

Solutions

Investment Properties

W Honolulu Hotel
2885 Kalakaua Avenue
Honolulu, Hawaii

~ Price ~
\$8,000,000 USD



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Analysis

Anekona W LLC purchased the W Honolulu Hotel from Colony CSR Investors, L.P. for \$8,000,000. Anekona W will continue to operate the Hotel as the W Honolulu Hotel under the management of Starwood Hotels and Resorts Worldwide, Inc. Colliers Monroe Friedlander, Inc. the local real estate brokerage firm, together with Colliers International Hotel Realty, represented Colony in the launch of the marketing campaign for the Hotel. Colliers' extensive marketing played a vital role in the success of the purchase of the W Honolulu Hotel.

Location

The Hotel is romantically nestled at the base of the Diamond Head Crater and only a few minutes from the excitement of Waikiki, adjacent to two fabulous beaches. The Hotel's location, excellent physical condition and amenities greatly appeal to the Oahu's highest rated demand segments; high-end leisure and corporate business travelers. Honolulu's best shops are just minutes away.

Property

In 1998, the 13 story, 51-room luxury-boutique Hotel underwent an extensive \$10,000,000 renovation. The Hotel's 175-seat signature restaurant, Diamond Head Grill, is located on the second floor of the Hotel. The restaurant boasts an ultra-modern, chic décor that attracts a dashing and stylish crowd of all ages looking for the premiere dining and/or bar experience.

Results

Colliers conducted an electronic marketing campaign for the Hotel. The campaign was kicked off by sending out 8,000 emails to investors and property owners throughout the United States. Colliers collected an extensive amount of due diligence materials and posted them to a secure website, which allowed easy viewing access for qualified prospective buyers. The marketing campaign generated a tremendous amount of interest, resulting in the successful sale of the hotel.