

# Waikiki Beach Marriott Resort & Spa

Honolulu, Hawaii 96814



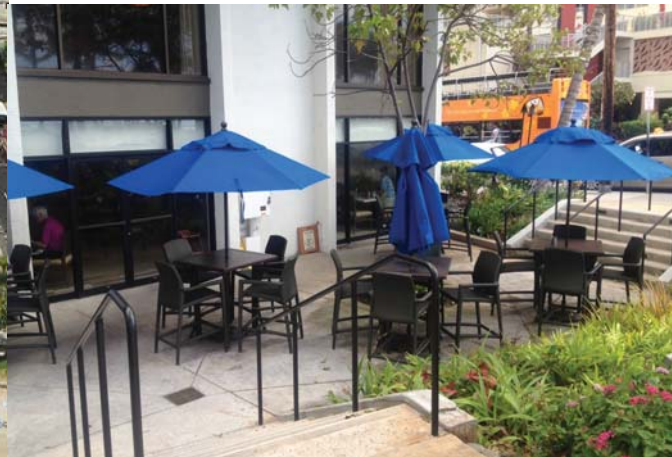
New Retail Spaces

## Snapshot

Resort Hotel—	33 Floors, 1,175 rooms, 135 suites 19 meeting rooms, with 55,000 sf of total meeting space.
Retail Space—	<u>Frontage facing busy Kalakaua sidewalk.</u> Total new retail space is 4,300 sf Retails Spaces Available 1000 sf up to 3,300 sf
Base Rent—	\$25 psf / month
CAM —	\$1.2388 psf / month (estimated)
Term —	5 to 10 years
% Rent —	Negotiable

## Property Information & Features

- Flagship Marriott Resort.
- Space has central air conditioning.
- **Thousands of tourist walk-by daily.**
- Excellent signage visibility.
- “Vanilla Space”



**VANESSA KOP (B)** Direct: (808) 441-0509, Cell: (808) 256-0370, Email: [vkop@cbi-hawaii.com](mailto:vkop@cbi-hawaii.com)

**WAYNE KAUPPI (S)** Direct: (808) 441-0543, Cell: (808) 469-6636, Email: [wkauppi@cbi-hawaii.com](mailto:wkauppi@cbi-hawaii.com)

**Newmark Grubb**  
CBI, Inc.

1000 Bishop Street, Suite 909, Honolulu, Hawaii 96813

Independently owned and operated

Procuring broker shall only be entitled to a commission calculated in accordance with the rates approved by our principal only if such procuring broker executes a brokerage agreement acceptable to us and our principal and the conditions as set forth in the brokerage agreement are fully and unconditionally satisfied. Although all information furnished regarding property for sale, rental, or financing is from sources deemed reliable, such information has not been verified and no express representation is made nor is any to be implied as to the accuracy thereof and it is submitted subject to errors, omissions, change of price, rental or other conditions, prior sale, lease or financing, or withdrawal without notice and to any special conditions imposed by our principal.



# Waikiki Beach Marriott Resort & Spa

Honolulu, Hawaii 96814



**New Retail Space Being Created Along Busy Kalakaua Sidewalk**



**New Lobby**

**VANESSA KOP (B)** Direct: (808) 441-0509, Cell: (808) 256-0370, Email: [vkop@cbi-hawaii.com](mailto:vkop@cbi-hawaii.com)

**WAYNE KAUPPI (S)** Direct: (808) 441-0543, Cell: (808) 469-6636, Email: [wkauppi@cbi-hawaii.com](mailto:wkauppi@cbi-hawaii.com)

**Newmark Grubb**  
CBI, Inc.

1000 Bishop Street, Suite 909, Honolulu, Hawaii 96813

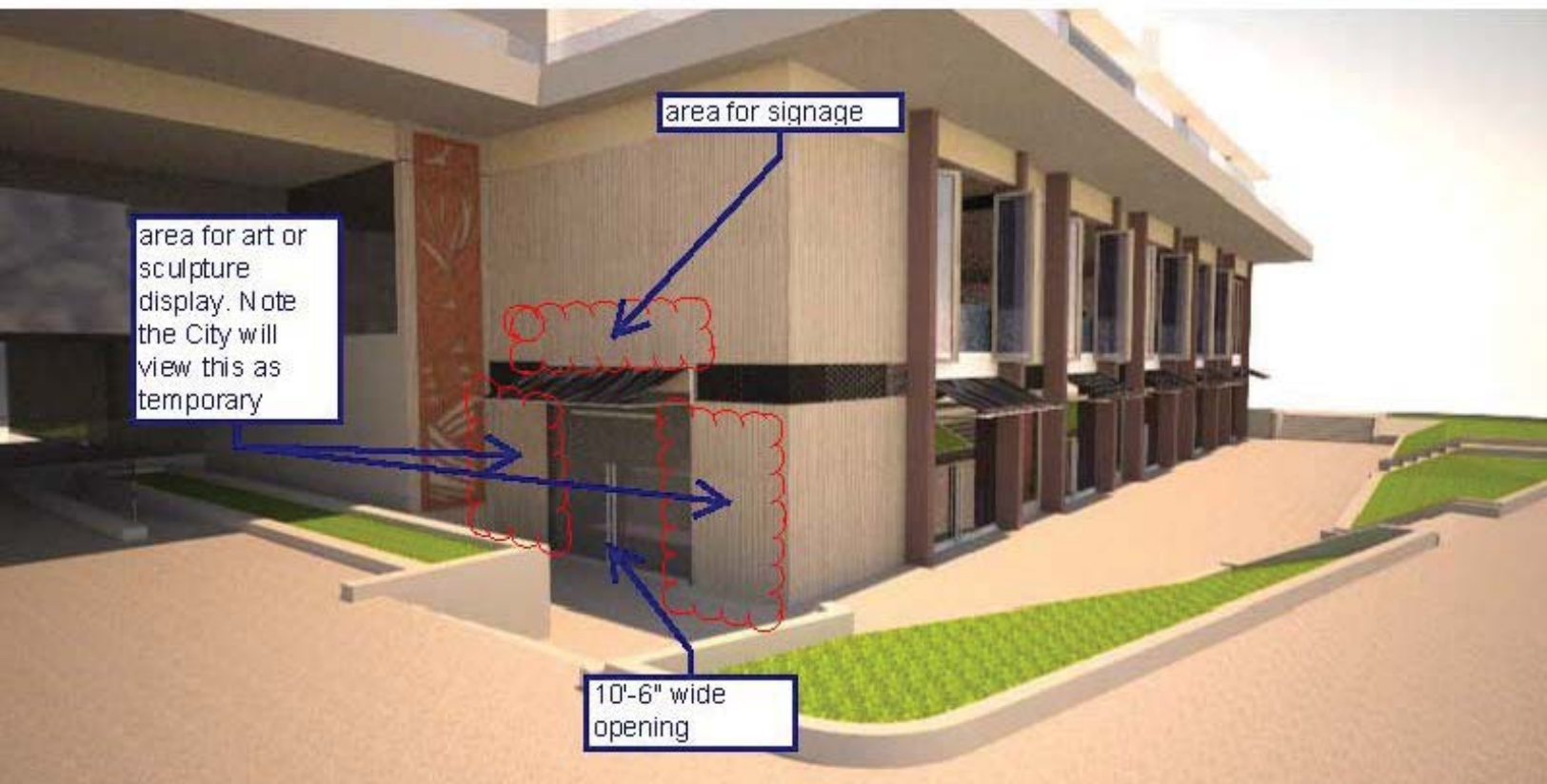
Independently owned and operated

Procuring broker shall only be entitled to a commission calculated in accordance with the rates approved by our principal only if such procuring broker executes a brokerage agreement acceptable to us and our principal and the conditions as set forth in the brokerage agreement are fully and unconditionally satisfied. Although all information furnished regarding property for sale, rental, or financing is from sources deemed reliable, such information has not been verified and no express representation is made nor is any to be implied as to the accuracy thereof and it is submitted subject to errors, omissions, change of price, rental or other conditions, prior sale, lease or financing, or withdrawal without notice and to any special conditions imposed by our principal.



## Architectural Renderings

### New Retail Space Being Created Along Busy Kalakaua Sidewalk



**VANESSA KOP (B)** Direct: (808) 441-0509, Cell: (808) 256-0370, Email: [vkop@cbi-hawaii.com](mailto:vkop@cbi-hawaii.com)

**WAYNE KAUPPI (S)** Direct: (808) 441-0543, Cell: (808) 469-6636, Email: [wkauppi@cbi-hawaii.com](mailto:wkauppi@cbi-hawaii.com)

**Newmark Grubb**  
CBI, Inc.

1000 Bishop Street, Suite 909, Honolulu, Hawaii 96813

Independently owned and operated

Procuring broker shall only be entitled to a commission calculated in accordance with the rates approved by our principal only if such procuring broker executes a brokerage agreement acceptable to us and our principal and the conditions as set forth in the brokerage agreement are fully and unconditionally satisfied. Although all information furnished regarding property for sale, rental, or financing is from sources deemed reliable, such information has not been verified and no express representation is made nor is any to be implied as to the accuracy thereof and it is submitted subject to errors, omissions, change of price, rental or other conditions, prior sale, lease or financing, or withdrawal without notice and to any special conditions imposed by our principal.

# A New Vision: The Marriott Waikiki



 Marriott

# Waikiki Honolulu Oahu, Hawaii



**Destination Hawaii** The island of Oahu receives the largest number of visitors of all the Hawaiian Islands. Waikiki generates half of the state's visitor industry expenditures, 13% (\$5.2 billion) of the Gross State Product and 12% of all jobs. It draws the highest number of first-time visitors and international travelers, especially Japanese visitors who are attracted to the extensive shopping opportunities on the island.

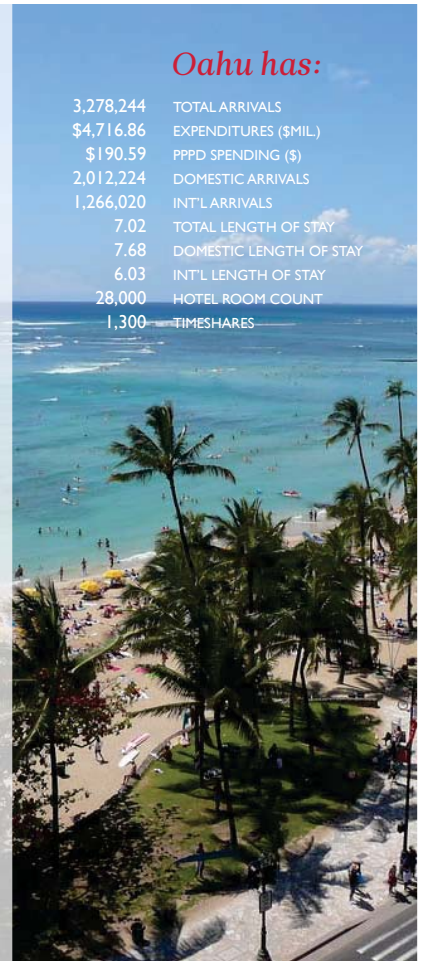
Waikiki is Honolulu's premier "urban retail" market, and one of the foremost travel/resort and shopping destinations in the world. A total of 25 city blocks long and four blocks wide, the total land area is approximately 507 acres. To the south Waikiki is bordered by the beach and ocean, and to the north, the Ala Wai Canal. Two major landmarks bind Waikiki on the east and west sides. To the east is Diamond Head Crater and to the west, Ala Moana Center. In terms of gross sales and rents for markets in the United States, Kalakaua Avenue is one of the top seven resort retail markets. Kalakaua Avenue compares to Rodeo Drive and Robertson Boulevard (Los Angeles), Madison Avenue and 5th Avenue in (New York City), Union Square (San Francisco), The Magnificent Mile - North Michigan Avenue (Chicago), and Lincoln Road (Miami).

Attracting an average of more than 70,000 daily visitors, Waikiki is also home to over 28,000 residents within the immediate surrounding area providing a plethora of shopping, dining, entertainment and relaxation venues. In addition, a daily average of over 35,000 people in employment and education are also established within this unique marketplace. Centrally located, Waikiki is just minutes away from the Central Business District of downtown Honolulu, 30 minutes away from the Honolulu International Airport and 10 minutes away from championship golf courses within the Kahala area.



## Oahu has:

3,278,244	TOTAL ARRIVALS
\$4,716.86	EXPENDITURES (\$MIL.)
\$190.59	PPPD SPENDING (\$)
2,012,224	DOMESTIC ARRIVALS
1,266,020	INT'L ARRIVALS
7.02	TOTAL LENGTH OF STAY
7.68	DOMESTIC LENGTH OF STAY
6.03	INT'L LENGTH OF STAY
28,000	HOTEL ROOM COUNT
1,300	TIMESHARES





# The Waikiki Consumer



**Who** is the Waikiki shopper and why do they make it one of the most successful retail districts in the world?

Oahu draws the highest number of first-time visitors and international travelers, especially Japanese visitors who are attracted to the extensive shopping opportunities on the island.

Japanese tourists spend over four times as much per day shopping in Hawaii as visitors from other parts of the world.

Japanese visitors to Oahu spent a total of \$1,811.3 (\$mil.), the most out of any tourists. In the state of Hawaii, the Japanese tourist spends \$269 per day.

Combined air and cruise spending on Oahu totaled \$6.08 billion, with the majority of foreign expenditure coming from Japanese tourists.

The largest percentage of guests at Marriott Waikiki are Japanese.

In addition to the retail prosperity that the Japanese tourist brings to Waikiki, the U.S. tourist count is rising rapidly.

Visitors from the U.S. are spending an increasing amount of money in Waikiki. Between 2006 and 2007 their average daily expenditure rose from \$181 to \$193.

Overall visitor expenditures are forecast to increase 5.2 percent in 2010.\*

Information cited from the "Annual Visitor Research Report", 2007 edition, The State of Hawaii, Dept. of Business, Economic Development, and Tourism.

\*Information cited from the "Outlook for Economy", 2nd Quarter 2009 edition, The State of Hawaii, Dept. of Business, Economic Development, and Tourism.

**Marriott**

# Waikiki Retailers

The “prime” shopping corridor in Waikiki is located along Kalakaua Avenue between Olohana Street (to the west) and Uluniu Avenue (to the east). Within this area, eight major shopping venues are located: King Kalakaua Plaza, 2100 Kalakaua Avenue, Waikiki Beach Walk, Waikiki Galleria, Waikiki Shopping Plaza, Royal Hawaiian Center, International Market Place, and the Marriott Shops. Pedestrian traffic surveys conducted along Kalakaua Avenue indicate that foot traffic varies between 600 and 1,200 pedestrians per hour.

This prime retail area also includes freestanding buildings, four office buildings (Kalakaua Business Center, Waikiki Galleria Tower, Waikiki Business Plaza, and Waikiki Trade Center), and multiple hotels (Waikiki Beachcomber, Outrigger Waikiki Beach, Westin Moana Surfrider, Royal Hawaiian, Sheraton Princess Kaiulani, Halekulani, and the Hyatt, to name a few).

The two major redevelopment projects, known as Waikiki Beach Walk and Royal Hawaiian Center, have caused increased pedestrian traffic in Waikiki towards Lewers Street.

In addition, Waikiki is expanding its prime shopping area as shoppers are beginning to explore an increasingly wider area towards Kuhio Avenue to the north and east towards Kapahulu Avenue. Waikiki's major shopping areas (including hotel and resort retail) are offering more entertainment, restaurant, and shopping choices than ever before.



# The Location



## Destination Hawaii

The Waikiki Beach Marriott is located at the epicenter of activity in the Waikiki shopping district. Kalakaua Avenue is globally recognized as one of the worlds most sought after shopping destinations. Excellently positioned in the heart of Kalakaua directly across from Waikiki Beach, this area sees more pedestrian traffic and vehicular traffic than almost any other area in Waikiki.

PEDESTRIAN  
COUNTS:  
**1,000  
hour**

TRAFFIC  
COUNTS:  
**42,207  
24-hour**

**The shops** are located directly in the middle of Waikiki on the Kalakaua and Kaiulani Avenues offering retail and public space consisting of approximately 14,310 square feet of retail space and 3,150 square feet with Kalakaua Avenue frontage.

The corner of Kalakaua Avenue and Kapahulu Avenue serves as a gateway to some of the worlds greatest shopping as well as the access point to Waikiki Beach, a top tourist destination in the Hawaiian islands.

With its position at the corner of this strategically important spot in Waikiki, The Marriott is presented to 1,000 pedestrians per hour. This is one of the highest pedestrian counts in the heart of one of the worlds premier shopping and tourist destinations. The corner of Kalakaua Avenue and Kapahulu Avenue also sees 42,207 vehicles every 24 hours.

In addition to being located in this excellent retail area, The Marriott Shops are positioned at the facade of the Marriott Waikiki. This 1,310 room resort and spa sees some of the highest occupancy rates in the area.

Together these factors position The Marriott at one of the best retail intersections in the State of Hawaii.





# The Marriott Waikiki: A New Face



## *Project goals*

- Leverage its location on one of the busiest streets in Waikiki
- Develop a new market position based on the brand identity of its tenant partners
- Activate entry points and exteriors to ensure maximum footfall and business success
- Engage visitors with a renewed offering and empower tenant partners to capture market share
- Become a destination and landmark for both locals and visitors

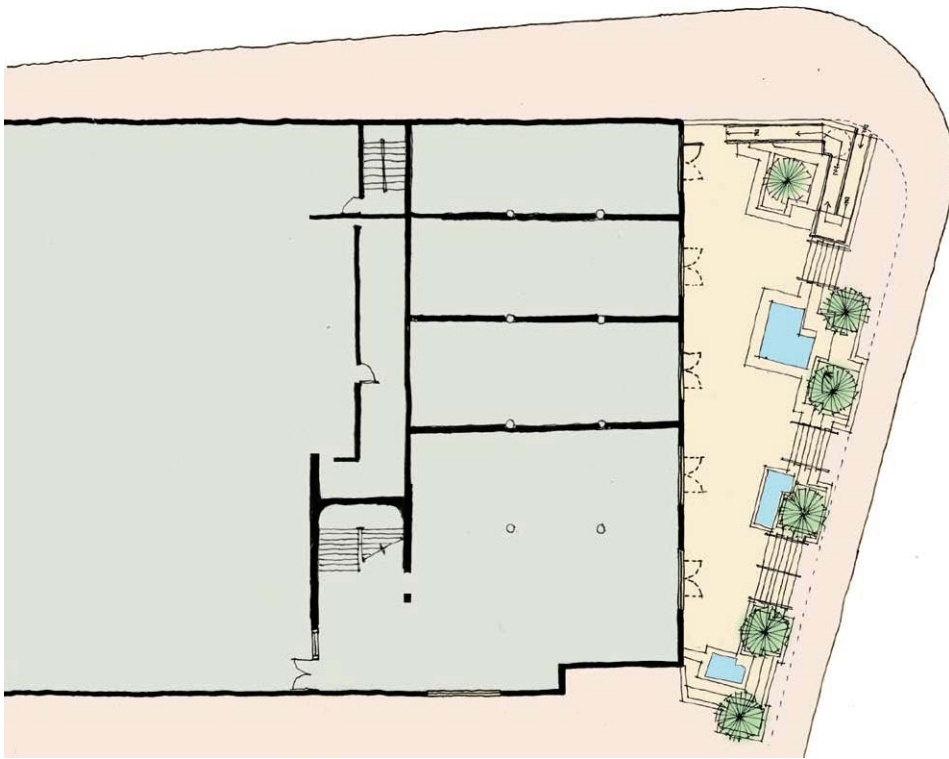


The Marriott  
View of Courtyard





The Marriott  
Plan of Courtyard





shimokawa+nakamura

1590 Manukoa Street Suite 1050  
Honolulu, Hawaii 96814  
Phone: 808.955.3374  
Fax: 808.955.3374  
www.snnh.com



*Shinya Nakamura*  
The work was prepared by me or under my direct supervision and the project will be under my observation.  
Expiration date 04/30/2016.

Waikiki Beach Marriott Resort & Spa  
Kuhio Beach Grill (2014)  
2552 Kalakaua Ave., Honolulu, HI 96815  
TMK: (1) 2-6-26: 02, 03 & 06

ISSUES AND REVISIONS:		
NO.	DATE	ISSUES AND REVISIONS

SHEET TITLE:  
GROUND FLOOR  
PLAN - PART E

DRAWING NO.  
Bid Set  
AE-1.01  
DATE:  
1/20/2015  
PROJECT NO.:  
1360.00

WALL LEGEND  
NEW CONSTRUCTION  
EXISTING CONSTRUCTION  
TO BE REMOVED



3D GROUND FLOOR PLAN - PART E  
SCALE: 1/8" = 1'-0"