



PULAALI'I PULA
Governor

PULU AE AE JR.
Lieutenant Governor

AMERICAN SAMOA VISITORS' BUREAU
American Samoa Government
Pago Pago, American Samoa 96799



**American Samoa
Visitors Bureau**

TAIMALELAGI MINNIE P.
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**American Samoa Visitors Bureau Hosts Welcome Luncheon for Hawaiian / Alaska Airlines CEO
Diana Birkett Rakow**

Pago Pago, American Samoa The American Samoa Visitors Bureau (ASVB) proudly hosted a welcome luncheon today, at the 'Don't Drink the Water' cafe, in honor of Diana Birkett Rakow, CEO of Hawaiian / Alaska Airlines, who visited the Territory this week for the first time in her new role. Her visit marks an important moment for American Samoa, as Hawaiian Airlines remains the Territory's primary commercial air carrier serving as the critical lifeline for residents, businesses, and travelers across the Pacific.

Ms. Rakow was accompanied by a delegation of four senior leaders from the airline, including Senior Public Affairs Manager Jacob Aki, Managing Director Airport operations Monica Kobayashi, Manager Management Revenue Christie Choi, and Airport Affairs Manager (LAW) Daniel Collins, highlighting the company's strong focus on regional partnerships, cultural respect, and community engagement.

The luncheon brought together several members from both private & public sector, including Honorable Governor Pulaali'i Iuli Nikolao Pula, Lt. Governor Pulumataala Ae Ae Jr., cabinet members, ASG Directors, and representatives from the tourism, business, and hospitality industries. The event provided an important platform to discuss air service reliability, tourism growth, visitor experience, and the evolving needs of the Territory.

In a gesture deeply rooted in Samoan culture, ASVB presented Ms. Rakow and her team with commemorative gifts representing fa'a Samoa, symbolizing respect, gratitude, and the spirit of partnership. The exchange acknowledged the airline's decades-long service to American Samoa and its role in ensuring connectivity between the islands and the U.S. mainland.

During the luncheon, discussions centered on:

- **Strengthening flight reliability and capacity** to support residents, medical travelers, and tourism growth



- **Future collaboration opportunities**, including joint marketing efforts and destination promotion
- **Enhancing visitor experience** through coordinated efforts between government agencies, ASVB, and airline partners
- **Continuing open communication** as Hawaiian / Alaska Airlines transitions into its unified brand identity

The visit from the CEO and her leadership team signifies a renewed commitment to the Territory and opens the door for deeper cooperation in the years ahead.

“This luncheon represents the next step in continuing a productive and respectful partnership,” said ASVB Executive Director Taimalelagi Minnie Tuia. “We value Hawaiian / Alaska Airlines not just as a carrier, but as a longstanding partner in the wellbeing and progress of our Territory.”

ASVB expresses its appreciation to Ms. Rakow and her delegation for prioritizing this visit and looks forward to continued collaboration that strengthens connectivity, economic growth, and the overall travel experience for American Samoa.

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