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How Hawaiian Hotels & Resorts boosted room revenue by 21 percent at the Kauai Shores Hotel

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The Kauai Shores Hotel, which was acquired by [Hawaiian Hotels & Resorts](#) last June, experienced significant growth in room revenue in 2017, while also doubling its wholesale revenue.

This growth is due to efforts directed at increasing the business mix of the hotel through relationships with wholesale travel partners, as well as a [recent partnership](#) with Lights on Digital, a Honolulu-based digital marketing and revenue management firm.

“Utilizing Hawaiian Hotels & Resorts strong relationships with key wholesale travel partners, we saw an opportunity to increase the wholesale base of business on top of the existing business mix,” Geoff Graf, vice president of business development for Hawaiian Hotels & Resorts, told Pacific Business News. “The result was that we built occupancy first and then ADR due to the stronger base of reservations we put on the books.”

The company first worked on stabilizing occupancy at the hotel by repairing losses that may have been caused by the transition, which Graf said resulted in occupancy levels exceeding that of 2016.



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“The cumulative six-month occupancy performance resulted in improved occupancy of 10.4 percent to the prior year and 7.5 percent to budget,” Graf said.

Overall, room revenue grew 21 percent in 2017, and the property’s gross operating profit jumped 83 percent.

“We have a few capital projects planned for 2018 and want to continue to build new business such as destination weddings utilizing the great oceanfront setting and the catering expertise of Lava Lava Beach Club which is located oceanfront at the hotel,” Graf said.

Hawaiian Hotels & Resorts — which is owned by Pleasant Travel Service, a hospitality company started by Hogan’s parents, Ed and Lynn, in 1959 – currently has 640 employees, and also oversees the Royal Kona Resort on the Big Island, the Royal Lahaina Resort on Maui.

According to Graf, the company is looking to expand to Oahu.

“We are now on three islands but would very much like to have at least one or more Waikiki hotels to offer to our guests,” Graf said. “While Waikiki is a top target, we are looking at many areas for growth including the Mainland as part of the Hogan Hospitality Group.”

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