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Flower of the month:

**PROTEA**  
 Excellent for tropical  
 arrangements, Protea also  
 dry well and can be enjoyed  
 a very long time.



# SKYLINE AT ISLAND COLONY



March 2016

## ISLAND COLONY PARTNERS NEWSLETTER

**ALOHA Island Colony Partners** - An interesting decision will be taking place soon that will impact business in Waikiki. The National Football League (NFL) and Hawaii Tourism Authority (HTA) announced that, by mutual agreement, the deadline for either side to opt out of the contract for the 2017 Pro Bowl has been extended to May 31, 2016. This extension allows discussions to continue while both parties consider all possible options for the 2017 Pro Bowl. Stay tuned for the outcome.

**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 March 2016 versus March 2015:

E Star Report	Skyline 3/2016	Comp Set 3/2016	Skyline 3/2015	Comp Set 3/2015
RevPAR	\$109.23	\$124.09	\$118.37	\$126.51
ADR	\$129.14	\$158.03	\$123.77	\$157.98

[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 March 2016, year-to-date, running three months, and running twelve months for Skyline at Island Colony as compared to our competitive set: Aqua Skyline at Island Colony finished the month of March at 91.7% occupancy compared to our competitive set at 78.5%. While ADR was \$29 lower than our competitive set, we finished only \$15 behind in RevPAR thanks to our higher occupancy. We continue to host a 27-room group that checks out on June 1—giving us a great base from March through May—typically a slow period for Hawaii hotels. We continue to watch rates and remain competitive against all hotels throughout Waikiki.

	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	-11.6%	-1.9%	-6.7%	2.8%	-6.7%	2.8%	-1.6%	3.0%
ADR	4.3%	0%	1.7%	1.4%	1.7%	1.4%	-2.0%	1.2%
RevPAR	-7.7%	-1.9%	-5.1%	4.3%	-5.1%	4.3%	-3.5%	4.2%



Above - Skyline at Island Colony's spacious and beautiful open-air lobby

Comp set hotels include - clockwise from top right: OHANA Waikiki Malia, Joie de Vivre Coconut Waikiki Hotel, 'Ilima Hotel, Hyatt Place Waikiki Beach and Aqua Pacific Monarch,

### **PROJECTED APRIL RESULTS:**

Demand for April has been mixed. During most of the month, occupancy has been high and we have held rate higher than other properties. As we close in on month's end, we are projected to finish ahead of our monthly goals. During the start of our slow period, we have been fortunate to secure higher rated business and groups allowing us to remain successful. We will host another large group of 34 rooms for four nights, which will help achieve our month-end goals.

### **FUTURE OUTLOOK:**

Typically a slow period, we are currently ahead of pace for the second quarter. ADR, occupancy, and RevPAR all pace ahead of last year as we look to make up year-to-date totals after a dismal start to 2016.

Summer is shaping up well with the start of RIMPAC and we are working on promotions to help with fall bookings come September. As most hotels struggle to fill occupancy, we continue to compare rates with our daily reports and adjust accordingly to fill occupancy moving forward. We have succeeded and have been able to capture business at decent rates before everyone starts to drop prices.

### **PARTNERSHIP NEWS:**

Jamie is currently the temporary administrative assistant and will continue to assist the partnership office until a replacement is hired.

### **AOAO UPDATE:**

Fire System: The AOAO is still waiting for the fire inspector to return to validate the fire alarm system. Work has been completed and they are now waiting for the completion of the lobby restrooms to tie everything together.

Lobby Bathroom Renovations: The AOAO has started renovation of the lobby restrooms near the elevators and the security office. Once completed, the fire inspector will validate their work and approve the entire fire alarm system project.

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

Rooftop Project: The rooftop project has started and workers have been removing the iconic blue tiles in preparation for the new roof. Work is done daily from 8 a.m. – 5 p.m. with no disruption to hotel operations.

### **RENOVATION STATUS:**

Renovation continues this month as we finish renovating the non-renovated units that have joined the rental program.

#### **Only Walk in Hawaii Where You Can Gain Weight**

May 21, 2016, 7 am

Location: Ala Moana Beach Park, McCoy Pavillion

Contact information: Hawai'i Lodging & Tourism Association, (808) 923-0407; Fax (808) 924-3843

The annual Visitor Industry Charity Walk, founded in 1978, is Hawaii's largest single-day fundraising event by a non-profit organization. Since its inception, more than \$27 million has been raised to support hundreds of local charities throughout the state.

The public is invited to participate and preserve this tradition of sharing and kokua. Anyone can join us for a morning of food, fun, fabulous local entertainment, and a little exercise to help Hawaii's local charities. And with all the great food and fun, the Charity Walk is the only one in Hawaii where you can actually gain weight by raising money for a great cause.



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

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



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