



John DeFries – President and Chief Executive Officer of the Hawai'i Tourism Authority

John De Fries was appointed as president and chief executive officer of the Hawai'i Tourism Authority (HTA) on September 16, 2020. HTA is the State of Hawai'i agency responsible for strategically managing its support of the tourism industry. Its mission is to manage Hawai'i tourism in a sustainable manner consistent with economic goals, cultural values, preservation of natural resources, community desires and visitor industry needs.

Born and raised in Waikīkī, De Fries was raised by family elders steeped in Hawaiian culture. He has more than 40 years of professional experience in the tourism and resort development industries. His recent visitor industry experience includes serving as executive director of the Native Hawaiian Hospitality Association. He is also president and principal advisor for Native Sun Business Group, a business consulting and project management firm focused on Hawai'i's hospitality and real estate development industries.