

INSIDE: TRAVEL TRENDS * RENOVATIONS RACE * MANAGEMENT TIPS

HAWAII *hospitality*

LODGING & FOODSERVICE
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SUPER HULA

The Island of Hawaii
gears up for the annual
Merrie Monarch



the **RENOVATION** *race*

Island hotels upgrading
amid growing competition

BY BRETT ALEXANDER-ESTES



As Isle visitor counts keep climbing, so are multimillion-dollar renovations at Hawaii hotels. The Alohilani Resort Waikiki Beach, formerly the Pacific Beach Hotel, is in the final stages of its \$115 million renovation, which is being performed by general contractor Nan Inc. And renovations at the Queen Kapiolani Hotel are currently underway.

Both are poised to take advantage of Hawaii's rising visitor count.

In 2017, Hawaii hotel occupancy increased by 1 percent and revenue per available room (RevPAR) grew by 5.4 percent, according to data compiled by STR Inc. The STR report's findings were issued by the Hawaii Tourism Authority's Tourism Research Division.

Occupancy at some competing destinations, however, is even better.

STR reports 2017 occupancy increases in Miami/Hialeah, Bangkok, Phuket and Bali all bested Hawaii. Occupancy at Cabo San Lucas posted an increase of 7.1 percent and a 25 percent gain in RevPAR.

Current renovations—some targeting specific markets and demographics—are designed to push Hawaii ahead of the pack.

A Local Monarch Returns

The Queen Kapiolani Hotel, a venerable landmark presiding over the approach to Diamond Head, is currently undergoing a \$35 million renovation. The hotel is staying open during construction, which is expected to wrap in 3Q 2018.

"Queen Kapiolani Hotel is being renovated and re-launched to tell a story, with a design that is a throwback to the history of sun-soaked days gone by, perfectly complemented by the amenities and comforts of modern aloha," says Jeff Perkins, general manager at the Queen Kapiolani Hotel.

Sheryl Seaman, G70 project architect, says client ProspectHill LLC, an investment group based in San Francisco, is "intimately involved in the conception and execution of the design work"

Queen Kapiolani's new restaurant lanai and pool deck offers spectacular views of Waikiki and the Pacific.

RENDERINGS
COURTESY PHIL-
POTTS INTERIORS



The new Queen Kapiolani lobby is designed to capture the elegance of Hawaiian-style living.

RENDERINGS COURTESY PHILPOTTS INTERIORS

along with other design team members. These include G70, interior designer Philpotts Interiors and construction manager The John Hardy Group (JHG).

ProspectHill acquired the Mauna Lani Bay Hotel last year, and JHG recently completed the Hyatt Centric Waikiki Beach renovation.



Jeff Perkins

“a natural flow for guests from the porte cochère to the lobby itself.”

One of the most exciting features, Perkins says, is “our outdoor living-room concept, where guests and locals alike can kick back and soak up all that Waikiki’s unexplored edge has to offer; an on-site surf school and board storage facility; and our third-floor pool deck, which in addition to unparalleled views of Diamond Head, the beach and the park, will also be home to internationally acclaimed culinary sensation Plan Do See’s first concept in Hawaii.”

All of the

“Queen Kapiolani Hotel will become known as the locals’ hangout. Guests and locals alike can soak up all that Waikiki’s unexplored edge has to offer.”

— JEFF PERKINS

The Lanai Life

The team’s vision for the Queen Kapiolani is to “treat the lobby as a large lanai that welcomes the guests and provides a respite from the busy streets of Waikiki,” says Seaman, adding that the lobby’s open-air design provides



The Rooftop Restaurant features trellises over the lanai and an expansive open-air lounge.

315 guestrooms will be renovated, but the hotel's mid-century exterior will be preserved, Seaman says.



Sheryl Seaman

Total public area renovation is about 215,778 square feet, and also includes the second floor atrium with new administrative offices, a state-of-the-art

fitness center, a tour agent venue and a self-service business center.

Seaman says guests of the renovated hotel "will most likely be a mix of east-and west-bound visitors of varying ages. Large meeting/convention travelers are not the target."

Perkins is even more specific: "Queen Kapiolani Hotel will become known as the locals' hangout," he says. "We want our property to be the place where you can enjoy a great staycation, store your board and grab a quick breakfast after a dawn patrol, or sip cocktails and watch Diamond Head glow at sunset."

A Competitive Edge

With the Department of Business, Economic Development & Tourism predicting growth ahead for Hawaii's visitor industry, the Queen Kapiolani may be unique in that it is also targeting an untapped market—local residents.

The renovated hotel's marketing and programming, Perkins says, "will be curated to offer a lifestyle-centric, experiential destination to the community."



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The Queen Kapiolani's new Grab & Go coffee bar is designed in the shape of a Hawaiian fish hook.

RENDERINGS COURTESY
PHILPOTTS INTERIORS

*"Large meeting/
convention travelers
are not the target."*

— SHERYL SEAMAN



The Wow! Factor

Philpotts Interiors, Grand Overall Winner of the 2017 ASID Design Excellence Awards, is bringing its flawless *kamaaina* aesthetic to the Queen Kapiolani Hotel.

"Our goal with the interior design was

to create a relaxed, comfortable, and casual atmosphere tailored to the needs of today's traveler, while seamlessly integrating an iconic time in



Kristie Kiggins

Waikiki's history," says Kristie Kiggins, Philpotts senior designer.

The third-floor deck may become a style icon, too—it's the hotel's "Wow Factor," Kiggins says. "The pool, restaurant and private dining rooms have an incredible panoramic view of Diamond Head, Kapiolani Park and Waikiki Beach." Décor is clean mid-century modern, and the restaurant has the casual vibe of a beach bar.

At street level, the open-air lanai will create an engaging experience and connect guests to Kapahulu Avenue and Kapiolani Park.

"Kapiolani Park was, and still is, the centerpiece of Waikiki where sports, recreation, cultural and family-oriented activities take place," Kiggins says. "For visitors today, the park is a resource for interaction with our community, and an opportunity to be a part of the relaxed Hawaiian lifestyle."



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