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Aloha,

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Our average occupancy for February 2013 is 82% compared to 87% in 2012. The average daily rate (ADR) for February 2013 was \$167.78 compared to \$168.08 in 2012. The occupancy on-book for March 2013 is currently 90%, April 2013 is at 81% and May 2013 is presently at 63%. As of today, on-book for June 2013 is 78%.

Category	Occupancy	Average Daily Rate (ADR)
Garden View Studio	90%	\$136.14
1 Bedroom Garden View	83%	\$157.10
2 Bedroom 1 Bath Garden View	78%	\$176.66
2 Bedroom 2 Bath Garden View	73%	\$182.81

SAVE THAT DATE: Looking into the future there are a couple of dates to keep in mind when making future travel arrangements. Our Annual meetings and the 2nd Aina Nalu Fundraiser is schedule for May.

- May 23, 2013 – Annual Rental Program Meeting
- May 24, 2013 – Annual AOA Meeting
- May 25, 2013 – 2nd Annual Aina Nalu Fundraiser

The aina nalu owners are planning a wine and silent auction fundraiser again for the Lahaina Complex After School Enrichment Tutor Project. The Tutoring Program helps students in the four public schools of West Maui to increase literacy and comprehension in reading, writing, speaking, social studies, mathematics and creativity in their school studies. Learning skills to build self confidence, self esteem and leadership qualities are part of the Program. **Save the Date:** Saturday, May 25, from 6PM to 9PM at the Pool Pavilion area. The aina nalu fundraiser was held in 2011 and was praised by all who attended. The event raised \$16,000 and has set the goal this year to raise \$20,000+. **For tickets to the event (\$50.00) or to donate a silent auction item or to make a financial contribution to the program, please go to www.pfee.org or you may contact Barbara Potts at 808-344-5008, or barb@alohapotts.com.**

The AOA has initiated Phase II of the building painting project. The second phase has been scheduled to begin Mid-April continuing through May. You will see 8 “out of service” nights beginning on April 14 . The schedule is as follows: Building H, April 15-21; Building I, April 22-28; Building J, April 29-May 5; Building K, May 6-12; Building G, May 13-19 and Buildings E & F, May 20-26. **Please note that some of you have owner’s guests booked for some of these dates and they will not be moved to another condo. We did have some guest complaints during the Phase I painting. Please make sure your owner’s guests are informed

Maui is reaping the benefits of more than 14,000 additional airline seats to the island, with more visitors overall in January and more coming from key markets, the Hawaii Tourism Authority reported Thursday. The island’s visitor arrivals grew 6.5 percent in January compared with the same month a year ago. Key market increases included the U.S. West, up 9 percent; the U.S. East up 2.7 percent; and Japan up 27 percent. Events such as the Hyundai Tournament of Champions held January 3-7 in Kapalua helped boost Maui’s visitor expenditures 5.8 percent for the first month of the New Year. Maui will continue to welcome various festivals and events through the first quarter of 2013, including World Whale Day; the Maui Plein Air Painting Invitational and Maui Pops Orchestra, which will help drive demand for travel to the island through these unique experiences, the tourism agency said in announcing January statistics.

Inter-island air fares are likely to rise at the same time that Hawaii officials are trying to boost visitor traffic to the Neighbor Islands, but nobody seems to be in a hurry to talk about it, despite its potential effect on the business community. Hawaiian Airlines President and CEO Mark Dunkerley told an audience last week that as new direct routes from secondary mainland markets to the Neighbor Islands are introduced, inter-island flights will be fewer in number and higher in price. Visitors to the state are contributing massively to holding fares down and keeping availability up for kamaaina traveling between the islands, Dunkerley told 151 attendees at the Pacific Asia Travel Association Hawaii Chapter 2013 Outlook and Economic Forecast. “What everybody wants on the one hand, and where economic pressures are driving us on the other hand, are two entirely separate directions.” The consequences will be felt in higher ticket prices, he said. And that could present a challenge to Hawaii businesses that rely on inter-island flights for day-to-day operations, business meetings and a steady flow of visitors to the Neighbor Islands. It also could affect the Hawaii Tourism Authority’s Neighbor Island strategy. Dunkerley said there is no hiding the fact that visitors to Hawaii making connections to inter-island airports are subsidizing Hawaii residents traveling the same inter-island routes. However, Hawaiian Airlines spokesman, Keoni Wagner, said this week that any discussion of higher air fares is premature and “purely speculation at this point.” Brewbaker, who was also a PATA event speaker, told PBN that just because Hawaiian Airlines reduces inter-island capacity does not necessarily mean inter-island fares will rise. (Pacific Business News, Stephanie Silverstein, February 8, 2013)

Mahalo,

Sheila Gerbig-Hussey
General Manager



‘āina nalu

