

THE EVOLUTION OF WAIKOLOA BEACH RESORT



New Time Share Properties

Kumu Hou

**A SUSTAINABLE
FOUNDATION FOR
THE FUTURE**



LIKE ANY SUCCESSFUL BUSINESS, A RESORT MUST CONTINUOUSLY EVOLVE. Tastes change. Priorities shift. New generations have new perspectives. Back in the 1960s, for example, formal dining rooms with white table cloths serving French cuisine were considered the height of elegance, even in Hawai'i. At some resorts, if a guest showed up without a dinner jacket, one would be loaned. In the 1980s and '90s Hawai'i Regional Cuisine swept in, creating new culinary stars and a dining experience that was based on the uniquely multi-cultural identity of the islands. Nowadays, of course, dining is all about farm-to-fork with a strong and welcomed emphasis on locally-sourced foods.



New pedestrian trails and pathways through the resort (left) and a new Cultural Center (above) will add exponentially to the visitor experience at Waikoloa Beach Resort.



New Gateway Park on Ala Ihi Way and Waikoloa Beach Drive

SHIFTING PRIORITIES

When Waikoloa Beach Resort (WBR) was in its primary growth phase in the 1980s and 90s, golf was the driving force. Resorts and residential developments in the islands, as they were elsewhere in the U.S., were building golf courses as fast as possible, and opening “a course a day until the year 2000” was the National Golf Foundation’s projection of demand. To meet this anticipated need on Hawai‘i Island, WBR opened the Beach Course in 1981 and the Kings’ Course in 1990.

And while golf still has an important place in Hawai‘i’s economy and along the Kohala Coast — golfers tend to stay longer and spend more on average than other tourists — demand in the state has never met expectations. In fact, it’s no secret that golf has been in decline for nearly two decades nationally, with more course closures than openings for the last 13 consecutive years.

Throughout the Hawaiian Islands and beyond, golf play has declined dramatically over the past 25 years. Depending upon the year, Waikoloa has witnessed drops of up to 35 percent when compared to the highs play levels in the mid-90s. In 2002, more than 17 percent of Mainland visitors played golf during their visits; in 2018, that number had shrunk to 8.3 percent. It’s an unfortunate related fact that the Kings’ Course has never been profitable on its own and in many years has suffered sizable operating losses.

At the same time, there has been no such decline in demand for travel to Hawai‘i, and tourism (pandemic year

aside) is on track to set new records in the years ahead. What’s changed is that the consumer is looking for something different: family-oriented activities that center on the ocean, authentic cultural experiences, and a deeper understanding of the fragile Hawaiian environment.

The other seismic shift in priorities? The huge and growing demand for time-share units as they deliver exactly what families want: more communal space, kitchen and laundry facilities, the ability to own and pay over time, and the luxury of operating on a schedule entirely their own.

RENEWED PURPOSE

Waikoloa Beach Resort plans to deliver on this demand and plot a sustainable future at the same time with the Kumu Hou development, which in Hawaiian means “renewed purpose.”

“Our renewed purpose is to refine and evolve Waikoloa Beach Resort to meet the needs of today’s traveler and keep this iconic resort on top of its game for years to come,” says VP of Resort Operations Scott Head. “At the same time, we have always been committed to making the local community a better place, and Kumu Hou allows us to accomplish both of those critical goals.”