

Waves



ALA MOANA HOTEL
Rental Program

THE ALA MOANA HOTEL RENTAL PROGRAM OWNERS NEWSLETTER

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Aloha from the Ala Moana Hotel Rental Program!

For those of you who recently joined the rental program, thank you for choosing us!
We welcome you to our ohana. Please stop by and see us if you're in the neighborhood.
We are located in the hotel lobby, behind the Activities/Tours Desk.
Office hours are Monday through Friday from 8am - 5pm.

OWNERS FORUM NEXT MONTH

The annual ALM Rental Program Owners Forum is scheduled from 6pm—8pm on Thursday, October 22, 2009. It will be held in the Garden Lanai banquet room located on the second floor. RSVP required. Please contact the owner relations office for more information.

RESERVATION FORMS UPDATED

The rental program member's reservation form has been updated. It was necessary to include a section that specifically notes the date and day of the week for any optional housekeeping service requests. This will ensure such housekeeping service is competed. However, please remember that any unit with the "Do Not Disturb" sign on the door will not be serviced. Housekeepers will slip a note under the unit door which advises the guest to call Housekeeping for maid to return and service. Should the guest not call for housekeeping on the scheduled day, the housekeeping charge still applies, as staffing was already scheduled.

PAKELE LIVE SERIES CALDENDAR

Come and enjoy traditional Hawaiian music every Thursday in the Pakele lounge from 6pm-8pm. For more information and to connect to the live internet streaming, visit www.pakelelive.com. Upcoming entertainers:

- October**
- 8 - Greg Sardinha & Po'okela Hui
 - 15 - Peter Apo & Rainbow Nation Band
 - 22 - Lorna Lim CD Release Party
 - 29 - Rodney Arias, Jr.
- November**
- 5 - Natalie Ai Kamauu CD Release Party
 - 12 - Gordon Freitas & Local Folk
 - 19 - Stephen Inglis

OUTSTANDING DISTRIBUTION CHECKS

Our accounting department has advised that there are outstanding owner distribution checks. If you still have an outstanding distribution check, please cash or deposit in your bank account as soon as possible so that monthly books and records can be closed. Failure to do so may result in additional fines and/or penalties. If you have any questions, contact Owner Relations for assistance.

MEMBERSHIP PROGRAM BENEFITS

Be sure to take advantage of the discounts being offered to owners who present their Membership Program Benefits cards. Here are a few great offers:

5% off Food for Ala Moana Hotel Catered Event of 50 Persons or More

Discount must be applied at time of original event booking, subject to verification of membership card and photo identification; non-transferable. Valid on new functions only. Excludes Continental Breakfast.



Hawaiian Airlines

Visit our exclusive website www.thealamoanarp.com and click on the Owner Privileges page for Preferred Rates.

Dollar Rent-A-Car

Call 808-944-1454 or 1-800-367-7006 (mainland) for Preferred Rates.



ALOHA FROM DAVE LAWRENCE

No change in the condition of Hawaii's tourism or the hotel's position during these difficult times. However, the booking window is definitely shorter and our sales team is doing everything to capture these "last minute" opportunities.

We will recap 2009 at the Owners Forum and share our plans for 2010. Hope to see you next month.

Mahalo,

Dave Lawrence
General Manager

MARKETING EFFORTS

Like every other hotel in Hawaii, the Ala Moana Hotel is "on sale" but we've added a special touch. We are giving away Las Vegas trips to lucky Kama'aina guests who visit us between October 1, 2009 and January 31, 2010 and confirm the \$99 promotional rate!

INDUSTRY STATUS

Travel advisories report that Hawaii hotels experienced the worst summer ever. Visitor arrivals have been down for the past thirteen months. This condition forced hotels to cut rates and add deals to try to fill up rooms but the discounts have drained the revenues. Despite the steep discounting of room rates, hotel occupancies during what would normally be our busy summer season remain at record lows.

State and county tourism officials launched a marketing campaign in Los Angeles to promote Hawaii as a beautiful and safe destination with rich culture, history and that it also offers a good value. Hawaii's four county mayors joined the campaign, which demonstrates how important the industry is to our economy and its workforce.

Ala Moana Hotel management, staff and employees are prepared for the arrival of the American Dental Association 2009 Annual Session attendees at the end of September. ADA will be celebrating the 150th anniversary at the Honolulu Convention Center. Our team remains focused on generating all types of business for the hotel.

The More you Stay the More you Play.



Every night you stay with us between October 1, 2009 and January 31, 2010 increases your chances to win a trip for two to Las Vegas. With kama'aina rates starting at \$99 at the most convenient location in town you can't lose!

Includes airfare, accommodations, airport/hotel transportation and meal plan. Drawings held at the Lite 94.7 KUMU Breakfast Club at Plantation Cafe the first Saturday of Nov, Dec, Jan and Feb.

STARTING FROM
\$99
KONA TOWER

808-955-4811 OAHU
800-446-8990 N.I. Toll Free
www.alamoanahotel.com
410 Atkinson Drive
Honolulu, Hawaii 96814



ALA MOANA HOTEL
The Kama'aina Favorite

Rate per room, per night, single/double occupancy valid through 12/21/10. Must show proof of Hawaii residency at check-in. Las Vegas offer for Kama'aina only. No purchase necessary. Official rules available at hotel Front Desk Mon-Fri, 8am - 5pm. Subject to availability and change. Taxes not included. Restrictions may apply.

Vacations Hawaii
HAWAII • LAS VEGAS

