



October 2012



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Aloha,

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Our occupancy for October 2012 was 61% compared to 59% in 2011. The average daily rate (ADR) for October was \$138.58 compared to \$136.06 in 2011. The occupancy on-book for November 2012 is currently 70%, December 2012 is at 72% and January 2013 is at 84% and February is presently at 92%.

Category	Occupancy	Average Daily Rate (ADR)
Garden View Studio	82%	\$111.95
1 Bedroom Garden View	72%	\$126.63
2 Bedroom 1 Bath Garden View	60%	\$155.34
2 Bedroom 2 Bath Garden View	46%	\$158.49

SAVE THAT DATE: I can't believe 2012 is coming to an end. 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 Annual 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

If you are planning on a trip to Maui in February, please check our availability because we already have some dates that are sold out.

“Despite the visitor industry’s strong rebound in 2012, the Hawaii Tourism Authority is falling behind its self-imposed targets designed to increase the number of people who make it to the Neighbor Islands. Oahu is the only island that is meeting the HTA’s visitor distribution targets this year. Year-to-date, visitor arrivals for the first nine months of the year statewide totaled 5.97 million, a 9.6 percent increase from last year, according to HTA data. The year-over-year increases on Oahu, Maui, Kauai and Big Island are considered a success. Even so, the HTA is looking at ways to further improve the distribution of visitors to Neighbor Islands.”

One thing being looked at is better distribution on inter-island carriers and being able to distribute international travelers from Oahu to Neighbor Islands, Uchiyama said. That's an area we feel we can get a lot more growth. The issue, he said, is ease of access. Flights need to be aligned so that an international visitor does not have a long layover in Honolulu before connecting to a Neighbor Island. Hawaiian Airlines CEO Mark Dunkerley said the airline has relationships with other carriers to provide that service. And it works with the HTA and its marketing partners, particularly the Hawaii Visitors and Convention Bureau, to promote Hawaii as a destination. Even so, Dunkerley told analysts during an earnings conference call last month that he thinks the airline can improve its service within the Hawaiian Islands. In an interview for this story, Dunkerley said Hawaiian Airlines continues to refine its inter-island travel, and expects that in 2013 customers will see the full benefit of the airline opening its Maui hub in 2011, which already has resulted in an increase in capacity of almost 10 percent. Hawaiian Airlines currently has 170 daily inter-island flights. Hawaiian Airlines also is purchasing turbo-prop aircraft to serve Neighbor Island airports, including those on Lanai and Molokai, which it expects to begin serving in 2013. (Pacific Business News, Stephanie Silverstein, November 16.)

Among the state's top visitor markets, arrivals by air from the U.S. West increased 3.1 percent from 2011. U.S. East arrivals fell 1.9 percent. Japanese arrivals grew 9 percent. Canadian arrivals were down 2.2 percent compared to 2011. Visitor arrivals by cruise ships climbed 52.5 percent compared to 2011. While arrivals increased at a slower rate than recent months, we were extremely pleased that the pace of expenditure growth has not weakened, said Mike McCartney, President and Chief Executive Officer of the Hawaii Tourism Authority. Going into the fourth quarter, McCartney expressed optimism because of new routes by Hawaiian Airlines from Sapporo, Japan, and Brisbane, Australia; Jetstar from Melbourne, Australia, and Allegiant from the West Coast, including a Bellingham, Washington to Kahului flight. These new routes are all servicing secondary cities which will provide greater ease of access for visitors to come to the Hawaiian Islands, he said. McCartney also cited the EA Sports Maui Invitational around Thanksgiving to help to draw visitors for the quarter. We are encouraged by the growth we have seen in expenditures and arrivals for the year so far and remain committed to working with the industry and our global marketing partners to achieve our overall targets of \$13.9 billion in expenditures and 7.9 million visitor arrivals by the end of 2012. (The Maui News, October 31, 2012)

Alaska Airlines began nonstop, seasonal service from the U.S. West Coast to Maui and Kauai earlier this month and will re-launch flights to the Big Island on November 10th. The carrier brought back its schedule of four weekly flights between Portland, Oregon and Kauai's Lihue Airport November 5th and launched four-times-weekly flights between Bellingham, Washington and Maui's Kahului Airport on November 8th. The Bellingham-Kahului service will be offered until April 14th. The airline offers 27 daily flights to Hawaii's four major islands from Anchorage and seven West Coast getaways.



Happy Holidays!

Sheila Gerbig-Hussey
General Manager

