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Flower of the month: Bougainvillea

The flower from the bougainvillea vine is a popular choice when making 'haku' or head lei



SKYLINE

AT ISLAND COLONY



September 2015

ISLAND COLONY PARTNERS NEWSLETTER

ALOHA Island Colony Partners - How did Oahu (Waikiki) fare in September? According to the Hawaii Tourism Authority, visitor volume exceeded last September's level, but lower daily spending across many visitor markets caused a 1.2 percent decline in total visitor expenditures for September 2015.

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 September 2015 versus September 2014:

E Star Report	Skyline 9/2015	Comp Set 9/2015	Skyline 9/2014	Comp Set 9/2014
RevPAR	\$117.45	\$131.97	\$122.13	\$131.17
ADR	\$124.65	\$154.40	\$129.88	\$154.74

[2015 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 September 2015, 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	0.2%	0.8%	0.3%	-0.0%	-0.7%	-0.1%	1.2%	1.2%
ADR	-4.0%	-0.2%	-3.8%	0.9%	-6.2%	-1.9%	-0.2%	3.3%
RevPAR	-3.8%	0.6%	-3.5%	0.9%	-6.9%	-2.0%	1.0%	4.5%

Skyline at Island Colony's occupancy for September reached 94.2%, versus our competitive set at 85.5%. Although September is normally a slow month for Waikiki, we were able to surpass revenue goals for the month thanks in part to running nearly 9% better in occupancy versus our competitive set. A large group we had in house gave us a great base to start the month and yielding against our competitors made us successful in capturing the business we needed.

Below is a closer look at the Joie De Vivre Coconut Waikiki Hotel – one of Skyline's competitive set properties.



FINAL OCTOBER RESULTS:

We finished the month of October at 94% occupancy but short of our revenue goals. We did, however, finish ahead of pace in occupancy (but fell short of rate due to low demand in Waikiki).

FUTURE OUTLOOK:

November has been pacing behind last year but we have seen some great pick up in occupancy and rate as we head towards the middle of the month. The IFEBP Conference is being held in Waikiki from November 7-11 with over 12,500 visitors attending this 4-day event. Rates and occupancy during this period have been high with demand selling out most hotels throughout Waikiki.

December continues to pace ahead of last year, with higher rates during the Marathon period and year end. We look to have a successful winter season during the months of December through February 2016.

PARTNERSHIP NEWS:

As Anuhea Gabriel has joined the Partnership, please update your contacts and direct all owners' reservations to her at admin@islandcolonypartners.com. She is excited to be an addition to the Partnership office and will take care of any requests while at Island Colony.

AOAO UPDATE:

Fire System: Work continues on the property fire system upgrades. Contractors are on the 36th floor and are working their way up the building.
Cameras in Hallways: This project is ongoing in conjunction with the hallway renovations which is still in progress.

RENOVATION STATUS:

Renovation of the remaining non-renovated units have been delayed due to high construction demand and cost preventing us from working with another contractor. We made a commitment with our current contractor and received an offer for a reasonable price. Work will commence after the completion of his current project with dates unavailable at this time.

WAIKIKI UPDATES

HVCB names Tom Mullen Senior Vice President And Chief Operating Officer

The Hawaii Visitors and Convention Bureau (HVCB) is pleased to announce Tom Mullen has joined the organization in the newly created position of senior vice president and chief operating officer. He began work on Sept. 1, replacing Wayne Arita, HVCB's chief financial officer, who retired in September. In his new role, Mullen will be responsible for finance and corporate services, contract compliance, business development and travel industry partnerships.

Kick off the holiday season with "Sunset Mele on the Rooftop"

Enjoy a special screening of "Inside Out," crafts by local artisans and delicious culinary creations at the Hawaii Convention Center's (HCC) free, monthly entertainment series on Fri., Nov. 20. The schedule of activities for the evening is as follows:

- 5:00 p.m. Event begins, featuring Sunset Mele Market Place food booths, artisans and more
- 5:15 p.m. Live entertainment by Jeff Rasmussen, Ernie Cruz and Cool Aina
- 7:00 p.m. Screening of the feature film, "Inside Out"
- 9:00 p.m. Event *pau* (finished)

Share the "Gift of Giving!" and participate in the Hawaii Convention Center's food drive. Bring a non-perishable food item or cash donation to benefit Aloha United Way. Admission to "Sunset Mele on the Rooftop" is free. Parking at the Hawaii Convention Center for the event is \$5 per vehicle. Outside food, beverages and coolers will not be allowed, however, guests are welcome to bring low beach chairs, mats and blankets.

For more information, call 808-943-3025 or visit [Facebook.com/HawaiiConventionCenter](https://www.facebook.com/HawaiiConventionCenter).



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

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