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'ilima - The yellow or orange ilima blossom is the flower of the island of Oahu. It was once worn only by Hawaiian royalty

Flower of the month:



# SKYLINE

AT ISLAND COLONY



September  
 2016

## ISLAND COLONY PARTNERS NEWSLETTER

**ALOHA Island Colony Partners - 2016** is a very special year for O'ahu as it marks the 75th anniversary of the December 7, 1941 attack on Pearl Harbor, "a date that will live in infamy," as President Roosevelt declared in his address to the U.S. Congress. Activities held throughout the official commemoration—**December 1-11, 2016**—will inspire all to remember those who served during World War II and to acknowledge and thank all the brave men and women who have served since.

**HOTEL PERFORMANCE**

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

E Star Report	Skyline 9/2016	Comp Set 9/2016	Skyline 9/2015	Comp Set 9/2015
RevPAR	\$123.16	\$146.39	\$117.45	\$131.97
ADR	\$132.07	\$169.50	\$124.65	\$154.40



(2016 Comp Set = similar competitor hotels including Hyatt Place Waikiki Beach, Aqua Pacific Monarch, OHANA Waikiki Malia, Ilima Hotel and Coconut Waikiki Hotel)



The following chart shows percentage changes in Occupancy, ADR, and RevPAR for the current month of September 2016, year-to-date, running three months, and running twelve months for Skyline at Island Colony as compared to our competitive set:

E_Star Report	Current		Year to Date		Running 3 Months		Running 12 Months	
	Skyline	Comp Set	Skyline	Comp Set	Skyline	Comp Set	Skyline	Comp Set
Occupancy	-1.0%	1.0%	-3.9%	2.2%	-1.5%	1.6%	-3.2%	3.3%
ADR	6.0%	9.8%	7.1%	3.7%	9.8%	7.8%	4.3%	3.1%
RevPAR	4.9%	10.9%	3.0%	6.0%	8.1%	9.5%	0.9%	6.6%

Aqua Skyline at Island Colony finished the month of September at 93.3% and ahead of budgeted revenue goals for the month. Pacing ahead of last year, key dates within the month allowed us to fill rooms at a higher rate due to demand in Waikiki. We were fortunate enough to have the Aloha Festivals Waikiki Hoolaulea, Aloha Festivals Parade and several big concerts at the Waikiki Shell which helped occupy rooms at a higher rate. Typically a slow month for us, as well as the start of our slow period, we thrived by keeping our rates competitive and taking advantage of key dates with higher rates.

Although occupancy finished behind last year, we finished almost \$8 ahead in ADR over last year.

### **PROJECTED OCTOBER RESULTS:**

October demand has been down, although pacing ahead in occupancy for the month, we will fall short of revenue budgeted goals at month's end. With rates being competitive against other properties in Waikiki, the struggle to fill rooms has turned into lowering rates and yielding when needed to gain revenue for the month. We look to capitalize and finish the month strong with the last week leading up to Halloween.

### **FUTURE OUTLOOK:**

November will be a struggle to fill rooms as we finish off our slow period before heading into December and our busy Winter season. Pacing behind last year, November is on pace to fall short of budget as we look to stay competitive and capture as much bookings as we can during the month. December pacing behind as well, looks to improve as Marathon and year end still have lots of availability open to fill.

### **PARTNERSHIP NEWS:**

Exciting development on the 30-day minimum rental restrictions is that in just this past month, the Partnership has won a Summary Judgment for the 30-day ruling. This means we will continue to fully enforce and aggressively put on notice those owners and agents in violation of the 30-day minimum rental restriction.

### **AOAO UPDATE:**

Fire System: The AOAO and the fire inspector will be conducting the final inspection on November 1, 2016.

Rooftop: Contractors continue to work on 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. Over the next month, we will start replacing units that have worn out carpet and, pending occupancy, we will try to get these done prior to the start of our peak Winter season. Our team continues to work on units on a daily basis and units are released prior to arrival to ensure we capitalize on occupying units but at the same time keeping the units fresh and up to par.

#### **UPCOMING EVENTS**

**November 25, 2016 Friday** — 7:00PM Starts, 9:00PM Ends  
**WAIKIKI HOLIDAY PARADE**

The Waikiki Holiday Parade is a nighttime parade that commemorates the anniversary of the attack on Pearl Harbor, with 2016 marking the 75th anniversary. The parade is host to local Hawaiian bands, marching bands from the mainland, Pearl Harbor survivors, service bands, military units, local officials and dignitaries. The parade takes place annually on the day after Thanksgiving.

Visit the official website here: [www.waikikiholidayparade.com](http://www.waikikiholidayparade.com).



**November 27, 2016 Sunday** — 7:00AM Starts, 9:00AM Ends

**SAMS MEMORIAL 5K RUN** sponsored by sponsored by RRCA/Mid Pacific Roadrunners Club. They expect to have 200 runners. It will start on Monsarrat Ave. near Waikiki Shell, to Paki Ave., to Kalakaua Ave., to Monsarrat Ave., to Paki Ave., to Kalakaua Ave., end at Honolulu Marathon finish/Kapiolani Bandstand.

For more info, visit their website: <http://www.mprcc.com/>

*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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