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*Flower of the month:*

Crown flower  
 was a beloved and  
 symbolic flower for  
 Queen Liliuokalani.



# SKYLINE AT ISLAND COLONY



August  
 2015

## ISLAND COLONY PARTNERS NEWSLETTER

**ALOHA ISLAND COLONY PARTNERS**—Summer has come to a close and we have entered the fall months of the year, traditionally slower for the islands. On a positive note, however, HVCB reports that the Hawaiian Islands were identified as the #1 aspirational destination for North Americans and earned an impressive 98% customer satisfaction rating. Our team will capitalize on this and push our product out to visitors traveling to Oahu in the coming months.

**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 August 2015 versus August 2014:

E-Star Report	Skyline 8/2015	Comp Set 8/2015	Skyline 8/2014	Comp Set 8/2014
RevPAR	\$128.67	\$140.23	\$135.74	\$142.63
ADR	\$138.01	\$164.28	\$142.38	\$168.79

[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 August 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	-2.2%	1.0%	0.3%	-0.1%	-0.9%	0.9%	1.6%	1.3%
ADR	-3.1%	-2.7%	-3.8%	1.0%	-4.0%	1.1%	1.0%	4.2%
RevPAR	-5.2%	-1.7%	-3.5%	0.9%	-4.9%	2.0%	2.6%	5.5%

Skyline at Island Colony occupancy for August reached 93.2%, versus our competitive set at 85.4%. Although we did not reach our revenue goals for the month, we finished the summer strong despite the absence of Rim Pac's visit to Hawaii this year. Overall, summer was great and demand was high in Waikiki. These factors kept occupancy up and rates within our competitive set. As we head into the slow months, we will do our best to fill rooms with decent rates.

Below is a closer look at the Ilima Hotel.– one of Skyline's competitive set properties.



### PROJECTED SEPTEMBER RESULTS:

We are currently at 93.5% occupancy and within reach of our revenue goals for the month of September. With proper yielding and monitoring of our competitive set, the team has been able to pick up occupancy to generate much-needed revenue as we near month's end.

### FUTURE OUTLOOK:

Both October and November are pacing ahead of 2014. A 17-room group that checked in during late August and will be in-house until mid-December has given us a great base throughout the months of September, October and November. Remaining room rates have been yielded as we build occupancy with higher rates. With September finishing near or ahead of budget, we are very optimistic about achieving positive momentum for the next two months as we enter winter.

### PARTNERSHIP NEWS:

Since Kim Oshiro left the Partnership, our temporary hire—Anuheia Gabriel, an alum of Kamehameha Schools and recent graduate of Menlo College, has been filling in and doing a great job. We do not anticipate any service interruptions as we continue to interview qualified candidates for the full-time position.

### AOAO UPDATE:

Fire System: Work continues with 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 in the planning stages for the next phase of renovation. We'll be sure to share information as soon as details are available

### UPDATES FROM HVCB:

- Air seats to the Hawaiian Islands are at an all-time high, boosting arrivals from most of our markets. And while we are pleased with this continued growth for the lead economic driver for the state, we are monitoring various conditions that could impact our industry. Fuel prices have been dropping, the international stock market continues to be in-flux, and economic conditions in both Europe and Asia have been unstable. All of these factors could have a potential impact on spending and arrivals to the state.
- Visitor arrivals reached a new record for the month of August but visitor expenditure growth was flat.

### HALLOWEEN KEIKI COSTUME CONTEST AT ROYAL HAWAIIAN CENTER

Royal Hawaiian Center kicks off the Halloween season with its family friendly Keiki Halloween Costume Contest on Sunday, October 25 from 3:00 p.m. to 5:30 p.m. in the Royal Grove.

Keiki from infancy to 10 years old and their parents are invited to compete in a variety of categories and themes with first, second, and third place prizes in four categories in addition to an overall grand prize winner.

For information on Royal Hawaiian Center, call Guest Services at (808) 922-2299.



*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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