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Flower of the month: PAKALANA

Easy to grow, pakalana  
 is a favored lei flower  
 because of its sweet  
 fragrance.



# SKYLINE AT ISLAND COLONY



JULY 2015

## ISLAND COLONY PARTNERS NEWSLETTER

**ALOHA ISLAND COLONY PARTNERS** — According to a recent report from HVCB, the overall U.S. Traveler Sentiment Index grew +3 points year-over-year in the third quarter of 2015. Traveler sentiment is measured by consumers' demand for travel services, including interest in travel, time for travel, personal financial situations, and the perceived affordability of travel. Interest in travel also grew slightly in the third quarter, up +3 points over 2014. At the same time, time for travel has remained relatively unchanged from one year ago.

**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 July 2015 versus July 2014:

E Star Report	Skyline 7/2015	Comp Set 7/2015	Skyline 7/2014	Comp Set 7/2014
RevPar	\$141.07	\$146.12	\$158.61	\$152.77
ADR	\$147.39	\$171.99	\$165.37	\$176.10

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 July 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%	-2.1%	0.6%	-0.2%	1.8%	1.0%	2.1%	1.0%
ADR	-10.9%	-2.3%	-3.9%	1.6%	-2.4%	3.3%	1.8%	5.3%
RevPAR	-11.1%	-4.4%	-3.3%	1.4%	-0.6%	4.3%	4.0%	6.4%

Skyline at Island Colony occupancy for July reached 95.7%, versus our competitive set at 85.0%. Although falling short of revenue goals for the month, we were still able to fill the hotel at decent rates despite not having the RIMPAC Military group this year. They are scheduled to return during the summer of 2016. With August pacing well, this summer looks to finish off strong heading into the Fall months.

Skyline's competitive set of hotels for 2015 includes Hyatt Place Waikiki Beach, Aqua Hotel Pacific Monarch, OHANA Waikiki Malia, Ilima Hotel, and Joie De Vivre Coconut Waikiki Hotel. Here is a closer look at OHANA Waikiki Malia.



**PROJECTED AUGUST RESULTS:**

Currently at 90.3% occupancy, we project to fall just short of revenue budget while finishing off the summer strong. ADR, Occupancy and Revenue all will finish within pace as we move towards the fall months.

**FALL OUTLOOK:**

The Fall months of September through November are all pacing ahead of budget thanks in part to a large group we booked that checked in August 18. This group has allowed us to build base and now yield rates to bring in higher rated business. We look forward to a successful fall, which typically is our slow season but with numbers we currently have on the books, we will pace better than years past.

**PARTNERSHIP NEWS:**

We at the Partnership office would like to wish Kimberly Oshiro the best of luck as she pursues another job opportunity. Kim has been the Partnership office's Administrative Assistant for the past 6 years. Her last day will be Friday, September 11, 2015. We wish her the best in all of her future endeavors.



**AOAO UPDATE:**

Fire System: Work continues on the property fire system upgrades.

Cameras in Hallways: This project is ongoing in conjunction with the hallway renovations which is still in progress.

**RENOVATION STATUS:**

We are planning for the next phase of renovation which will commence in September.

**WAIKIKI UPDATES:**

**ALOHA FESTIVALS**

In September, the its 69th Aloha Festivals takes to the streets, sharing the history and traditions of Hawai'i and the unique spirit of aloha with both kama'āina (local residents) and malihini (visitors). Festivities in Waikīkī include the Ho'olaule'a (block party) on Saturday September 19 with live entertainment on multiple stages, food booths and crafts. The celebration culminates with a floral parade along Kalākaua Avenue on Saturday morning September 26th (image below from the Aloha Festivals website).



**HAWAII FIVE-0**

The annual Sunset on the Beach premiere event celebrating Season Six of "HAWAII FIVE-0" takes place on iconic Waikīkī Beach Saturday, September 12. 6 PM red carpet begins. 7 PM ceremony and premier Present will be:

- Alex O'Loughlin –The Backup Plan
- Daniel Dae Kim – Lost
- Grace Park – American Dad, The Border
- Chi McBride – Marvel's Avengers Assemble, Phineas & Ferb
- Jorge Garcia – Lost, Once Upon A Time

Special Musical Guest Performance by John Ondrasik of Five for Fighting



*Photo from the Season 5 Premier*

*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"*



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