

FOR IMMEDIATE RELEASE

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**HVCB NAMES LAURIE IHARA
SENIOR DIRECTOR OF SALES, SINGLE PROPERTY**

HONOLULU – The Hawai'i Visitors and Convention Bureau (HVCB) today announced the appointment of Laurie Ihara as its new Senior Director of Sales, Single Property. In her role, Ihara will be responsible for collaboratively leading and developing strategy for Meet Hawai'i's single property team.

Ihara is a dynamic sales and marketing veteran with more than 25 years of experience working with world-renowned travel and hospitality brands including Marriott International, Sheraton Hotels and Resorts, and Starwood Hotels and Resorts Worldwide. Most recently, Ihara served as Director of Sales & Marketing at Coconut Waikīkī and Shoreline Hotel Waikīkī.

"We are very excited to introduce Laurie Ihara as the newest member of the Meet Hawai'i 'ohana," said Lynn Whitehead, Vice President Global MCI Sales & Marketing. "Laurie has a wealth of knowledge and experience as a sales and marketing leader as well as a keen understanding of what it takes to drive business to the Hawaiian Islands."

In her career, Ihara has a successful track record of sales excellence and leadership, revenue management, budgeting, contract management and business development working with large resort properties and specialized boutique hotels. She has led the group sales team for numerous iconic Waikīkī properties including Sheraton Waikīkī, Sheraton Princess Ka'iulani Hotel, Royal Hawaiian Hotel, a Luxury Resort and Spa and Moana Surfrider, a Westin Resort and Spa. She has managed hotel property sales initiatives for group and leisure markets, managing digital and brand marketing to boost sales results and drive revenue.

"Over the course of my career, I have worked closely with HVCB and Meet Hawai'i on numerous occasions, and so it feels only natural that this is where I begin the next

phase of my career,” said Ihara. “I am honored to join the Meet Hawai‘i team and I look forward to leveraging my background and experience to continue to grow Hawai‘i’s tourism industry in 2024 and beyond.”

Ihara is deeply engaged in the community, dedicating her time to volunteering within the hospitality industry through HSMIAI, serving as a Board member for PATA, and acting as the Charter Organization Representative for a local chapter of the Boy Scouts of America.

HVCB is contracted by the Hawai‘i Tourism Authority (HTA), the state of Hawai‘i’s agency responsible for representing the Hawaiian Islands around the world, to provide marketing management services for the meetings, conventions and incentives, and leisure market segment. For information about hosting meetings, conventions and incentives, visit [MeetHawaii.com](https://www.meethawaii.com) or call 1-888-424-2924. For information about leisure travel, visit [GoHawaii.com](https://www.gohawaii.com).

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About HVCB

The Hawai‘i Visitors and Convention Bureau (HVCB) is a private non-profit organization contracted by the Hawai‘i Tourism Authority (HTA) for global meetings, conventions, and incentives marketing and management services. HTA is the state’s agency responsible for representing The Hawaiian Islands around the world, and for holistically managing tourism in a sustainable manner consistent with community desires, economic goals, cultural values, preservation of natural resources, and visitor industry needs. For more information about the Hawaiian Islands, visit [gohawaii.com](https://www.gohawaii.com) or follow updates on [Instagram](https://www.instagram.com/gohawaii), [Facebook](https://www.facebook.com/gohawaii) and [YouTube](https://www.youtube.com/gohawaii).

About Meet Hawai‘i

Meet Hawai‘i is a collaboration of the Hawai‘i Visitors and Convention Bureau (HVCB) and the Hawai‘i Convention Center (HCC) to reinforce the brand of the Hawaiian Islands as a world-class destination for global business meetings, conventions and incentive programs. The Global MCI efforts of the Meet Hawai‘i team are overseen and funded by HTA, the State of Hawai‘i’s agency responsible for holistically managing tourism in a sustainable manner. HTA works with the community and industry to Mālama Hawai‘i – care for our beloved home. For information about Meet Hawai‘i and the hosting of meetings, conventions and incentives, please visit [MeetHawaii.com](https://www.meethawaii.com).

Special note to media: The Hawai‘i Visitors and Convention Bureau (HVCB) recognizes the use of the ‘*okina* [ʻ] or glottal stop, one of the eight consonants of the (modern) Hawaiian language; and the *kahakō* [ā] or macron (e.g., in place names of Hawai‘i such as Lāna‘i). However, HVCB respects the individual use of these markings for names of organizations and businesses.

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