



ADELE TASAKA

Senior Director of Accounts, Hawai'i, Western and Central Regions

Adele Tasaka is responsible for selling Hawai'i as a meetings destination and developing new business leads for meetings and incentive programs by groups based on the West Coast and central regions including Alaska, Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, North Dakota, South Dakota, Texas, Wyoming, and locally in Hawai'i.

Tasaka is an energetic industry veteran, with more than 30 years of hospitality and sales experience. She began her career in hotel operations in Hawai'i and California and is a former staff assistant for retired U.S. Sen. Daniel K. Akaka. At present day, Tasaka has worked for the Hawai'i Visitors and Convention Bureau for nearly 20 years, building many working relationships and partnerships along the way.

Tasaka is a current board member of the Sales and Marketing Executives International (SMEI), Hawai'i Chapter and American Society of Association Executives (ASAE), Hawai'i Chapter. She has previously served for many years as a board member and past president of Meeting Professionals International (MPI) Aloha Chapter and board member of Executive Women International (EWI), Honolulu Chapter; Hospitality Sales and Marketing Association International (HSMAI) and Hawai'i Business Travel Association (HBTA).

Tasaka believes philanthropy is an important component of her professional and personal life and has previously held board positions that allow her to give back to the community, including the United Cerebral Palsy Association (UCPA) of Hawai'i. She is a graduate of the University of Hawai'i, where she majored in Education with a minor in Japanese and communications. When she's not in the office, Tasaka enjoys arts and crafts, pottery making, and reading.