



HALEKULANI APPOINTS BRIAN HARRIS AS DIRECTOR OF INTERNATIONAL COMMERCIAL STRATEGY

Global Hospitality Leader to Oversee Integrated Commercial Strategy for Halekulani and Halepuna

HONOLULU – July 9, 2026 – Halekulani, Oahu’s most acclaimed luxury hotel, today announces the appointment of Brian Harris as Director of International Commercial Strategy for Halekulani and Halepuna Waikiki by Halekulani. This newly created leadership role reflects the company’s commitment to strengthening and integrating all aspects of its commercial strategy to support long-term growth and maximize total revenue performance across both properties.

As a member of Halekulani’s Leadership Committee, Harris will play a key role in shaping the strategic direction of the hotels, working in close partnership with operational and commercial teams to drive sustainable growth and enhance overall business performance.

In this role, Harris will partner with teams across Revenue Management, Public Relations, Sales & Marketing, and Reservations, bringing these disciplines together under a unified commercial strategy to maximize revenue, expand market share, elevate brand awareness, and enhance the guest journey.

“Brian’s appointment reflects our continued commitment to innovation and excellence across all aspects of our business,” said Davide Barnes, General Manager of Halekulani. “His global perspective, strategic expertise, and proven track record in luxury hospitality make him uniquely qualified to lead this important initiative. We are confident his leadership will further strengthen our market position and support our long-term vision.”

Harris brings more than 25 years of global hospitality leadership experience across Asia and North America, with a background spanning luxury hotel operations, commercial strategy, asset repositioning and market development. Throughout his career, he has worked on complex, high-end properties, focusing on revenue growth, brand positioning, and enhancing the guest journey.

Harris brings board-level experience as an Independent Director of LOTTE Hotels, one of South Korea’s leading hospitality groups, with exposure to governance and strategic priorities related to global growth and brand positioning. Earlier in his career, Harris was Area Director of Sales & Marketing, North Asia, with Hyatt Hotels – an area leadership role that drove revenue growth, expanded market presence, and advanced digital and area sales across a portfolio of luxury properties. He later advanced into General Manager and senior hotel leadership roles across Asia, earning industry recognition for performance-led luxury hospitality leadership, asset repositioning, and enhancing the guest journey.

In his new position, Harris will focus on advancing the commercial agenda for both Halekulani and Halepuna through strategic revenue optimization, market development, distribution strategy, digital innovation, guest acquisition, and loyalty growth. His leadership will be instrumental in driving performance across key revenue streams, including Rooms, Food & Beverage, Spa, and Retail, while maintaining alignment with Halekulani’s legacy of the Art of Gracious Living.

“I am honored to join the Halekulani and Halepuna teams and contribute to the continued legacy of these iconic properties,” said Harris. “Halekulani is a brand defined by restraint, service, and the Art of Gracious Living. I look forward to working alongside such talented teams to build upon their strong foundation and drive continued success in key global markets.”

The Director of International Commercial Strategy role was created to further integrate commercial disciplines and support a comprehensive approach to total revenue management, strategic planning, and long-term value creation across the portfolio.

Harris will be joined in Honolulu by his wife, Bo Mi, and their two sons.

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About Halekulani

Since its re-introduction in 1984 as one of the world's finest and most acclaimed independent luxury hotels, Halekulani has received more than 500 awards, most recently placing on MICHELIN Guide 2025's list of Two-Key Hotels, Condé Nast Traveler's 2025 Readers' Choice Awards of the best hotels in Hawaii, and on Travel + Leisure's 2025 World's Best Awards list of the best resort hotels in Hawaii. Halekulani is home to La Mer, Hawaii's longest-consecutively ranked AAA Five Diamond and Forbes Travel Guide 5-Star Restaurant, Orchids, House Without A Key, L'Aperitif, Lewers Lounge, SpaHalekulani, and Earl's Pool Bar. For over 20 years, Halekulani has maintained a strong commitment to arts and culture in the community through exclusive alliances with Oahu's most iconic cultural venues. Halekulani is operated by the Hotels and Resorts of Halekulani, a brand management division of the Honolulu-based Halekulani Corporation, which also oversees the Halepuna Waikiki by Halekulani. Halekulani is a member of The Leading Hotels of the World and is aligned with Tokyo's legendary Imperial Hotel. For further information, please visit www.halekulani.com.

Stay connected with Halekulani via www.halekulani.com, on [X](#) and [Instagram](#) at @HalekulaniHotel, or on Facebook at [Halekulani Hotel](#).

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