



## LOIS ASATO

### **Sales Manager, Hawai'i**

Lois Asato's primary responsibilities include booking local events such as meetings, conferences, expos, and banquets at the Hawai'i Convention Center.

Since joining the Hawai'i Convention Center in 2002, Asato has been instrumental in generating repeat bookings from the Center's largest local clients, including the Hawai'i Dental Association, First Hawaiian Auto Show, Hawaiian Island Ministries, and various local state and city government agencies.

Asato has more than 30 years of visitor industry experience in the Hawaiian Islands. She began her career working as a groups and conventions coordinator for Trade Wind Tours before going on to become a part owner and general manager of Jaren Hawai'i Travel agency for 13 years.

Asato is a member of the Honolulu Japanese Chamber of Commerce and Executive Women International, where she has served as chapter president and in other board positions over the past nine years.

She is a graduate of the University of Hawai'i at Mānoa on O'ahu and enjoys zumba, walking and gardening during her free time.