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*Flower of the month:
Anthuriums are popular year-round for their long lasting blooms but especially during the holidays due to the bright red variety.*



SKYLINE AT ISLAND COLONY



October 2016

ISLAND COLONY PARTNERS NEWSLETTER

ALOHA Island Colony Partners - Holiday season is upon us and, although we are a destination known for sun and sand, we can also celebrate with a bit of show. From the island of “fire and Ice” – also known as the Big Island or Hawai’i Island, two feet of snow recently fell and blanketed the mountain top ... also home to the many telescopes we have there.



While visiting Waikīkī during the holidays, some of you may want to see this somewhat rare snow occurrence and it can easily be done by hoping a 40-50 minute inter-island flight over to Hilo or Kona followed by a drive up Mauna Kea to enjoy Hawai’i’s snow season.

HOTEL PERFORMANCE

Below is an abbreviated statistical presentation of Revenue per Available Room (RevPAR) and composite of Average Daily Rate (ADR) for the month of October 2016 versus October 2015:

E Star Report	Skyline 10/2016	Comp Set 10/2016	Skyline 10/2015	Comp Set 10/2015
RevPAR	\$115.31	\$130.80	\$115.10	\$132.83
ADR	\$123.81	\$155.50	\$122.42	\$154.53



2016 Comp Set = similar competitor hotels including Hyatt Place Waikiki Beach, Aqua Pacific Monarch, OHANA Waikiki Malia, Ilima Hotel and Joie De Vivre Coconut Waikiki Hotel



The following chart shows percentage changes in Occupancy, ADR, and RevPAR for the current month of October 2016, year-to-date, running three months, and running twelve months for Skyline at Island Colony as compared to our competitive set:

	Current	Month	Year to	Date	Running 3	Months	Running 12	Months
E Star Report	Skyline	Comp Set	Skyline	Comp Set	Skyline	Comp Set	Skyline	Comp Set
Occupancy	-0.9%	-2.1%	-3.6%	1.8%	-1.1%	-0.4%	-3.4%	2.7%
ADR	1.1%	0.6%	6.5%	3.4%	3.8%	5.3%	5.1%	3.3%
RevPAR	0.2%	-1.5%	2.7%	5.2%	2.6%	4.8%	1.5%	6.1%

Aqua Skyline at Island Colony finished behind budget goals for the month of October. As we are in the middle of our slow season, rates have been adjusted against our competitive set to fill occupancy. The trend in Waikiki has been for many hotels, including the larger properties, drop rate to increase occupancy. Last year, a large group stayed at Aqua Skyline, this year we relied on base and business from our OTA and online travelers.

PROJECTED NOVEMBER RESULTS:

November continues to be a struggle as we will fall short of budget goals by month's end. This being the worst revenue month of the year, most hotels continue to lower rates to fill occupancy. As we head into the busy winter months ahead, we look to gain as much revenue as possible and at the same time build occupancy.

FUTURE OUTLOOK:

December continues to pace behind last year. With Marathon and year end approaching, the pickup that we expected has not yet materialized. We will continue to adjust rates as needed to build base and occupancy. The start of 2017 looks good with January and February pacing well.

The competitive landscape in Waikiki's off-beach market is changing, with the addition of newly renovated branded hotels opening along Kuhio Avenue. The 630-room Hilton Garden Inn (former OHANA West) opened this summer, to be followed by the new 230-room Hyatt Centric next month. Next year will see the opening of the 600-room Holiday Inn Express (former Maile Sky Court), and the Okina (former Waikiki Wave). Management is closely monitoring the changing market to optimize the performance of Skyline.

PARTNERSHIP NEWS:

The Partnership Office is excited to welcome two new partners to the Skyline at Island Colony Hotel Rental Program! Please extend a warm aloha to Ms. Nancy and Ms. Gladys Tsao-Wu and Mr. Kenji Mori.

AOAO UPDATE:

Rooftop: Contractors continue to work on the installation of the solar panels on the rooftop. Projected completion to be determined at a later date.

One Bedroom Window Replacement: Contractors have started work on the 01 stack this week and will move to the 02 stack with this has been completed.

RENOVATION STATUS:

Contractors have started replacing carpet in units that have worn out. While this is ongoing, the Housekeeping and Maintenance teams continue to perform routine general cleaning and preventive maintenance.

**Happy
Holidays!**



FIREWORKS BY GRUCCI

**NEW YEARS EVE
FIREWORKS BY GRUCCI PERFORMANCE
DECEMBER 31, 2016**

New Year's Fireworks

Members of the Waikiki Improvement Association and Hawaiian 105 KINE are proud to sponsor this New Year's celebration with Fireworks by Grucci.

It's easy, just tune your radio dial to
Hawaiian 105 KINE at Midnight

Or Download the Official
Grucci Performance App

- 1: Search**
Search the app store for "Fireworks by Grucci"
- 2: Download**
Download the FREE Mobile App
- 3: Start Listening**
Tune in to the App at least 5 minutes before the show. Choose "Available Events" and select "Waikiki Improvement Assoc." If a download button is present, tap it. To listen to the soundtrack, tap "Listen to Live Event."

Download on the **App Store** | **Google play**

As always, we appreciate your support and thank you for your continued patience and assistance during these extraordinary times. Please feel free to contact Kristie Maruyama at 808-772-2662 or via email at kmaruyama@islandcolonypartners.com, or either one of us should you have any questions.

*Me ke Aloha Pumehana,
"With Warmest Aloha"*

SKYLINE

AT ISLAND COLONY

William T. Tanaka, Jr.

Managing Partner, American Pacific Hotels, LLC
General Partner, Island Colony Partners

PH: 808-921-7110

Kristie L. Maruyama

Managing Director
Island Colony Partners

PH: 808-921-7110

Brian H. "Kovy" Kovaloff

Hotel Manager
Aqua Skyline at Island Colony

PH: 808-921-7140