



MARCH 2013



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Aloha,

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Our average occupancy for March 2013 is 83% compared to 87% in 2012. The average daily rate (ADR) for March 2013 was \$150.12 compared to \$151.50 in 2012. The occupancy on-book for April 2013 is currently 76%, May 2013 is at 68% and June 2013 is presently at 67%. As of today, on-book for July 2013 is 69%.

Category	Occupancy	Average Daily Rate (ADR)
Garden View Studio	83%	\$109.04
1 Bedroom Garden View	81%	\$138.40
2 Bedroom 1 Bath Garden View	87%	\$149.43
2 Bedroom 2 Bath Garden View	75%	\$168.15

REMINDER: The AOA initiated Phase II of the building painting project. The second phase began Mid-April and will continue through May. You will see 8 "out of service" nights beginning 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.***

FUND RAISER: LAHAINA TUTORING PROGRAM: SAVE THE DATE: 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.**

Maui's hotel occupancy rate slipped 1.1 percentage points in February to 82.6 percent while hotels made more money for their rooms, according to the monthly update from Hospitality Advisors LLC. The Valley Isle hotel occupancy rate trailed the state's overall, which rose from 83.2 percent in February 2012 to 85.6 percent in the same month this year. Maui's earnings for rooms, however, led the state and all other islands, except the Kohala Coast of the Big Island.

Maui's average daily room rate in February grew 4.9 percent to \$294.30 and its revenue per available room increased 3.5 percent to \$243.09. The cheapest Valley Isle rooms, on average, can be found in the Lahaina-Kaanapali-Kapalua region where room rates rose 3.9 percent to \$265.88. Maui hotels also led the state in revenue per available room – up 12 percent to \$385.65 in Wailea; up 6.3 percent in “other Maui locations” to \$270.16 and up 0.6 percent to \$218.66 in Lahaina-Kaanapali-Kapalua. Overall, the increased revenue generated a 7.1 percent increase in per person daily spending, which included visitors traveling to get married, plus free and independent travelers (up 9.1 percent) according to Hospitality Advisors. (The Maui News, April 18, 2013 by Brian Perry)

Maui County's visitor arrivals by air grew to nearly 198,000 in February; a 5.3 percent increase compared with the same month last year, according to figures released Thursday by the Hawaii Tourism Authority. Maui's arrivals trailed the overall state increase in air arrivals which climbed to 675,517, a 7.8 percent jump for the month. Maui's major island competitors fared better as well in terms of percentage increases in February; Kauai, 9.5 percent to 90,082; the Big Island, 8.2 percent to 130,664 and Oahu, 7.9 percent to 396,084. February visitor expenditures on Maui were nearly on par with the state overall. Valley Isle visitors spent \$339.6 million in the month, a 9.4 percent increase, while visitor spending statewide was up 9.9 percent to \$1.22 billion. Spending on Molokai went up 12.5 percent to 3 million, while tourist expenditures on Lanai dropped 21.8 percent to \$7.1 million.

Hawaii's tourism industry continues to maintain positive momentum, said Mike McCartney, Hawaii Tourism Authority President and Chief Executive Officer. He noted that the state generated \$2.66 billion in visitor expenditures in the first two months of the year, an addition of \$188 million compared with the same period last year. Maui's visitor industry has been helped by new nonstop air service from Bellingham, Washington, which was launched in November, he said. The new service contributed to Maui's increase in U.S. West visitors up 7.4 percent to 78,857. Increases in visitor arrivals to Maui from Canada (up 7.3 percent to 33,602) and Japan (up 21.3 percent to 7,197) off set a 5 percent decline from the U.S. East to 53,361, McCartney said.

The Hawaii Tourism Industry continues to focus on enhancing visitor distribution and economic growth across the state, especially during the slower shoulder periods, in order to maintain balance between resident and visitor needs. Through working with our industry partners we have been able to grow visitor expenditures and arrivals on all of the Hawaiian Islands, with significant increases on the Neighbor Islands, said McCartney.

McCartney noted that despite being a traditionally slower travel season, Maui is ramping up a busy spring with a full lineup of festivals and events. Those include Hawaiian music during the fifth annual Maui Hawaiian Steel Guitar Festival and Maui Classical Music Festival, which are both events sponsored by the tourism authority as part of an initiative “to highlight and perpetuate our islands' rich culture.



A Hui Hou!

Sheila Gerbig-Hussey
General Manager

