



**MARCH 2012**



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Aloha,

**Home Owner Reservations:**

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Our average occupancy for March 2012 is 87% compared to 79% in 2011. The average daily rate (ADR) for March was \$151.50 compared to \$142.83 in 2011. The occupancy on-book for April 2012 is currently 73%, May 2012 is at 49% and June 2012 is presently at 48%.

Category	Occupancy	Average Daily Rate (ADR)
Garden View Studio	93%	\$114.85
1 Bedroom Garden View	85%	\$141.13
2 Bedroom 1 Bath Garden View	81%	\$151.30
2 Bedroom 2 Bath Garden View	82%	\$168.79

The Outrigger Rental Program Owner's meeting has been scheduled for May 18, 2012 from 4pm to 6pm at the Royal Lahaina Resort. If you still intend to book your unit, please do so soon.

We will have two open positions on the Rental Advisory Committee (RAC). Both positions are for three years each. If you are interested please submit a statement of interest and short bio to me by May 30<sup>th</sup> via fax 808.457.3510 or email at [sheila.gerbig-hussey@outrigger.com](mailto:sheila.gerbig-hussey@outrigger.com).

"Recent strong growth carried over from the latter half of 2011 indicates the Valley Isle is holding its own – even as Oahu drives the rest of the state's tourism-led recovery. The state's tourism marketers are pushing far more aggressive targets this year that call for more than 30 percent of visitors to Hawaii to make their way to Maui in any given month. It's the Hawaii Tourism Authority's attempt to distribute more visitors to the Neighbor Islands."

"To keep up with those targets, Maui is relying on maintaining airlift, courting more meetings, conventions and incentives group business and tapping into emerging markets, such as Australia, Canada, China and Korea for leisure visitors. I'd say things are mostly good, but we're struggling to get back to 2007 rate levels, said Matt Bailey, General Manager of the luxury resort Grand Wailea. And, we're always a little nervous when some government entity starts to talk about how everything is great. Oahu is a completely different market and it's a very different product. Maui stands on its own."

“Visitor spending on Maui climbed 12.9 percent to \$3.2 billion in 2011 when compared to 2010. That number accounted for a quarter of all visitors spending in Hawaii last year according to the Hawaii Tourism Authority. Maui visitors spent on average \$180 a day per person, a number that still trails Oahu’s \$197 a day average. The most promise seems to come from the newest direct nonstop flights to Maui from West Coast hubs, such as the Bay Area, by carriers including Hawaiian Airlines, Alaska Airlines and the newly merged United Airlines with Continental Airlines, sources say. Without a doubt nonstop air service has been the number 1 factor in increasing visitors to Maui, said Shari Chang, senior vice president of sales, marketing and revenue management for Aston Hotels & Resorts. Airlift is key to a successful visitor campaign. The oil prices have not had much impact thus far in 2012, but if oil prices continue to rise we have to closely monitor the impact on airfares. Once West Coast airfares creep up over \$1,000 (round trip) we start to see price resistance as the vacation package becomes too high and the consumers look for alternative destinations. Terry Vencel, executive director of the Maui Visitors and Convention Bureau, says Maui still is recognized as the dream vacation. But, it’s essential that air seats to Maui are maintained because visitors don’t want to struggle with frequent layovers before arriving here. The West Coast business has been our bread and butter for years – it is not different now, she said. We only have to recall what happened when ATA and Aloha Airlines left us (2008) to know how important that direct service is to the visitor and to our Islands. If it was important when fuel costs were less, it is only more so now with costs increasing. (Brian Davis, an executive for Allegiant Airlines reported to Howard Dicus at Hawaii News Now that nonstop flights to Hawaii from Fresno, California and Las Vegas, Nevada will begin by the end of June. He said they may be looking at other nonstop possibilities west of the Rocky Mountains. This is new airlift to Hawaii by Allegiant Airlines.)”

“Collectively, Maui hotels are the most expensive in Hawaii with an average daily rate of \$246.20 in 2011, according to Smith Travel Research and Honolulu based Hospitality Advisors. For example, average daily room rates in the luxury enclave of Wailea were \$387.27 in 2011, up 8.1 percent from 2010. Lahaina, Kaanapali and Kapalua rates averaged \$222.28 up 10.1 percent from 2010, but that doesn’t mean Maui visitors aren’t cost conscious. Our bread and butter is the Mainland visitor and they’re very much the same as they were four or five years ago. Their spending patterns are different, Bailey said, they’re a little more frugal than they were four or five years ago. They’re looking for greater value – booking nonrefundable stays to get a better deal and rolling the dice that their plans aren’t going to change. As reflected in the Hawaii Visitors & Convention Bureau’s marketing campaign establishing brand identities for each island – Maui’s is “captivating” – visitors want new experiences. So, activity vendors, attractions and tour operators are stepping up to provide that. We are finding that affluent and next generation travelers are looking for unique experiences with more substance and authentic sense of place, not the usual snorkel or luau like they’ve seen before, said Pomai Weigert. She is marketing and community relations coordinator for Alii Kula Lavender in Upcountry Maui, whose lavender farm tours cater to residents and visitors by promoting agritourism. Conservation, environmental impacts and green movements have become a trend all over the world and visitors locally and globally want to invest in, and experience this. (Linda Chiem, Pacific Business News, March 30, 2012)”

Check us out on Face Book on the following link! We have 227 LIKES.

<http://www.facebook.com/pages/Outrigger-Aina-Nalu/154637224570994> Right now we are offering information about what’s happening on Maui, as well as links to activity promotions and flight discount information. Let your friends and family know they can check out our Face Book Page and become our “LIKE”.



A Hui Hou!

Sheila Gerbig-Hussey

