

# Waves



ALA MOANA HOTEL  
*Rental Program*

THE ALA MOANA HOTEL RENTAL PROGRAM OWNERS NEWSLETTER

Volume 6 · Issue 2 · APR / MAY / JUN 2010

## *Aloha from the Ala Moana Hotel Rental Program!*

The Rental Program Owner Relations Office is located in the hotel lobby, behind the Activities/Tours Desk. Office hours are Monday through Friday from 8am - 5pm. Visit our website [www.thealamoanarp.com](http://www.thealamoanarp.com)

### **HAWAII'S TOURISM SHOWS IMPROVEMENT**

The Department of Business, Economic Development & Tourism (DBEDT) revised its forecasts for visitor spending and visitor days, predicting that visitor arrivals will increase more than it expected. Analysts still project that Hawaii won't return to where it was until the 2013 time frame, however, the recovery is starting a little faster. Hawaii's economic impact of new visitors is much stronger than anticipated because of increases from the international market.

Korean Air added three additional weekly flights in June, around 780 additional seats per week, to supplement its existing daily service from Incheon International Airport to Honolulu International Airport. With eased restrictions for overseas travel following the visa waiver, the Hawaii Tourism Authority increased and expanded marketing efforts in South Korea to make sure Hawaii was at the top of the list as an ideal destination to visit. We are starting to see results from such marketing efforts and government relations, with South Korea posting the highest increase of visitor arrivals, followed by Australia, China, New Zealand and Canada. Yes, the industry is optimistic but we must work even harder and pay attention to factors such as currency exchange rates and oil prices, which directly affect people's ability and decision to travel to Hawaii.

Although arrival numbers are up, the state's average room rate fluctuated only slightly. Discounted rates will need to continue through the end of the year in order for the state to remain competitive with other destinations.

With a shorter booking window, our Ala Moana Hotel sales team has been very busy securing many last minute group inquiries. The reservation phone lines are ringing, the hotel lobby is busier and our entire team is committed to providing excellence service that will bring these guests back to the Ala Moana Hotel.

*(Sources: DBEDT, PBN, Honolulu Advertiser)*



### **CORRIDOR CARPET REPLACEMENT**

We are pleased to announce that the corridor carpet replacement project in the Waikiki Tower has been completed. The quality carpet looks wonderful and we have received many positive guest and owner comments. We are hopeful that the Kona Tower corridor carpet will also be replaced by the end of the year.

### **TAT TAX INCREASES TO 9.25%**

Reminder, per the State of Hawaii Department of Taxation Act 61, the transient accommodations tax will increase to 9.25% for the period beginning July 1, 2010 to June 30, 2015. Such increase shall be collected and distributed accordingly, as reported in the monthly owners account statements.

## ALOHA FROM YOUR ALA MOANA HOTEL

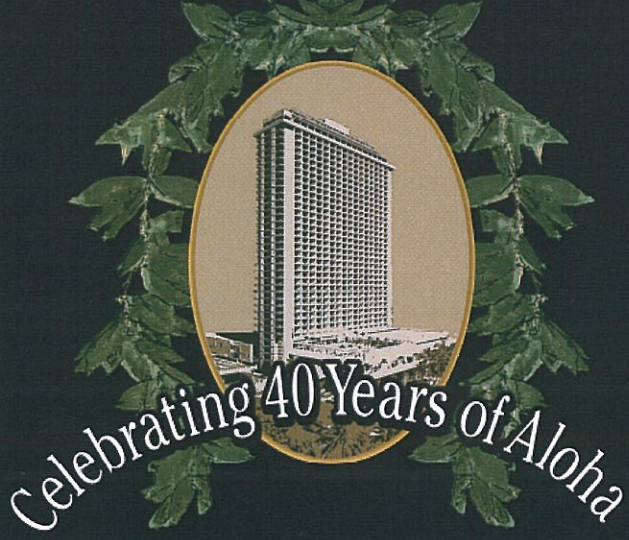
Well it seems that the declines in tourism that we have been experiencing have finally bottomed out and are showing improvement. According to figures released by DBEDT, total arrivals and total visitor days thru the end of May are up 4.1% and 3.6% respectively and this trend is expected to continue. For Oahu these statistics are up 2.3% and 2.9% respectively but all of these increases come at a price...AVERAGE DAILY RATE.

What is happening is that the tourist industry as a whole is stimulating the recovery by offering rooms at rates less than they were 5 years ago. At your Ala Moana Hotel for instance we have sold 22,000 more room nites compared to the same period last year, yet revenues are basically flat. We are doing this not only to compete with the other hotels, but to keep Ala Moana squarely in sight of the consumer for when the real good times return.

Your board has done a great job in supporting upgrades to the property and we have just finished replacing all hallway carpeting in the Waikiki Tower, and hope to have the Kona tower completed by year end.

So, Aloha for now and thank you for your confidence and support.

Mahalo,  
Dave Lawrence  
General Manager



The logo features a central oval image of the Ala Moana Hotel building, surrounded by a lush green leafy wreath. Below the wreath, the text "Celebrating 40 Years of Aloha" is written in a white, curved font.

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This year, Ala Moana Hotel celebrates 40 years of hospitality! Known as “Honolulu’s Landmark Hotel,” the Ala Moana Hotel has been a favorite of Hawaii residents and visitors alike since its opening in 1970. Here are some proud facts of the Ala Moana Hotel:

- ◆ Built by Hawaiian Dredging and opened for business on August 3, 1970. The 36-story building was then the tallest building in Hawaii.
- ◆ Two night packages started at \$29 per person.
- ◆ The original home of the Na Hoku Hanohano Awards and has hosted numerous talented performers including Aunty Genoa Keawe, Makaha Sons of Ni’ihau, the Brothers Cazimero, Melveen Leed, Don Ho, Loyal Garner, Al Harrington, Kaponu, Rap Replinger, and many many more.
- ◆ Awarded the prestigious Rendezvous Tours Travel Industry Award numerous times and named first place in the categories of “Superior Hawaii Property” and “Best Hotel on the island of Oahu”.
- ◆ Long time supporter of the Hawaii Foodbank, Aloha United Way, Central YMCA, the Blood Bank of Hawaii and proud participant in the Hawaii Visitor Industry Charity Walk.
- ◆ “Ala Moana” translates to “*pathway to the ocean*”

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## HOUSEKEEPING UPDATES

Our housekeeping department works extremely hard to maintain the quality standards of the Ala Moana Hotel. The friendliness of our housekeeping staff and the cleanliness of our units is consistently mentioned in hotel guest comment cards. In addition to daily assignments, projects are on-going throughout the year:

- Cleaning lanais and lanai walls in all Waikiki Tower units.
- Shampooing carpets in all hotel units.
- Changing out coffee makers.
- Scheduling unit fumigation by floors.
- Cleaning air conditioning vents.
- Deep cleaning stained unit desk chairs, tub chairs and sofa beds.

## MAINTENANCE UPDATES

Director of Engineering, Dennis Miho, and his team has been working on various on-going projects to maintain hotel standards, including monthly CPM (continuous preventive maintenance):

- Waikiki Tower service doors next to corridor soda machines will be replaced, complying with fire safety requirements.
- Installation of new salt water filtration system for the swimming pool has been scheduled
- Waikiki Tower corridor lighting will be changed to a more energy efficient and brighter natural lighting.
- Proposals to replace lobby sprinkler pipes are being reviewed.
- The AAO has authorized Energy Industries to schedule pilot test rooms.
- Proposals to replace surrounding concrete planters are being reviewed.

## OWNERS FORUM

Mark your calendars for the annual Ala Moana Hotel Rental Program Owners Forum. Invitations will be mailed to all rental program owners.

**Thursday / October 21, 2010**  
**6pm—8pm**

## RENTAL PROGRAM OWNERS RECEIVE 5% DISCOUNT

Planning a wedding, birthday luau or class reunion? Reminder! The Membership Program discount card entitles owners to a 5% discount off food for an Ala Moana Hotel catered event of 50 persons or more. The discount must be applied at the time of the original event booking. Certain restrictions apply. Please call the Catering Department for more details.



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410 Atkinson Drive  
Honolulu, Hawaii 96814

Valid June 24 through July 31, 2010. Proof of Hawaii residency required.  
Subject to availability and change. Restrictions may apply.



## OWNER QUESTIONS & COMMENTS

*I am happy to see improvements in the hotel. The new carpet looks really good but I own a unit in the Kona Tower. Why didn't our tower get new carpet?*

The AOA Board of Directors approved this project and based on the arrival of materials and scheduling, the corridor carpet in the Kona Tower could be replaced by the end of the year.

*I have a friend who was interested in purchasing a unit in the hotel so I referred him to owner relations. However, he told me that no one helped him with available units for sale and refused to give him revenue figures. Isn't that your job?*

The owner relations rental program office handles rental management and does not handle the sale of units. Owner account statements are confidential. All potential unit buyers are advised to seek the assistance of a licensed realtor and obtain all appurtenant unit information directly from the listing agents.

*I recently stayed in our unit and found the internet to be very slow. Why doesn't the hotel upgrade the system or change companies?*

ALM Management has researched and found that the current internet provider offers the most updated and reliable service. However, there is discussion with the AOA Board of Directors to increase the internet speed in all units. All owners will be advised once more information is finalized.

*My sister stayed in our unit and she said the hotel was so busy that she couldn't find parking in the garage and had to double park. This is outrageous! What is the hotel going to do about this?*

When the 1,154 room Ala Moana Hotel was built in 1969, approximately 337 parking stalls were allotted for the building. Through the years, management has done all that is possible to notify guests in advance of the parking situation during expected busy periods. Alternative parking arrangements are also made for our guests at limited paid-parking lots that surround the hotel. We apologize for any inconvenience and commit to doing our best by handling these situations as fair and professional as possible.

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## 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.

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ALM, LLC, assignees or successors reserve the right to change features, amenities and services without notice. Locations and layouts of public areas may vary. Information described is representational only, and all features are subject to changes at the company's sole discretion, without notice. Fees may apply for some amenities and services. All information is representational and is not guaranteed, nor may it apply.

## GENERAL EXCISE TAX & TRANSIENT ACCOMMODATIONS TAX

Recently, we have received many inquiries about the process to have ALM, LLC file taxes on the owners behalf. Here are the details:

- ◆ GET and TAT ID numbers must be **exclusively** for the Ala Moana Hotel Condominium. ID Number for multiple properties will not be accepted. If an owner needs to apply for a new GET/TAT ID number, applications can be done online. ID numbers would then be emailed within 2-3 business days directly from the tax office. Actual licenses would be sent to the applicant's home address.
- ◆ Upon receipt of completed Rental Program Authorization forms and copies of exclusive Hawaii State GET/TAT license, ALM, LLC will begin monthly filing on owners behalf.
- ◆ If filing begins mid-year, owners will be responsible for filing their annual GET/TAT returns for that year. Any owner who utilizes this service for a full year (JAN-DEC) can expect ALM Management Services to file their annual returns.
- ◆ Cost for this service is \$15 per month. If the owner also has electronic funds transfer (EFT), then cost is discounted to \$10 per month, which is automatically deducted from the owner account statement.

For those owners who have not yet signed up for EFT (electronic funds transfer), the Rental Program Authorization form will also allow this option. Please follow the instructions on this form and fax/send to the Owner Relations Office. Forms are available on the rental program website [www.thealamoanarp.com](http://www.thealamoanarp.com). Please contact the owner relations office for more information.