

INTERNATIONAL MARKET PLACE

An architectural rendering of the International Market Place building at night. The building features a modern design with large glass windows, palm trees, and a prominent sign that reads "INTERNATIONAL MARKET PLACE". The scene is illuminated by warm lights, and several people are visible walking on the sidewalk in front of the building. The overall atmosphere is vibrant and urban.

Dave Mark
Marketing and Sponsorship Director

What is a Sponsorship Director?

Does he sponsor things?

Will he buy multiple tables at my next event?



Sponsorship

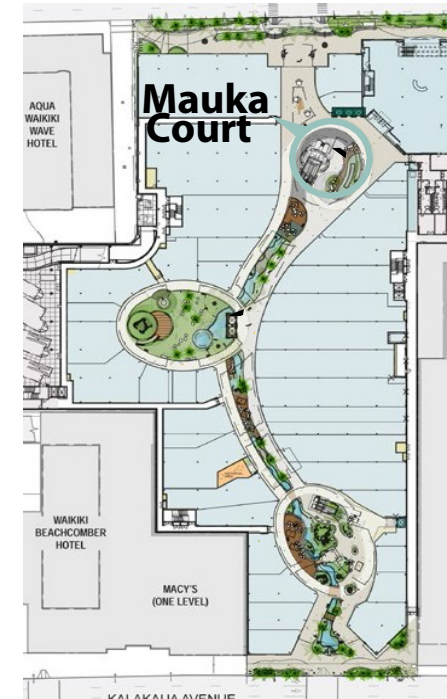




- **360,000 sf** of upscale shopping and dining
 - Approximately 75 retail stores / 7-10 restaurants / **700** parking spaces
- **80,000 sf** Saks Fifth Avenue, the only luxury department store in Waikiki



MAUKA COURT



- Inspired by the Waikiki ahupua'a, this court focuses on the enduring relationship between 'aina (land) and kānaka (native peoples) emphasizing the importance of wai (water) in four design elements.
 - Ka Welina: Concierge
 - Waiakeakua: Waterfall
 - 'Āpuakēhau : Basket of Dew
 - Ānuenuenu: Rainbows

THE QUEEN'S COURT

- Queen's Court honors the Royal heritage of Queen Emma and her legacy through four signature design expressions:
 - The Royal Family bronze sculpture
 - Queen's Garden
 - 'Emalani Pond and Celestial Pool
 - Emma's Mele



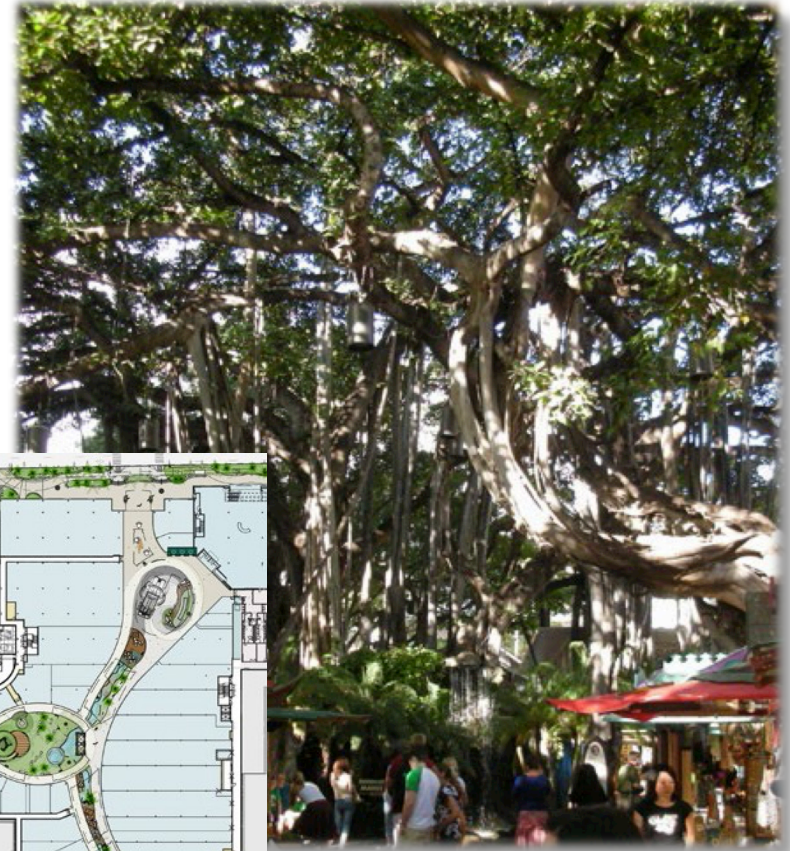
QUEEN'S COURT

- The hula pā and surroundings express the artistic nature of Queen Emma.
- The hula pā will be a stage for entertainment and cultural demonstrations.
- The elevator glass will feature song lyrics that celebrate the Queen.

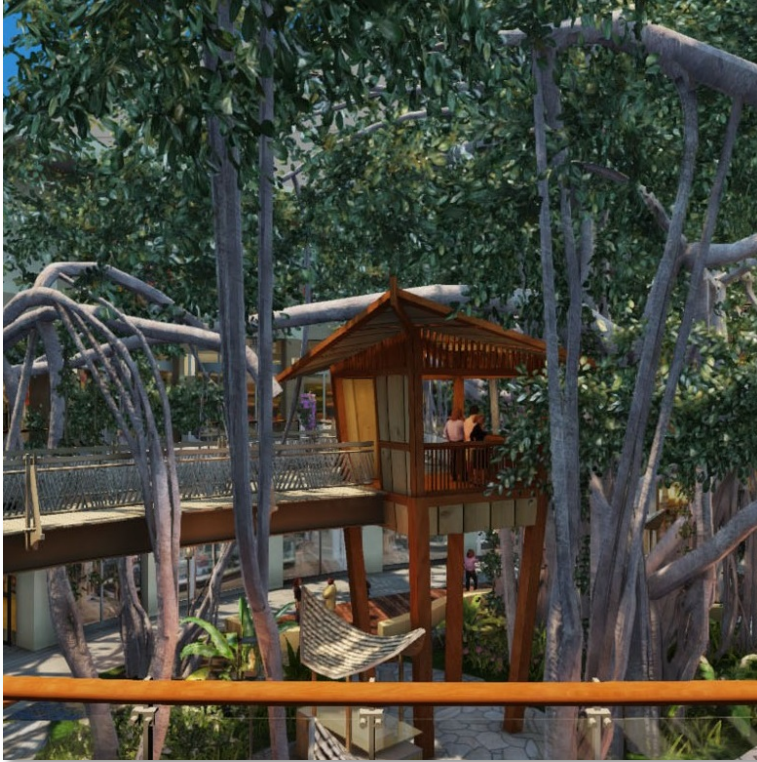


THE BANYAN COURT

- International Market Place was designed around the century-old historic banyan tree.
- The iconic tree welcomes visitors as they enter the center from Kalakaua Avenue.



THE BANYAN COURT

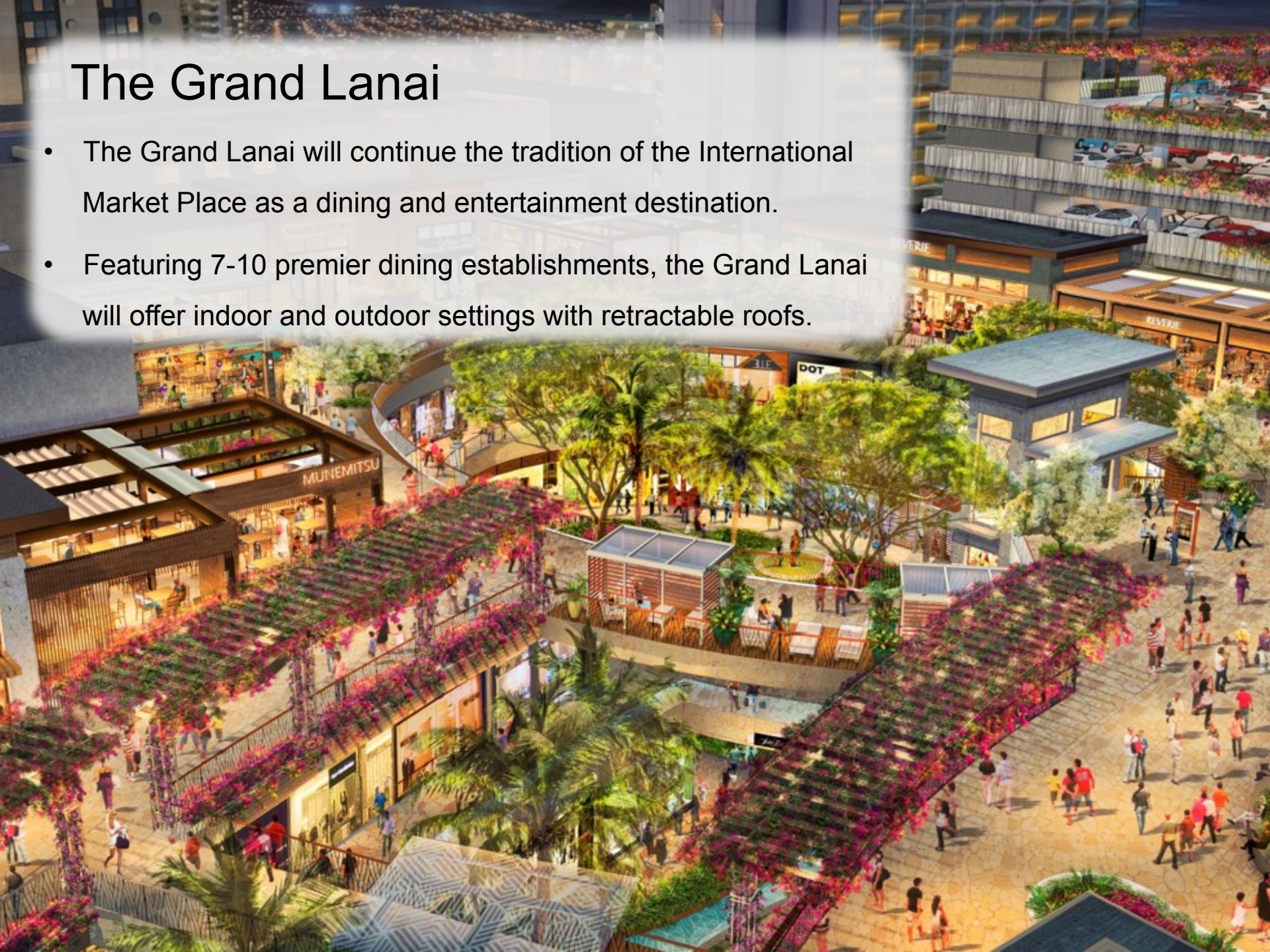


- On the second level, a bridge will traverse through the branches of the banyan with a “treehouse” reminiscent of where Akuhead Pupule broadcast his morning radio show in the early 1960’s.



The Grand Lanai

- The Grand Lanai will continue the tradition of the International Market Place as a dining and entertainment destination.
- Featuring 7-10 premier dining establishments, the Grand Lanai will offer indoor and outdoor settings with retractable roofs.

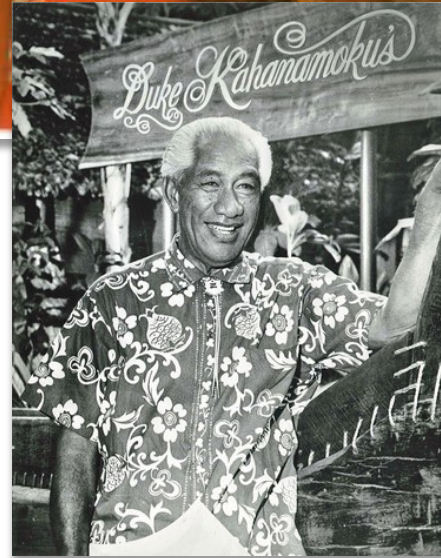
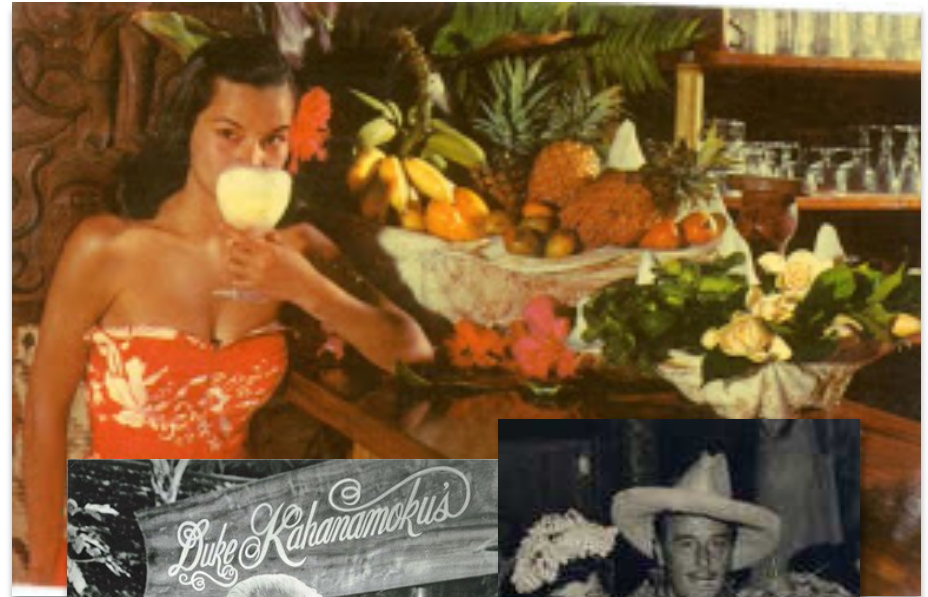


Located in the heart of Waikiki,
strategically and conveniently situated
between Kalakaua and Kuhio Avenues



A GATHERING PLACE

- The International Market Place historically has been Waikiki's hot spot for social gatherings.
- In the 1950's/60's, Tiki and Polynesian reviews were owned by the likes of Don Beach (Don the Beachcomber) and Duke Kahanamoku.
- The International Market Place featured beloved Hawaiian entertainers like Don Ho, Kui Lee and Genoa Keawe.



A GATHERING PLACE





The Big Picture Forecast:

What does the future hold.



Sunshine and Rainbows



Forecast Factors

- **6 new properties on Kuhio Avenue – Marriott scheduled to open in March**
- **Economy – HTA and national outlooks stable through 2017**
- **International Market Place merchant occupancy and leasing**
 - **60% merchant occupied**
 - **85% leased**
 - **10 stores, 2 restaurants this year**
 - **The Street and Mitsuwa to open second quarter 2017**
- **Arrival curve – 1 additional hotel for holidays, additional retail**

**Verdict: – ready to
rock summer 2017**

A decorative border at the bottom of the slide featuring stylized red and orange flowers and leaves on a white background.

FULFILLING A BRAND PROMISE



Postcard

Then



Now





INTERNATIONAL MARKET PLACE

Now Open!

Mahalo!