



VISITOR INDUSTRY CHARITY WALK GOLF TOURNAMENT SET FOR AUGUST 6TH AT THE PEARL COUNTRY CLUB

Mark your calendars! We have set the date for our 4th annual Visitor Industry Charity Walk Golf Tournament for Thursday, August 6, 2009 at the Pearl Country Club. Registration will be 10:30 a.m. and a shotgun start at 12:00 p.m.

As you may know, the tournament proceeds will benefit Hawaii's non-profit organizations through the

Visitor Industry Charity Walk and a portion will be dedicated to educational scholarships. Entry Fee is \$750 per team or \$250 per player. There are also available are \$1,000 Hole Sponsorships which includes one team entry.

This tournament will be played in three (3) person teams in a modified scramble. To encourage everyone to

get there early, there will be a Putting Contest with prizes sponsored by Golf Concepts. American Express will sponsor the banquet buffet dinner. There will be fabulous team prizes and door prizes for all, so don't miss out.

Watch for the golf registration flyer in June. Questions?? Call HHLA at 923-0407.

OCCUPANCY REPORT

MARCH

Island	2009	2008
Oahu	70.4%	77.4%
Maui	66.9%	80.3%
Big Island	56.7%	72.1%
Kauai	64.3%	76.9%
STATEWIDE	66.9%	77.3%

APRIL

Island	2009	2008
Oahu	70.6%	71.9%
Maui	59.0%	69.6%
Big Island	54.9%	59.3%
Kauai	56.9%	69.9%
STATEWIDE	64.1%	69.2%

First quarter 2009 Hawaii hotel room revenues fell to \$665.5 million, representing a steep 23.15% decline from the first quarter 2008, according to the latest Hawaii Hotel Flash report released by Hospitality Advisors, LLC. This loss was driven by a combination of a 9.7% point decrease in occupancy to 69.0% and a 12.4% decrease in statewide average daily rate ("ADR") to \$188.73.

The occupancy rate for the first quarter was the lowest on record for a winter "busy" season since the survey began in 1987. The decline in ADR was also the largest percentage since the inception of the survey. Lower first quarter occupancies were driven in part by a 17.7% decrease in US West arrivals and a 4.9% decline in Canadian arrivals. The room revenue decline was in line with the 17.9% loss in first quarter average daily visitor expenditures as reported by the State of Hawaii's Department of Business Economic Development and Tourism. Despite the challenges Hawaii hotels experienced during the first quarter, Hawaii was the second US destination behind Miami in occupancy, behind only New York City, Miami and Washington DC in ADR and first in revenue per available room.

Hawaii's hotels recorded another dismal month with April occupancy falling 5.1% points to 64.1%, while average daily room rates fell by 9.3% to \$179.09 for April. The combined decreases in occupancy and room rates resulted in a substantial 16.1% decrease to \$114.78 in revenue per available room.

Although total visitor arrivals in the State of Hawaii fell slightly by 1.3% in April, hotel room demand experienced a greater loss as there was an increase of visitor opting to stay at timeshare resorts. Visitor spending decreased sharply by 12.3% according to the State Department of Business Economic Development & Tourism. The spending losses are in line with the high revenue losses that the hotel industry is currently experiencing.

- Provided by Hospitality Advisors
www.hospitalityadvisors.com



Inside This Issue

- Charity Walk Golf Tourney Set 1
- MemberBenefits..... 2
- Mark Your Calendars.....2
- Charity Walk Results2
- Citizenship Award Winners..... 3-4
- Congratulations Graduates5
- Movers & Shakers.....5
- AH&LA Updates..... 6-7
- Educational Institute Updates8
- CHA Exam Prep Booklets.....9



Member Benefits

MEMBERS SAVE MONEY ON YOUR NEXT CAR RENTAL

DOLLAR RENT A CAR & THRIFTY CAR RENTAL are proud members of the Hawaii Hotel & Lodging Association and are pleased to offer car rental discounts to HHLA members. The discount is 5% off of our lowest discountable website rates and any additional driver fee is waived in Hawaii. The discount is available in Hawaii as well as at our mainland locations. Reservations must be made on Dollar.com or Thrifty.com.

To enjoy expedited vehicle pick up, please make sure you are a Dollar Express or Thrifty Blue Chip member; you can sign up for both programs on our website and it's free! Dollar Express & Thrifty Blue Chip members can also earn free rental day! If you have any questions, please contact Robin Estrada – 952-4247. Looking forward to welcoming you and your staff to Dollar and Thrifty in the near future!

HHLA News

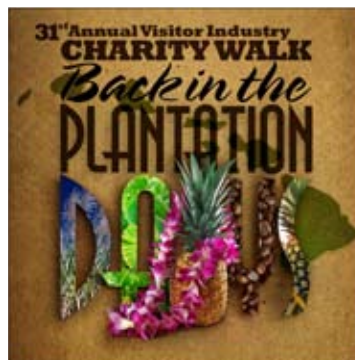
THE RESULTS ARE IN...

Mahalo to all those who participated and made this year walk such a success. Thousands of walkers came out on May 16th and took a step **BACK IN THE PLANTATION DAYS** during this year's **VISITOR INDUSTRY CHARITY WALK**. This year, over 8,900 walkers statewide raised a whopping \$925,000. Monies continue to come in. Remember it is never too late to turn in your charity walk monies. Since the Charity Walk began over 31 years ago, over \$21 Million has been raised with the monies benefiting our local charities.

The following are the results of this year's 31st Annual Visitor Industry Charity Walk that was held on five islands:

We look forward to seeing everyone at the 32nd Annual Visitor Industry Charity Walk on MAY 15, 2010 – Always the 3rd Saturday in May!

If you have any questions, please feel free to contact the HHLA office at (808) 923-0407 or email tyamaki@hawaiihotels.org



ISLAND	WALKERS	MONIES RAISED
Big Island	850	\$150,000
Kauai	1,300	\$165,898
Maui	1,200	\$271,292
Oahu	5,500	\$330,000
Molokai (walked 5/9/09)	85	\$7,815
TOTAL	8,935	\$925,000

Mark Your Calendars

JULY

INDEPENDANCE DAY

- July 4, 2009

Hawaii Lodging, Hospitality, & Foodservice Expo

- July 8 & 9, 2009 at the Blaisdell Arena & Exhibition Hall

AUGUST

HHIF Golf Tournament

- August 6, 2009 - Pearl Country Club

ADMISSIONS DAY

- August 21, 2009

SEPTEMBER

LABOR DAY

- September 1, 2009

OCTOBER

DISCOVERER'S DAY

- October 12, 2009

General Membership Meeting

- October 16 – 18, 2009
The Sheraton Maui

NOVEMBER

VETERANS DAY

- November 11, 2009

THANKSGIVING DAY

- November 26, 2009

MEMBERSHIP MIXER

- TBA

DECEMBER

CHRISTMAS DAY

- December 25, 2009





HHLA News

CITIZENSHIP AWARD WINNERS 2009

On May 22, 2009 at the Waikiki Beach Marriott Resort & Spa, the Hawai'i Hotel & Lodging Association along with its partners The Honolulu Advertiser and the Department of Education honored one outstanding senior from every public high school throughout the state who best exemplifies citizenship in school and the community during the 5th Annual Citizenship Awards Program.

These students were given a \$1,000 scholarship that was sponsored by companies from around the state.

Each of the 44 students have given back to make our state a better place and also best exemplify the Department of Education's Vision of a Public School Graduate. This vision is for all students to **(1)** realize their goals and aspirations; **(2)** possess the attitudes, knowledge and skills necessary to compete in a global society and to be an effective family member; **(3)** exercise the rights & responsibilities of citizenship; and **(4)** pursue post-secondary education and/or careers without need for remediation.

We say imua to the following students and mahalo to their sponsors:

Aiea High School

Alyssa Nii

Aston Hotels & Resorts

Henry Perrine Baldwin High School

Mitchell Fukumoto

Grand Wailea Resort, Hotel & Spa

James Campbell High School

Erickson Baniaga

Marriott International

James B. Castle High School

Hi'ilei Haru

Hilton Hawaiian Village Beach Resort & Spa

Governor Wallace Rider Farrington High School

Yvonne Jacinto

The Royal Hawaiian Hotel

Hana High & Elementary School

Hi'ilani Aiona

Hotel Hana-Maui

Hilo High School

Ninamarie Jeffrey

Metromix

Honokaa High & Intermediate School

Michelle Ono

Hawaii Electric Light Company

Kahuku High & Intermediate School

Jonathan Lautaha

Turtle Bay Resort

Kailua High School

Cameron Kubota

Oceanic Time Warner Cable

Kaimuki High School

Ashley Uyehara

Ala Moana Hotel

Henry J. Kaiser High School

Sarah Kern

The New Otani Kaimana Beach Hotel & Miramar at Waikiki

Kalaheo High School

Gabriela Espino

Moana Surfrider Hotel, A Westin Resort

Kalani High School

Vinson Diep

Waikiki Beach Marriott Resort & Spa

Kapaa High School

Lyndsey Tom

The Hawaii Hotel & Lodging Association's Kauai Chapter

Kapolei High School

Stephanie Caoili

Securitas Security Services USA

Ka'u High School

Stacyn Lopez

Hawaiian Airlines

Kauai High School

Meleho'ala Ng

Sheraton Kauai Resort & St. Regis Princeville



CITIZENSHIP AWARD WINNERS *continued*

Kea'au High School
Mtume Msikizi-Jackson
Pu'u Wa'awa'a Ranch

Kealakehe High School
Conrad Sanborn
Waikoloa Beach Marriott Resort & Spa

Kihei Public Charter School
Dana Fulton
A&B Foundation

King Kekaulike High School
Celina Hayashi
Royal Lahaina Resort

Kohala High & Intermediate School
Gavin Mura
Mauna Kea Resort

Konawaena High School
Kolin Wong
The Hawaii Hotel Industry Foundation

Lahainaluna High School
Roxanne Grantham
Ka'anapali Beach Hotel

Lanai High & Elementary School
Joanna Sedano
Hawaii Hotel & Lodging Association

Laupahoehoe High School
Rachel Nussbaum
AIG Hawaii Insurance Company

Leilehua High School
Bryson Sevilla
Sheraton Waikiki Resort

Maui High School
Dana Cadiz
Island Movers, Inc.

President William McKinley High School
Erica Lei
First Hawaiian Bank

Mililani High School
Leanne Sunahara
HTH Corporation/Pacific Beach Hotel

Moanalua High School
Tyler Oshiro
Hilton Grand Vacations Club

Molokai High & Intermediate School
Colton Manley
Sheraton Maui Resort

Myron B. Thompson Academy
Sharol Yamashiro
The Honolulu Advertiser

Nanakuli High School
Garrick Militante
Hawaiian Electric Company

Pahoa High & Intermediate School
Johnathan Viernes
The Hawaii Hotel & Lodging Association

Pearl City High School
Kryssa Isobe
Outrigger Enterprises Group

Admiral Arthur W. Radford High School
Demetria Woods
Sheraton Princess Kaiulani Hotel

President Theodore Roosevelt High School
Jarenn Nagaishi-Choi
Hyatt Resorts Hawaii

Waiakea High School
Daniel Okubo
KTA Super Stores

Waialua High & Intermediate School
Sara White
ToKa Media

Waianae High School
Donovan Tuisano
Halekulani Corporation

Waimea High School
Jeslyn Laysa
Kauai Marriott Resort & Beach Club

Waipahu High School
Krisah Pascua
American Express, TRS



HHLA News continued

Congratulations To The Graduates



On behalf of the Hawai'i Hotel & Lodging Association and its members, we congratulate the following graduating seniors from the Academy of Hospitality & Tourism at Waipahu High School:

Completers with Honors

(Completers are those that have completed all of the prescribed courses such as two years of the academy, internship, speech 151 from Leeward Community College, and partnered courses at Waipahu High.)

Rachelle Camama

***Alline Castaneda**

***Florante Baptista**

Shanelle Bugarin

Melissa Dadulla

** Note that these are the outstanding and talented students who competed in the National Lodging Management Program earlier this year under the leadership of their instructor Todd Nakayama.*

Completers

Jennilyn Castaneda

Marineil Guzon

Claire Fernandez

Participants

Samantha Agapay

Kyrstal Calabitin

Sharlene Gouveia

Cynthia Queja

Shanelle Soliven

Mary Joy Somera

Mia Cornelio

Roseanne Rafanan

Anna Marcos

Ozzie Jaramillo

Diana GatdulaCompletion

JoAnne Gagarin

***Ritchel Ortal**

Movers & Shakers

- **MIKE BETZ** has been appointed General Manager of Pankow Hawaii.
- **BENJAMIN CANDARI** has been promoted to Senior Associate at WATG.
- **DAVID CAREY**, President & Chief Executive Officer of Outrigger Enterprises Group received the Alumni Special Achievement Award from the Santa Clara University School of Law.
- **JANELLE CRAM** has been named Director of Sales & Marketing for Hilton Waikiki Prince Kuhio Hotel.
- **VITAL DEMONTI** has been named Catering Manager of King Kamehameha's Kona Beach Hotel.
- **SHARON DUFFIN** has been promoted to Field Marketing Manager for Starwood Hotels & Resorts Hawaii.
- **CLIFF FROST** has been named Director of Technology Infrastructure at the University of Hawaii System.
- **JUAN PABLO GARCIA-NEVEU** has been appointed Director of Group Sales at The Fairmont Kea Lani.
- **JOHN HAYASHI** has been promoted to President of HTH Corporation.
- **COLBETT KALAMA**, Executive Vice President of First Hawaiian Bank has been named President of Friends of Hawaii Charities.
- **DEAN KAWAMURA** has been promoted to Associate for WATG.
- **SEAN KONISHI** has been promoted to Operations Manager for Pankow Honolulu.
- **JANICE LI** has been promoted to Associate for WATG.
- **LENDY MA** has been promoted to General Manager of the Aqua Waikiki Beachside Hotel.
- **MICHELE "BUD" NAGAMINE** has been named Business Development Director, Sports Marketing for Outrigger Enterprises Group.
- **THOMAS PAULY** has been named General Manager of The Kahala Hotel & Resort.
- **DENIS PIOSALAN** has been named Director of Sales for King Kamehameha's Kona Beach Hotel.
- **ANGELA RODRIGUEZ** has been promoted to Field Marketing Manager for Starwood Hotels & Resorts Hawaii.
- **MARY SUENAGA** has been named Senior Associate/Senior Vice President/Interior Design Director for WATG.
- **DEANNE TAKARA** has been promoted to Hotel Manager for the Aqua Waikiki Wave.



AH&LA Updates

AH&LA Green Guidelines Challenge Launched on Earth Day

In November, AH&LA launched its 11 minimum guidelines hotels should follow to consider themselves “green.” On Earth Day, April 22, AH&LA launched its first ever Green Guidelines Challenge to encourage properties to track their own eco-friendly operations against the 11 minimum green guidelines. Through October 1, member and nonmember hotel properties can use this spreadsheet to track their ROI and other accomplishments. When all guidelines have been met or by October 1 (whichever comes first), participants will officially submit their results via this short survey. The property that demonstrates the most impressive success story based on any one of the guidelines will be awarded a

green prize package from an AH&LA allied member. Only AH&LA members will be eligible to win the prize. Beginning Monday, April 27, AH&LA property members have begun to receive an explanation of one guideline per week for the next 11 weeks. If you would like to be added to this list or know someone who would, please contact Kim Weed at kweed@ahla.com. As this challenge is open to nonmembers as well, this could serve as a great way to reach out to prospective members. Please help us promote the guidelines and the challenge. Let us know if you’re interested in receiving materials to post on your Website or send to your members. Suggestions or comments? Contact Kathryn Potter at kpotter@ahla.com.

New AH&LA Resources and Press Coverage on Swine Flu

With the outbreak of swine flu cases last week, AH&LA put together a comprehensive Swine Flu Information Webpage for hoteliers and travelers concerned about contacting this disease. AH&LA reiterated in this official statement that there have been no incidents of swine flu reported at hotels in the U.S. Acknowledging the outbreak’s potential to harm the lodging industry, Joe McInerney’s insights were featured in USA Today and on CNBC’s “The Closing Bell”. Interviews with additional media outlets have been conducted, with more coverage forthcoming. AH&LA has also drafted speaking points which PSAs and members can use when speaking with their local media on this topic.

Ask Lydia - From The AH&LA Information Center

Valuable data from credible sources at your fingertips and available for public sharing.

QUESTION: Where can I find quick data on the economic impact of the travel industry to show state and county lawmakers as well as members of Congress?

ANSWER: The U.S. Travel Association (formerly Travel Industry Association - TIA) has posted results from their 2008 Impact of Travel on State Economies report on The Power of Travel Website: www.poweroftravel.org. The Website is jam packed with useful figures on travel spending, tax receipts, employment, and payroll on the state level and congressional district level. For example, when clicking on Illinois on the U.S. map, you will see something like this:

http://209.59.134.11/statistics/impact_sub.htm?select_state_id=14

Every PSA office should have The Power of Travel Website in their favorites list!

Another valuable (and free) resource providing hard data on the industry is Ernst & Young’s **U.S. 2009 lodging report** which includes detailed analysis of 17 major cities, lodging chain segments and a global and U.S. lodging industry overview. Essays on the credit crunch, financing, mixed use projects, and the effect of President Obama’s stimulus package on the lodging industry are also included.

Finally, if you haven’t checked it yet, STR Global (formerly Smith Travel Research) is now providing more data and analysis “up front” and available to the public through their news website called Hotel News Now. Called HNN for short, this site is loaded with key excerpts from STR’s “for purchase” reports. A free subscription to the Hotel News Now newsletter is a perfect companion piece to AH&LA’s SmartBrief and will keep PSA staffers up to date on industry performance.

For questions or more information contact the Information Center at (888) 743-2515 or email Lydia at LJWestbrook@Central.UH.EDU.



AH&LA Updates ...continued

Questions on Proposed ADA Legislation

An April 2009 *Buildings* magazine article titled "New Modifications to the ADA Law" alarmed several members who thought major changes to the ADA had already been passed as legislation or were imminent. This is not the case.

Proposed changes to the ADA that would substantially affect our members in terms of lodging accessibility requirements were announced last summer. AH&LA submitted extensive comments on industry concerns to the Department Of Justice (DOJ) regarding the proposed changes. However, the "final rule" on the changes was not released or published in the Federal Register before January 20, 2009, and the end of the Bush Administration. The proposed ADA modifications were withdrawn when the Obama Administration directed federal agencies to remove from publication any proposed or final regulation that had not yet been published

in the Federal Register. This action halted any implementation of the proposed 2008 ADA regulation for now.

While currently there is no ADA legislation pending, it is expected that when the dust settles on the new administration the modifications will be reintroduced. Some developers are considering incorporating the proposed changes into their new buildings in anticipation of new legislation. AH&LA continues to monitor this situation very carefully and has taken the lead in industry response. Click here for a background and summary of the proposed ADA changes and AH&LA's actions and response. The Web page is updated as new developments on this issue unfold.

QUESTION: "What kind of proof can we ask for when a guest says their dog is a service animal?"

ANSWER: The answer is "none." The bottom line is that the guest isn't required to show evidence regarding their service animals. If a guest

claims they are disabled and the animal is a service animal, you cannot deny them service.

Commonly asked questions (and answers!) regarding service animals from the Disability Rights Section of the Civil Rights Division, U.S. DOJ can be found here.

This September 2004 article from Hotel Online may also shine some light on this topic "Adopting Pet and Service Animal Policies to Avoid Lawsuits from Disabled Hotel Guests."

Just a reminder, the DOJ operates an **ADA Information Line** that is manned by real people! The number is **(800) 514-0301**. Click here for hours of operation and more information.

The AH&LA Information Center is available to assist you and your members! E-mail Lydia Westbrook at informationcenter@ahla.com or call (888) 743-2515 with your member questions.

Travel Promotion Act Introduced, Already Passed Senate Commerce Committee

The new version of the Travel Promotion Act (S. 1023) was introduced in the Senate on May 12. It currently has 17 Senate cosponsors including Senator Inouye. A companion bill is expected to be introduced shortly in the House.

The legislation is moving fast. It passed the Senate Commerce Committee on May 20 on a voice vote and is heading towards the Senate

floor for a final vote in that chamber.

The legislation will help create an overseas travel promotion program for the United States. It is projected to draw millions of new international visitors, add \$4 billion in new economic stimulus, and \$320 million in tax revenue.

The bill is funded by a \$10 fee paid by overseas visitors paired with matching funds from the private

sector. It does not cost American taxpayers anything, making it an excellent program in today's tight budget environment.

We encourage you to contact our Congressional delegation and urge them to support the new Travel Promotion Act.

For more information, <http://www.ahla.com/issuebrief.aspx?id=19538>



EDUCATIONAL INSTITUTE UPDATES

Members Save up to 40% on Extended Stay Guestroom Cleaning Trainer

The World Trainer comprehensive, 60-minute video program is designed to train housekeepers in the basic procedures and best techniques to clean guestrooms, bathrooms, and kitchens at extended stay properties. The language-free format makes it

easy to train multicultural staff members together without any language barriers. This program features the latest "green" practices and includes a Companion Guide to help trainers plan and provide an effective training tool adapted to the specific

needs of a property. Now through June 30, members can purchase the program for only \$99. Regular price for AH&LA members is \$179.95, nonmembers is \$224.95. To order, visit www.ahlei.org or call (800) 752-4567 or (517) 372-8800.

Now Available: Planning and Control for Food and Beverage Operations, Seventh Edition

This product explores how planning and control functions can help operations work more efficiently, compete for market share, and provide value to guests. This product ex-

plores how planning and control functions can help operations work more efficiently, compete for market share, and provide value to guests. Written by Michigan State University's Jack

D. Ninemeier, Ph.D., CFBE, CHE. AH&LA member price is \$66.95, non-member price is \$96.95. To order, visit www.ahlei.org or call (800) 752-4567 or (517) 372-8800.

AH&LEF Professional Development Scholarships: Next Application Deadline is July 1

Professional development scholarships are being offered to current employees of member hotels who wish to be enrolled in a distance learning or professional certification

program offered through the Educational Institute. Deadline dates are quarterly - **January 1, April 1, July 1, and October 1**. The application can be found on AH&LEF's Website www.ahlef.org.

Contact Crystal Hammond at (202) 289-3188 or chammond@ahlef.org with questions.

CATCH EI ON THE WEB

Keep up to date on the latest products and news from EI when you become our fan on Facebook.

You can also preview trailers for many of EI's new videos on our YouTube channel.





CHA

Candidates for the Certified Hotel Administrator (CHA) designation will soon receive a new CHA Exam Preparation Booklet to help streamline exam preparation more effectively.

This booklet, along with a CD that includes all three volumes of CHA resource materials, lets candidates assess their knowledge and experience by individual competency, and then directs them to specific resources by volume, chapter, and subject for study and review. The goal is to help CHA candidates focus their study on the sections of the resource materials on which they need to spend the most time.

Topics covered in the study materials include:

- Financial management: lease accounting, system selection, managing inventories
- Leadership: training and development as an investment, emergency management, and media relations
- Food and beverage management: marketing restaurants and lounges, system selection

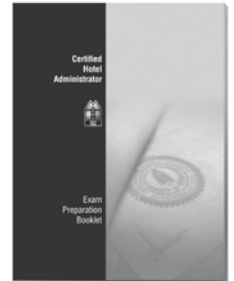
The retail value for the CHA Exam Preparation Booklet and CD is \$650, though this resource is included as part of the \$450 CHA enrollment fee

for members. For additional information, visit www.ahlei.org/cha or call the Professional Certification department at (888) 575-8726 or (407) 999-8100.

Hospitality Executive, are you ready to be certified?

Candidates for the Certified Hotel Administrator (CHA) designation will now receive a new CHA **Exam Preparation Booklet** with their resource materials to streamline and focus their study and exam preparation more effectively. This booklet, along with a CD that includes all three volumes of CHA resource materials, lets candidates:

- assess their knowledge and experience by individual competency
- directs them to the specific resource by volume, chapter, and subject for review
- focus their study on the sections of the resource materials on which they need to spend the most time.



Cost for the CHA Exam Preparation Booklet and CD is \$650; \$450 for AH&LA members, and is included as part of the CHA enrollment fee.

For more information, visit www.ahlei.org/cha or call the Professional Certification department at 888-575-8726 or 407-999-8100.



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