



## January 2013



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Aloha,

**Home Owner Reservations:** Toll-free Telephone # 1-866-255-9487  
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Our occupancy for January 2013 was 84% compared to 80% in 2012. The average daily rate (ADR) for January was \$167.56 compared to \$170.93 in 2012. The occupancy on-book for February 2013 is 89%, March 2013 is currently 88%, April 2013 is at 67% and May 2013 is presently at 43%.

Category	Occupancy	Average Daily Rate (ADR)
Garden View Studio	85%	\$139.92
1 Bedroom Garden View	87%	\$157.00
2 Bedroom 1 Bath Garden View	88%	\$175.64
2 Bedroom 2 Bath Garden View	74%	\$184.56

**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 2<sup>nd</sup> Aina Nalu Fundraiser is schedule for May.

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

This seems like the perfect time to consider any upgrades needed in your condo. Tables, chairs and bar stools for the kitchen, or a new sofa/sofa bed with a better mattress and mattresses for the beds in the bedrooms. **STUDIO OWNERS:** Since the mattresses are showing wear and tear, we would like to ask that you consider purchasing a queen size mattress, box spring and metal bed frame (eliminating the wooden box frame). We would position the bed to sit the proper way with the head of the bed at the wall. We have one studio owner that has already done so and we can make it work. We have been fielding a lot of guest complaints because one person has to sleep up against the wall and that their pillows keep falling on the floor while they sleep. The following is some contact information, along with the price I received on Monday, February 11. Beds Warehouse & Furniture Outlet – 808-242-0280 (Helen is contact); Queen Simmons BR Classic – Tapeless Box and bed frame \$1,129.16: Queen Simmons Beautyrest – Tapeless box and bed frame – not on island (two weeks ship time) - \$1,233.33. Delivery is free. Thank you for your consideration.

Maui County's visitor arrival numbers surpassed 2.3 million in 2012, according to statistics released Thursday by the Hawaii Tourism Authority. The 2,340,226 visitors by air were 5.8 percent more than 2011's 2,211,413, continuing a steady yearly climb since the county hit bottom with 1.9 million visitors in 2009, which was when the islands' visitor industry felt the full brunt of the Great Recession. Last year Maui was more than 180,000 heads short of reaching its record annual visitor arrival figure of 2,522,043 set in 2007. The county's 2012 figure ranks as the third-highest visitor arrival mark in the last 10 years, topped only slightly by the 2,346,480 visitors who came in 2005.

Statewide total visitors went up 9.2 percent to 7.8 million. Last year Maui County's international visitors by air grew 13.4 percent to 388,437. Maui's arrival figures have been leveling off because in the last two years the county has recovered airline seats to the islands that had been cutback during the recession, said Terryl Vencl, Executive Director of the Maui Visitors and Convention Bureau. "We are very much back to the airlift that we had before the recession," she said. Not all of Maui's visitors arrived by air. The number of cruise ship visitors to Maui County rose 15.9 percent to 271,926 for the year. Vencl pointed out that Maui did very well in terms of growth in visitor expenditures in 2012, seeing an 18.8 percent increase in tourist spending to 3.62 billion dollars. Maui's greater visitor spending was slightly better percentage-wise than the state's overall, which was up 18.7 percent to 14.3 billion dollars.

Maui's strategic plan for visitors has always been less numbers and maintaining high expenditures, said Vencl. Moving forward, those promoting visitor travels to Maui, need to make sure *not* to have all their eggs-in-one-basket, without forsaking the island's bread-and-butter market of North America, particularly the West Coast.

Maui Tourism officials are working to develop the promising Asia market in countries such as Korea, Taiwan and China and in Oceania, which includes Australia and New Zealand, she said. Promoters also want to entice more first time visitors to Maui. Hawaii Tourism Authority President and Chief Executive Officer Mike McCartney called 2012 the best year on record for Hawaii's tourism economy. He said, "I am proud of how our visitor industry has worked together since 2009 to make this happen." In 2009 daily visitor spending hit a low of \$27 million. . . Today, just three years later daily visitor spending has topped \$39 million and tourism is supporting 167,000 jobs. (The Maui News, January 25, 2013)

Hawaiian Airlines has announced fleet expansion plans again, and this time it's the Neighbor Islands that will likely enjoy a substantial capacity boost. The carrier said it signed a memorandum of understanding with Airbus earlier this month outlining an agreement to acquire 16 of the manufacturer's new A321neo aircraft between 2017 and 2020 with rights to purchase an additional nine aircraft. According to Peter Ingram, Hawaiian's Executive Vice President and Chief Commercial Officer, the new long-range, single-aisle planes will be used on routes between Hawaii and the western U.S., including a number of new nonstop flights to the Neighbor Islands. Hawaiian now offers nonstop flights to 10 cities in the western U.S., but the bulk of that service flies into Honolulu with only a limited number of nonstop segments to Maui.

Mahalo,

Sheila Gerbig-Hussey  
General Manager

