

Waves



ALA MOANA HOTEL
Rental Program

THE ALA MOANA HOTEL RENTAL PROGRAM OWNERS NEWSLETTER

Volume 5 • Issue 5 • SEP / OCT 2009

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

Mahalo to those owners who were able to attend our annual Rental Program Owners Forum last month. Your support and suggestions were greatly appreciated. Please visit our website www.thealamoanarp.com to view the presentation given that evening.

SECURITY IMPROVEMENT

Effective November 9, access to all guest rooms via the elevators has been restricted. All guests need to insert room keys into the elevator card key slots to access their unit floors specifically. There are no restrictions to access the 2nd floor banquet rooms, shopping center sky bridge, 3rd floor fitness center, pool and restaurant.

PAKELE LOUNGE

In addition to the weekly "Pakele Live" series featuring Hawaiian music every Thursday from 6pm-8pm, the lounge will be opening on Fridays and Saturdays. The hours of operation will be 5pm—11pm. Local entertainers Derrick Lee and John Feary will alternate performances every Friday and Saturday. Join us!

Happy Thanksgiving



TAX REMINDERS

All 2009 Form 1099-MISC will be issued by January 31, 2010. These 1099s will reflect the earned revenues in the months of January through December 2009. Multiple unit owners will receive one accumulative 1099-MISC per Federal Tax ID number.

All owners who have authorized the hotel to file monthly 2009 GET/TAT taxes on their behalf **must prepare and file their own annual returns**. The hotel will only file annual returns for those owners whom the hotel has filed a full 12 months (January through December) on their behalf. Please contact Owner Relations if you have any questions or would like to sign up for future GET/TAT tax preparation.

CONTINUOUS PREVENTIVE MAINTENANCE

Reminder: The \$75* quarterly CPM charge will be reflected in October's owner account statement. Our efforts to assure that guestroom standards are maintained through Continuous / Preventive Maintenance are being met accordingly. The \$75 CPM charge is deducted quarterly (OCT/JAN/APR/JUL) from owner account statements. Please note that this quarterly charge is tax deductible. *Suite owner's CPM quarterly charge will be \$110 because of the larger square footage and additional inclusions.

WAVES NEWSLETTER

The hotel rental program newsletter will be changed to a quarterly publication in 2010. WAVES will be mailed with owner account statements in January, April, July and October. Newsletters are also posted on the rental program website.

ALOHA FROM DAVE LAWRENCE

Thank you to those owners who attended our annual Owners Forum. I enjoyed meeting you and appreciate your comments and suggestions. Although the hotel will see a bump in activity during the Christian Congregation of Jehovah's Witnesses convention in November, the pace slows down dramatically upon their departure. The number of participants in the Honolulu Marathon on December 13th is much lower than previous, particularly the athletes from Japan because of increased air fares and surcharges.

Overall, hotel management and staff continue to pursue all business opportunities. We will be lowering our local Kama'aina rates to start at \$79 which keeps our hotel in line with the competition. Meanwhile, we remain focused and optimistic looking towards 2010.

Mahalo,
Dave Lawrence
General Manager

FLOOD INSURANCE

Some owners have recently received letters from their mortgage company questioning flood insurance. Please contact your AOA broker, Insurance Associates at 808-526-9271. They handle the AMH AOA master policy and can assist you with this information.

REMINDER

Next AOA General Meeting is scheduled for Monday, March 15, 2010 in the Hibiscus Ballroom on the 2nd floor. Registration is at 5:30pm and meeting at 6pm. For more information, please contact Hawaiiana Management Company.

OWNER QUESTIONS/COMMENTS

While staying in my unit, I noticed that the new CFL bulbs near the doorway seem very bright. Have any guests complained and does the hotel intend to change them to have a more calming feel upon entry?

The hotel has not received any guest complaints regarding the lighting. However, your concern will be mentioned at the next AOA Board of Directors meeting on December 7.

I understand the hotel's balancing operations but want to know why owner and guest stays would count towards rental nights.

When a unit is blocked for owner or guest use, this means that the unit is being removed for that specific date and period, and will miss any potential incoming business that the hotel may have secured. For example, if an owner chooses to allow their guest to utilize their unit for 30 days, it would not be fair to equally balance this unit with another unit owner who consciously keeps his unit available to capture any potential rental opportunity.

My wife and I attended the Owners Forum and despite the horrible condition of the economy and tourism, we are pleased with the hotel's efforts to keep going. We know that things will turn around eventually. Mahalo.

On behalf of our entire hotel team, we send our sincerest MAHALO and appreciate your support.

OWNER FEEDBACK

The Ala Moana Hotel's Owner Relations Office continues to seek feedback from owners on your experience with the Rental Program. We will feature owner comments and/or answer owner questions in this newsletter. Participation is voluntary and we thank you in advance for your assistance. Until next month, we wish you the warmest of aloha.

Plantation Cafe
Christmas Day Brunch
Friday, December 25, 2009
10:30am – 2:30pm
\$36.00 – Adults / \$19.00 – Children (12 years and under)
Featuring Sliced Slow Roasted Turkey with Pan Gravy
and all the Fixings, Roast Prime Rib, Sushi Hand Rolls &
Omelet Station and several additional
Hot & Cold Selections, Dessert Station includes
Homemade Warm Bread Pudding with Vanilla Sauce and
Many More Holiday Favorites.
For Reservations Call 955-4811, ext. 4070.

Christmas Brunch Buffet & Show
Sunday, December 20, 2009, 10:30am – 2:00pm
Hibiscus Ballroom
\$55.00 – Adults / \$27.50 – Children (4 – 11 years)
& under 4 years free
Along With Our Delicious Roasted Prime Rib of Beef and
Holiday Buffet, Enjoy Great Entertainment Featuring
**Hoku Zuttermeister and
O'Brien Eselu & Na Wai 'Eha O Puna)**
For Reservations Call 955-4811, ext. 4070