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The cigar flower is a tiny bloom that resembles a lit cigar. The Hawaiian name is kī kā or kika.

*Cigar Flower*



# SKYLINE AT ISLAND COLONY



August 2016

## ISLAND COLONY PARTNERS NEWSLETTER

**ALOHA Island Colony Partners** - Summer is over and we're being creative and aggressive during autumn when travel to Waikiki slows down. Partner specials, breakfast, upgrades and discounts are available from this TripAdvisor 2016 Certificate of Excellence winner.

**HOTEL PERFORMANCE:**

To the right is an abbreviated statistical presentation of Revenue per Available Room (RevPAR) and composite of Average Daily Rate (ADR) for the month of August 2016 versus August 2015.

E_Star Report	Skyline 8/2016	Comp Set 8/2016	Skyline 8/2015	Comp Set 8/2015
RevPAR	\$133.61	\$147.69	\$128.67	\$140.23
ADR	\$145.43	\$173.26	\$138.01	\$164.28

(2016 Comp Set = similar competitor hotels including clockwise from top left: Hyatt Place Waikiki Beach, Aqua Pacific Monarch, OHANA Waikiki Malia, Joie de Vivre Coconut Waikiki Hotel and 'Ilima Hotel.)



The following chart shows percentage changes in Occupancy, ADR, and RevPAR for the current month of August 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	
	Skyline	Comp Set	Skyline	Comp Set	Skyline	Comp Set	Skyline	Comp Set
Occupancy	-1.5%	-0.1%	-4.2%	2.4%	-2.7%	0.4%	-3.1%	3.3%
ADR	5.4%	5.5%	7.3%	3.0%	10.5%	4.6%	3.4%	2.3%
RevPAR	3.8%	5.3%	2.8%	5.4%	7.5%	5.0%	0.2%	5.7%

Aqua Skyline at Island Colony finished the month of August at 91.8% occupancy but fell short of revenue budget goals for the month. August started strong with the continuation of the strong July month we had. The TLA and Military presence we had in June and July started to leave as RIMPAC ended in the beginning of the month.

Pace over last year had risen as we finished the month \$12 more in ADR over 2015 but in the end of the month, we had to drop rate to fill occupancy. Most hotels throughout Waikiki and our comp set saw demand drop as well, thus also lowered rates to fill.

### PROJECTED SEPTEMBER RESULTS:

September has been a great month. We will finish ahead of budget goals by about \$3K. With the Waikiki Hoolaulea, parade and various conventions and concerts in Waikiki this month, demand was high throughout the month which helped us reach our goals. We look to finish the month near 95% occupancy.

### FUTURE OUTLOOK:

As we enter the remaining fall months, both October and November pace behind of 2015. Rates have been adjusted against our competitive set as we look to fill where we can to gain occupancy. December is also pacing behind last year, rates are higher towards year end with Marathon and the holidays and we look to capitalize on those dates to maximize higher revenue opportunity.

The competitive landscape in Waikiki's off-beach market is currently in flux due to a flurry of repositioning. The former OHANA West on Kuhio Avenue reopened as a 623-room Hilton Garden Inn this summer following an extensive renovation. The Maile Sky Court, a 596-room hotel on Kuhio Avenue, is currently being renovated and converted to a Holiday Inn Express. The partnership is actively monitoring the shifting competitive market, which will likely create challenges and opportunities for Skyline.

### PARTNERSHIP NEWS:

With holidays just around the corner, please keep in mind to submit your reservation request as early as possible to ensure that your dates are available for booking during our busiest peak season of December 22<sup>nd</sup> through March 31<sup>st</sup>. Please email your reservation dates directly to Kristie Maruyama at [kmaruyama@islandcolonypartners.com](mailto:kmaruyama@islandcolonypartners.com) and copy Admin/Emily Lee at [admin@islandcolonypartners.com](mailto:admin@islandcolonypartners.com).

If you do not receive an email confirmation from reservations within 48 hours, please call our office at (808) 921-7110.

### AOAO UPDATE:

Fire System: The AOAO is still waiting for the fire inspector to return to validate the fire alarm system.

Lobby Restrooms: The lobby restroom renovation has been complete and both restrooms have been released.

Roofop: Contractors have started the installation of the solar panels on the rooftop. Projected completion to be determined at a later date.

### RENOVATION STATUS:

Our Housekeeping and Maintenance teams have continued forward with our Preventive Maintenance Programs in an effort to keep the units looking fresh and VIP ready at all times. As we enter our slow fall season and with occupancy starting to drop, our team will have the chance to continue this as we prepare for our busy 4<sup>th</sup> quarter and winter season just a few months away.

#### ROYAL HAWAIIAN CENTER INTRODUCES NEW NIGHTLY ENTERTAINMENT

Complimentary Hawaiian entertainment every Tuesday, Wednesday, Thursday & Friday evenings at 6 p.m. on The Royal Grove Stage.

**TUESDAYS:** *Blaine Asing* - a 2016 Na Hōkū Hanohano Award winner for Most Promising Artist for his debut album entitled "Young, Old Soul." Three of his songs from this album are currently in heavy rotation on one of Hawai'i's most popular radio stations. His latest single is "Moloka'i On My Mind."

**WEDNESDAYS:** *'Uhe'uhene* - which translates into English as "tra-la-la", is a young & upcoming traditional Hawaiian music group from O'ahu consisting of: Heather "Kapua" Kalua, Jordan "Aina" Asing, & Lina Robins-Tamure. Each member hails from a long lineage of Hawaiian musicians and hula dancers.

**THURSDAYS:** *Hi'iuka* - a trio of talented Hawaiian musicians consisting of Kalehua Krug, Kamuela Kimokeo and Blake Leoki-Haili, pays homage to their roots while creating a unique & progressive sound that leaves their mark on contemporary Hawaiian music.

**FRIDAYS:** *Mailani Makainai* - Her first name translates to "praise" or "favorite" and that is just what audiences have done around the world when discovering her amazing musical gifts. She understands that Hawaiian songs are structured & sung in a specific way & her performances are evident of this artistic perfection.

*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](mailto:kmaruyama@islandcolonypartners.com), or either one of us should you have any questions.*

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



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