



CORALTREE
RESIDENCE COLLECTION

OWNER NEWSLETTER MARCH 2024



ALOHA FROM MAUNA LANI

We've had a beautiful start to the year. We've enjoyed seeing many of you here at Mauna Lani and our 'ohana is looking forward to welcoming the rest of you back home soon!

Included in this newsletter are updates on our CoralTree transition, local staff and operations news, and market trends many of you have been asking about.

We have a brand new CoralTree Residence Collection website that highlights the beauty of your residences and surrounding properties, and some new faces to lead us through another successful year together.

Please don't hesitate to reach out with any questions!

Warmest alohas,

Matty Gaskill

Owner Experience Manager

CoralTree Residence Collection Mauna Lani

THIS ISSUE:

CoralTree Transition
PAGE 02

What our Guests are
Saying
PAGE 02

Staff & Community
Updates
PAGE 03 - 04

Market Trends
PAGE 05

As of February 20th, Destination Residences Kona-Kohala is officially **CoralTree Residence Collection!** We've launched new websites and have transitioned off Hyatt systems. Your residences are live on our website for direct bookings and continue to be shared via travel partner channels such as VRBO, Airbnb, Expedia, and Booking.com.

We're also excited to be the exclusive Hawaii partner on Hyatt's Homes & Hideaways platform, which allows us to continue to welcome World of Hyatt guests.

With support from CoralTree Hospitality's robust revenue and marketing resources, our local teams continue to promote your residences and the CoralTree Residence Collection brand via multi-faceted rate and revenue tactics, as well as digital and creative marketing strategies. We have aggressive digital SEO campaigns, partner promotions, and discount programs in place, and continue to explore new ways to share CoralTree Residence Collection.

WEBSITES & SOCIAL MEDIA

If you haven't yet seen our new website, check it out! www.Go-MaunaLani.com

All of your homes now have their own unique URL that you can use to share with friends and family. Our team will be reaching out with you to share your residence-specific link.

Please follow us and tag us in your photos on social media!



WHAT OUR GUESTS ARE SAYING

My unit was very nice, spacious, and very well stocked. It had a great view of the ocean. It was one of the closest to the Mauna Lani Beach club too. Overall, my family and I really enjoyed our stay here.

VINCENT 'OHANA

INTRODUCING ANDY EVERS



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ANDY EVERS
AREA MANAGING DIRECTOR, HAWAII



Join us in welcoming **Andy Evers** as the new Area Managing Director of Hawaii. Andy was previously the Director of Operations for The Lodge at Kukui'ula and brings to this position decades of experience in hospitality.

Watch this video to learn a little bit more about Andy!

WELCOME KATHARINA FINDLAY

Please welcome Katharina Findlay to our CoralTree ohana as the General Manager for our Hawaii Island properties.

Katharina started in her new role on March 11th and brings a wealth of experience in both resorts and property management. We're very excited for her to join our team!



NEW RESTAURANT: ALEBRIJE HAWAII



Alebrije Hawaii opened March 1st at the Shops at Mauna Lani and offers an upscale take on traditional Mexican flavors, providing a unique and sophisticated culinary journey for guests. Enjoy carefully crafted dishes that showcase the richness and diversity of Mexican Cuisine.

Be sure to visit and support them next time you're in town! www.alebrijehawaii.com

STAFF & COMMUNITY UPDATES



NEW RESIDENCE: HALE O NANEA

This exquisite four bedroom, four and a half bath home is situated within the gates of Mauna Lani Point and offers the perfect retreat for larger groups. Enjoy sunset views over the golf course, indoor outdoor living, and large, private suites. **Welcome to our CoralTree 'Ohana, Glenn 'Ohana!**



SAVVY 360

We now have Savvy 360 magazines in every residence for owner and guest enjoyment. With articles and features on things to do and places to visit, Savvy 360 provides unique insight for Hawaii visitors.



CHARITY WALK 2024



The annual Visitor Industry Charity Walk is coming up on May 4th and we are proud to represent our community with our CoralTree Residence Collection team.

Please join our team in walking or fundraising by visiting <https://fundraise.givesmart.com/vf/Maui/team/CoralTree>

HAWAII TRENDS

Overall, current pace for 2024 and predictions for the remainder of the year indicate that Hawaii visitor patterns will more closely resemble 2019 than the post-pandemic and fire year patterns we saw in 2022 and 2023. Post-pandemic pent-up demand created the 2022 banner year, and while we ended the 2023 year strong, the Maui wildfires greatly impacted travel interest and visitor sentiment across the state.

Google search trends for Hawaii are down across the board, and the strongest decline is in Maui-related searches. Similarly, flight capacity for Hawaii is down for all islands, with Kona seeing a decrease of 400 flights this year.

To date, total room nights on the books for all of Hawaii is comparable to 2023 year over year, with the fourth quarter of the year still down by about 11%.

Hawaii economists predict slow growth for all of Hawaii for 2024, and our pace and data from our competitor set show that reflected in the current market landscape.

Despite a discouraging market outlook, we're working on innovative strategies to increase our occupancy, market share, and revenue. In addition to our ongoing marketing programs, we're currently offering 20% off + Beyond by CoralTree Loyalty Program Double Cash Back, sending highly targeted emails through SiteImpact, expanding our partnerships with third parties like Amex, Expedia, and Booking.com, and have increased our budget on internet ads.



MAUNA LANI POINT

We enjoyed seeing so many of you in January at our Mauna Lani Point Annual Meeting.

Mahalo to all for participating in the Golf Tournament, Potluck, and luncheon. Our team is looking forward to the next gathering!