 50 miles of white sand beach – adding up to more beach-per-mile than any island in Hawai'i. Other Kaua'i natural wonders include 3,567-foot-deep Waimea Canyon (often called The Grand Canyon of the Pacific) and the towering 3,000-foot sea cliffs of the Nāpali Coast.

Kaua'i's abundance of outdoor activities – which includes helicopter and boat tours, kayaking, snorkeling, hiking, mountain tubing, horseback riding, ATV adventures, and zip-line tours all offer memorable vacation experiences for the entire family.

For information about Kaua'i – Hawai'i's Island of Discovery – visit [www.gohawaii.com/kauai](http://www.gohawaii.com/kauai), or call the Kaua'i Visitors Bureau at (800) 262-1400. You can also follow updates about Kaua'i on Twitter ([@kauaidiscovery](https://twitter.com/kauaidiscovery)), Instagram ([@kauaidiscovery](https://www.instagram.com/kauaidiscovery)) or by liking the Facebook page of the [Kaua'i Visitors Bureau](#).

The Kaua'i Visitors Bureau is a division of the Hawai'i Visitors and Convention Bureau, which is contracted for marketing management services in North America by the Hawai'i Tourism Authority (HTA), the state of Hawai'i's tourism agency. The HTA was established in 1998 to ensure a successful visitor industry well into the future. Its mission is to strategically manage Hawai'i tourism in a sustainable manner consistent with the state of Hawai'i's economic goals, cultural values, preservation of natural resources, community desires, and visitor industry needs.

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