



July 2012



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Aloha,

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Our average occupancy for July 2012 is 78.7% compared to 79.0% in 2011. The average daily rate (ADR) for July was \$144.52 compared to \$148.08 in 2011. The occupancy on-book for August 2012 is currently 74%, September 2012 is at 53%, October 2012 is presently at 55%.

Category	Occupancy	Average Daily Rate (ADR)
Garden View Studio	95%	\$113.17
1 Bedroom Garden View	75%	\$134.07
2 Bedroom 1 Bath Garden View	79%	\$145.01
2 Bedroom 2 Bath Garden View	76%	\$161.42

Mark your calendar. We are having a Rental Program meeting and it has been scheduled for November 19, 2012 at 9:00 AM in the cottage at aina nalu. If you are on island, and can attend, it would be great to see you.

Monthly Statements: As you know we have been looking into having the statements, and our Rental Program Home Owners Monthly Newsletter sent to you via email. We are looking forward to having this process in place. We are in the process of verifying email addresses and will need to do a test run. Our target is set and hopefully will be in place by the end of the year.

The tourism industry is leading the way in Hawaii's economic recovery, leaving nearly all other industries far behind as it races toward 7.8 million visitors this year and 8 million visitors in 2013, according to a new study. Meanwhile, the rest of the state's economy remains flat, according to the University of Hawaii Economic Research Organization's latest study. Tourism is strong because Hawaii's marketers have succeeded in tapping into nontraditional markets, said Byron Gangnes, UHERO's senior research fellow and co-author of the Annual Hawaii Forecast. We really have seen so much strength and I think part of that has to do with Hawaii beginning to tap some of these markets that are less dependent on global economic conditions. They're not immune, but they're less dependent. The study noted that global economic conditions are "perhaps the most perilous they have been since 2008-2009." Despite the global economy, however, visitors from non traditional markets outside the U.S. and Japan are expected to be the strongest area of growth, expanding by nearly 8 percent next year.

from the U.S and Japan are expected to increase as well. Gangnes said some Americans who put their vacations on hold after the economic downturn are now beginning to take those trips.

Hawaiian Airlines is doubling its nonstop flights between Maui and California's Bay Area. The airline says that starting October 3rd, there will be 14 flights per week to Maui from Oakland and San Jose. Hawaiian usually offers four flights per week between Oakland and Maui and three flights per week between San Jose and Maui. By increasing Maui service, Hawaiian is reducing flights to Honolulu from Oakland and San Jose. Hawaiian Executive Vice President and Chief Commercial Officer Peter Ingram says there's been tremendous demand for Maui service from customers in Oakland and San Jose. As part of the announcement special fares are offered for travel between Oakland and San Jose and all the Hawaii airports the airline serves. (The Maui News, August 16, 2012)

Canadian airline West Jet has announced plans to expand nonstop seasonal service from Calgary and Edmonton to Hawaii beginning in December. The carrier has leased two Boeing 757-200 aircraft from Thomas Cook Airlines for twice-weekly service between Calgary and Honolulu, a four-times-weekly flight between Calgary and Maui and three-times-weekly service between Edmonton and Maui. While the flights will be operated by Thomas Cook pilots, West Jet flight attendants will look after passengers. The two companies flew between Alberta and Hawaii under a similar arrangement last year onboard only one leased Boeing 757. The decision to lease a second aircraft is a direct response to demand for service and the additional flying will allow us to offer three additional daytime flights this winter at low fares, said Bob Cummings, West Jet's executive vice president of sales, marketing and guest experience. (Travel Weekly, August 9, 2012)

In the short term, university economists expect a strong summer tourism season, with scheduled air seats up more than 12%. UHERO also cautions that the tourism industry is very vulnerable. There is no doubt that a dramatic worsening of global conditions would cause a steep falloff in all tourism markets. In any case there is only so much tourism capacity of recent growth will not be sustained indefinitely. We are cautiously optimistic that we will maintain gradually improving economic conditions in the islands, UHERO said.

Hawaii's tourism economy is on pace to set a record-breaking year in 2012, Mike McCartney, HTA president and CEO, said in a statement. Hawaii continues to receive a growing number of arrivals from North American and other major markets, supported by additional domestic and international airlift. Among Hawaii's four largest source markets, arrivals from the U.S. West were up 5.7% when compared with the first half of 2011, while those from the U.S. East grew by 4.5%. Through the end of June, Japanese arrival continued to recover after last spring's tsunami jumping more than 17% year over year, and visitors from Canada increased 6.5%. Total available air seats to Hawaii increased 4.8% through the first half of 2012. This positive momentum is expected to continue through the second half of the year as airlift to the Hawaiian Islands expands with additional service by Allegiant Travel, Asiana Airlines, Hawaiian Airlines and international charter flights, McCartney said. (Hawaii Tourism Authority, August 6, 2012)

The AOA Maintenance has received some more KABA locks and will hopefully begin to install new locks once again. The total Rental Program locks that have been replaced, to date, are 99.

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A Hui Hou!

Sheila Gerbig-Hussey
General Manager

