



APRIL 2012



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Aloha,

**Home Owner Reservations:**

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Our occupancy for April 2012 was 73% compared to 69% in 2011. The average daily rate (ADR) for April was \$141.26 compared to \$139.87 in 2011. The occupancy on-book for May 2012 is currently 53%, June 2012 is at 61%, July 2012 is 64% and August 2012 is presently at 37%.

Category	Occupancy	Average Daily Rate (ADR)
Garden View Studio	92%	\$110.67
1 Bedroom Garden View	79%	\$131.58
2 Bedroom 1 Bath Garden View	74%	\$150.39
2 Bedroom 2 Bath Garden View	58%	\$160.72

**“Lahaina among top destinations in U.S.”** Lahaina is listed as 21<sup>st</sup> among travelers’ top 25 choices for U.S. destinations according to an announcement Tuesday, by Trip Advisor which says it’s the world’s largest online travel site. Honolulu (No. 5) and Kailua-Kona (No. 25) also were among the top 25 destinations in the United States, the website said. The top four U.S. locations in order were; New York, San Francisco, Chicago, and Las Vegas. Among the top 25 world destinations, Honolulu was ranked 20<sup>th</sup>. The top world spot went to London, followed by New York, Rome, Paris and San Francisco. The travel website awards top travel spots based on reviews and opinions from Trip Advisor travelers.

**Lahaina was ranked 10<sup>th</sup> on Coastal Living’s 15 “Happiest Seaside Towns.”** The survey is a first for the magazine that covers life along the coast and is celebrating its 15<sup>th</sup> anniversary. Beach communities from California to South Carolina were ranked as the “best places to live along the coasts of the United States. In an announcement of the ranking, the magazine called Lahaina, “the charming gateway to Maui’s world-famous Kaanapali and Kapulua beach resorts to the north.” “Its banyan trees add a courtly air to the downtown and its brightly colored front Street, busy with shops and galleries, keeps things lively,” the announcement said. Lahaina has nearly perfect air quality and when you add its dry sunny climate in a tropical paradise that, in part is what makes life pretty ideal.” There were no other Hawaii seaside towns listed in the survey. The No. 1 “Happiest Seaside town” was Kiawah Island in South Carolina, followed by Naples, Florida; and Sausalito, California. By ranking the top 15 Happiest Seaside communities, we draw attention to places where life is good and the beach is close by, said Coastal Living Editor-in-Chief Antonia van der Meer.

These towns boast a blend of such criteria as sunny days, walkable neighborhoods, easy commute times, healthy beaches and more – plus that indescribable coastal vibe. “Its wonderful news,” said Lynn Donovan, executive director of Lahaina Town Action Committee, an organization that helps promote the Westside town. “Our reaction is that we are thrilled that this is happening and that we are lucky that we live in Lahaina.” (Maui News May 2012)

Maui County saw a more than 6 percent increase in visitors in March and in the first quarter of this year, but Maui, Molokai and Lanai trailed other islands in visitor arrivals while keeping pace with or leading other areas in tourist spending, according to statistics released Thursday by the Hawaii Tourism Authority. (Tourism officials are expecting more visitors to come to the Islands when new flights begin in the summer from New York; Washington, D.C.; Fresno, California; and Las Vegas, Hawaii Tourism Authority President and CEO Mike McCartney said.)

Statewide, visitor arrivals increased 12.9 percent to 714,973 in March and 8.8 percent to 1.98 million in the first quarter. All the figures are compared with the same period last year. In March, Maui County visitor arrivals grew 6.4 percent to 218,856, while in the first quarter of the year the county’s visitor numbers went up 6.2 percent to 599,505. Maui Island numbers rose 6.7 percent in March to 215,047 while its number of visitors in the first quarter went up 6.5 percent to 587,579.

Economist, Carl Bonham, during a Maui Chamber of Commerce meeting said that “Nationally, there remains a lot of economic uncertainty and “scary stuff” to worry about, but Bonham the Executive Director of the University of Hawaii’s Economic Research Organization, still found some mild optimism to report. Bonham said that when a nation or region goes through a financial crisis on the order of the Great Recession, it simply takes a long time to recover. On the bright side, Maui led the state with 2 percent job growth in 2011, adding 1,300 to 1,400 jobs; most of those are in tourism and food services. However, at the current rate of job growth on Maui, it would take five years to return to pre-recession employment levels. On a healthy note for tourism, airfares were kept fairly low last year because airlines, including Hawaiian Airlines, were reaching out to new markets and offering discounted fares, Bonham said. Before the recession hit, Maui County was getting about 200,000 visitors per month and now visitor arrivals are running 10 to 11 percent below the peak

LAMINATE: We have flagged a few more units that require kitchen or bathroom shelf laminate repair/replacement. The issue is not “building specific” or “phase specific”. The issue is property wide. We will schedule the work as long as the cost is approximately \$250.00 dollars or under. If the repair cost is more than \$250.00 dollars we will contact you for approval to proceed. If the shelves can be removed we are replacing them which is most cost efficient. When the shelf cannot be removed, the damaged laminate is removed, and new laminate is glued into place. Your condo would be out-of-service for the day and that is due mainly to the fragrance of the glue used. The work itself takes only a few hours. Other options were considered. When you glue and clamp it, the laminate lifts again, or just breaks off.

The laminate replacement has your cabinets looking great. We are replacing laminate on only those shelves that are really bad. For future there may be others where the original laminate is lifting that may need replacing but we are trying to spread the cost of repair out over time. This charge will be deducted out of distribution



A Hui Hou!  
(Until next time)

Sheila Gerbig-Hussey  
General Manager