



JUNE 2012



(808) 667-9766 (Property)

(808) 661-3733 (Fax Line)

On-property Reservations

Athena Cajudoy

(800)447-7783

Athena.cajudoy@outrigger.com

Owner Reservations

Judy Rapaich &

Ryan Drummond

(866) 255-9487

occowner@outrigger.com

Front Office Manager

Diana Lene

(808) 856-7001

Diana.lene@outrigger.com

General Manager

Sheila Gerbig-Hussey

(808) 856-7002

Sheila.gerbig-hussey@outrigger.com

Maui Regional Director

Jim Hill

(808) 669-5901

Jim.hill@outrigger.com

Aloha,

Home Owner Reservations:

Toll-free Telephone # 1-866-255-9487

Email: occowner@outrigger.com

Our average occupancy for June 2012 is 75% compared to 74% in 2011. The average daily rate (ADR) for June was \$153.91 compared to \$143.50 in 2011. The occupancy on-book for July 2012 is currently 83%, August 2012 is at 61%, September 2012 is at 40% and October 2012 is presently at 43%.

Category	Occupancy	Average Daily Rate (ADR)
Garden View Studio	88%	\$114.30
1 Bedroom Garden View	67%	\$133.43
2 Bedroom 1 Bath Garden View	78%	\$150.38
2 Bedroom 2 Bath Garden View	60%	\$163.95

Outrigger Enterprises Group recently sponsored a FAM tour of Maui Condo Properties for 14 Outrigger Hospitality Specialist travel agents. Agents came from California, Arizona, Ohio, Texas, Oregon, Alaska, Hawaii, as well as Canada. According to Nancy Daniels, Director of Public Relations for Outrigger, these Outrigger Hospitality Specialists were able to experience the variety of products Outrigger has to offer on the island of Maui first-hand. Agents inspected all Outrigger properties and stayed at the Outrigger Palms at Wailea, Outrigger aina nalu in Lahaina and the Kapalua Villas, where they stayed for several nights. During their stay the travel agents enjoyed the Old Lahaina Luau, the Kapalua Wine & Food Festival as well as a catered dinner at the Cliff House in Kapalua. Travel agents can become a certified Outrigger Hospitality Specialist by completing an online certification course and quiz at Outrigger Agent.com. The feedback we have received from these agents ranged from being very pleasantly surprised about something at each of our properties to gratitude for the opportunity to see for themselves the properties, instead of looking on line. Agents who knew aina nalu Resort in the past as the "Maui Islander" will now begin to book us because they were that impressed with the renovation upgrade to the aina nalu Resort. This was a very successful FAM Tour.

KABA Locks – Designed with both the needs of guests and hoteliers in mind. Guests only need to present their keycard to the lock to gain access. Wave the key in front of the lock and open the door. The locks provide easy tracking to audit any key used to gain access to the unit.

Worry-free maintenance – all electronics and batteries are located in the front lock housing so there is no need to disturb the guest in order to do the maintenance. Keycards will not demagnetize. The installation of the new KABA locks began the first week in July and to date 73 locks have been replaced on Rental Program doors. We have not had the need to interrogate a lock as of yet so we haven't seen that process and are looking forward to seeing the information that provides. We do not know how long the keys will last before they need to be replaced and are hopeful they last longer than the magnetic strip we had on the old key system. We are all very excited to be able to say good bye to the old system.

Tourists often ask us, “Where do the locals go for their vacation?” “Maui a top pick for islander vacations?” – Maui is the fifth (5th) most popular place for traveling Hawaii residents this summer, according to the AAA Hawaii Summer Travel Survey. Not surprisingly, Las Vegas, the choice of 20 percent of respondents, was the top destination, followed by the Big Island (17 percent), Los Angeles (17 percent) and Oahu (14 percent). Maui was the choice of 13 percent of respondents. The poll released Wednesday indicated that more Hawaii residents than last year are definitely planning at least one summer vacation. The results showed that 57 percent said that they definitely plan at least one summer trip which is a 7 percent increase over last year. The survey also showed 60 percent of the responders said the high gas prices are not a major factor in their travel plans. (Money Matters – The Maui News, June 15)

Alaska Airlines will add seasonal, nonstop service between Bellingham, Washington and Maui's Kahului Airport four times a week beginning November 8. The new flights will be available through April 13 and are expected to generate \$16 million in additional visitor spending, according to the Hawaii Tourism Authority. Alaska will operate Boeing 737-800 aircraft on the route, featuring 16 first class seats and 141 in the main cabin. The carrier launched daily nonstop service between Honolulu and Bellingham in January last year.

Many of you have questions regarding maintenance or replacement of the appliances. The replacement of air conditioning units, repairs to washers, dryers, refrigerators and replacement of television sets and sofa bed mechanisms are among these issues. As some of you know, we have had Mario, from MB Appliance here to work on refrigerators, dishwashers, washing machines and dryers. They are all showing wear and parts have needed to be replaced. Our Maintenance Team makes repairs on as much as they are able and when needed we call the outside agency, MB Appliance. It should be no surprise that the air conditioning units wear out and yet it still surprises all of us that they do not last as long as we would like them too. Due to salt air, hot temperatures, humidity, there not being a winter season here plus a lot of use, it does weigh heavily on the life of the unit. We want to thank you for your prompt attention responding to our email or telephone call asking for your approval to proceed with replacement or repair of any of these items when needed. There are many times the guest says, “tell the owner thank you very much” for the new TV, or the AC, or whatever the situation is, so please know you are very much appreciated by the guest as well as the staff. Mahalo.



A Hui Hou!
(Until next time)

Sheila Gerbig-Hussey
General Manager

