



September 2012



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Aloha,

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Our average occupancy for September 2012 is 54% compared to 63% in 2011. The average daily rate (ADR) for September was \$138.27 compared to \$131.76 in 2011. The occupancy on-book for October 2012 is currently 64%, November 2012 is at 66% and December 2012 is presently at 62%. As of today, on-book for January 2013 is 61%.

Category	Occupancy	Average Daily Rate (ADR)
Garden View Studio	84%	\$114.73
1 Bedroom Garden View	67%	\$128.36
2 Bedroom 1 Bath Garden View	53%	\$156.82
2 Bedroom 2 Bath Garden View	36%	\$158.02

I am hoping that this will be the last hard copy of your monthly statement and newsletter from me. We have a program that will securely send your statement and newsletter. You will receive an email from me and that email will have a button that states "view message". Click on that button and you will be directed to the website where you will be able to receive your statement and newsletter. Scan to the bottom of this page and you will see two attachments. One will be your statement and the other your newsletter. When you click on your statement it will then ask you for a password. Your password will be your unit number. If you are not on direct deposit your check will be mailed to you. If I don't have your email address you will still receive your statement and newsletter via regular mail.

The AOA has made the decision to initiate the exterior building painting. The first phase is scheduled to begin to include buildings A, B, C & D this year 2012. The second phase will be scheduled for April and May 2013. You will see "out of service" nights beginning in November. The schedule is as follows: Building A, November 4-10; Building B, November 11-17; Building C, December 2-8 and Building D, December 9-15. Please note that if you or your owner's guest is booked for some of these dates they will be able to stay in your unit and they will be fine. There may be one day for a couple of hours that you or they will not be able to enter or exit the unit. Please call your AOA manager Les Yagin if you should have any questions. His number is 808.357.6210.

Tourism officials say the upcoming fall travel season is typically slower, but they anticipate the strong growth seen so far this year to continue with additional air service to Hawaii from the Mainland, Australia, Canada, Japan and New Zealand. In addition, Maui will host festivals and events which will help to draw visitors to our Hawaiian Islands including the Lahaina Plantation Days, XTERRA World Championships and the Wailea Wine & Food Festival, Hawaii Tourism Authority President and Chief Executive Officer Mike McCartney said in a statement. Arrivals last month were up across the six main islands, while visitor spending was up on all the islands except for Molokai and Lanai. The state as a whole saw visitor expenditures increase nearly 15 percent last month to \$1.19 billion. Total arrivals to Hawaii were up 11 percent to 725,642 visitors. Year to date, Hawaii has seen 5.4 million visitors and total expenditures of \$9.6 billion. McCartney said the state is expected to see continued growth for the rest of the year, but at a more moderate pace. While we expect continued growth, we anticipate less significant increases in the fourth quarter and as compared to the significant year-over-year increases seen during the first eight months of 2012, he said in a statement. (The Maui News, September 28, 2012)

Airline passengers can expect fewer carriers to choose from, fewer flights to smaller cities and more baggage and other fees as the industry continues to grapple with high fuel prices and a weak economy according to a government report released in September. The airline industry is still in transition after a tumultuous decade in which bankruptcies and mergers cut the number of airlines, accounting for the bulk of domestic flights in half, to just five; American, Delta, Southwest, United and US Airways. The report by the Department of Transportation's inspector general said, if US Airways and American – which are in merger discussions – were to combine, that would drop to four. Twelve years ago, there were ten major U.S. airlines accounting for 90 percent of domestic flights. High fuel prices, the 2008 recession and a slow economic recovery have definitely taken a toll. In 2000, fuel costs were just 10 percent of airline operating expenses. Fuel costs peaked at 40 percent of expenses in 2008, outdistancing payroll as the airlines biggest expense. Last year, fuel accounted for 35 percent of expenses.

Maui saw increased arrivals last month from the Mainland East Coast – up 11 percent – and the West Coast – up 9 percent. Those gains helped offset slightly lower arrivals from Canada – off nearly 3 percent for the month – and from Japan – down by 1.5 percent compared to August 2011. Year to date, Maui has seen 1.6 million total arrivals, a 6 percent increase over last year. Of those visitors, six out of 10 stayed exclusively on Maui according to the Hawaii Tourism Authority.

Hope to see you at our November 19th on site Rental Program meeting in the cottage at 9am.

A Hui Hou!

Sheila Gerbig-Hussey
General Manager

