

Table 23.40-- HOTEL ROOMS, OCCUPANCY RATES, AND DAILY ROOM AND GUEST RATES: 1989 TO 2008

[Includes condominium units in rental pools for transient occupancy]

| Year | Hotel units 1/ | | | Percent occupied 2/ | Daily rates per room 2/ (dollars) | Guests per room 3/ |
|------|----------------|--------|---------------|---------------------|-----------------------------------|--------------------|
| | State total | Oahu | Other islands | | | |
| 1989 | 67,734 | 36,467 | 31,267 | 79.0 | 95.83 | 2.00 |
| 1990 | 71,266 | 36,899 | 34,367 | 78.8 | 102.10 | 2.01 |
| 1991 | 72,275 | 36,623 | 35,652 | 72.4 | 101.89 | 2.01 |
| 1992 | 73,089 | 37,279 | 35,810 | 72.6 | 105.59 | 2.02 |
| 1993 | 69,502 | 37,032 | 32,470 | 72.0 | 103.26 | 2.04 |
| 1994 | 70,463 | 36,194 | 34,269 | 76.5 | 105.46 | 2.04 |
| 1995 | (NA) | (NA) | (NA) | 75.8 | 109.39 | 2.05 |
| 1996 | 70,288 | 36,146 | 34,142 | 75.2 | 116.79 | 2.07 |
| 1997 | 71,025 | 35,971 | 35,054 | 73.9 | 124.96 | 2.08 |
| 1998 | 71,480 | 36,206 | 35,274 | 71.5 | 129.66 | 2.09 |
| 1999 | 71,157 | 35,861 | 35,296 | 72.1 | 131.66 | 2.09 |
| 2000 | 71,506 | 36,303 | 35,203 | 76.4 | 140.63 | 2.08 |
| 2001 | 72,204 | 36,824 | 35,380 | 69.2 | 144.88 | 2.05 |
| 2002 | 70,783 | 36,457 | 34,326 | 69.7 | 140.89 | 2.12 |
| 2003 | 70,579 | 35,541 | 35,038 | 72.7 | 144.16 | 2.09 |
| 2004 | 72,176 | 35,769 | 36,407 | 77.7 | 152.17 | 2.13 |
| 2005 | 72,307 | 33,926 | 38,381 | 81.1 | 166.16 | 2.15 |
| 2006 | 72,274 | 33,606 | 38,668 | 79.5 | 187.19 | (NA) |
| 2007 | 73,220 | 33,588 | 39,632 | 4/ 75.0 | 4/ 199.96 | (NA) |
| 2008 | 74,177 | 34,081 | 40,096 | 70.4 | 201.43 | (NA) |

NA Not available.

1/ February data through 1991; Spring 1992; June 1993; December 1994; and May 1996 and thereafter.

2/ Annual averages for hotels in PKF sample for 1989-1994, Smith Travel Research for 1995-2008.

3/ Annual averages for hotels in PKF sample.

4/ Revised from previous *Data Book*.

Source: Hawaii State Department of Business, Economic Development, and Tourism, *Visitor Plant Inventory*, (annual); PKF-Hawaii, *Trends in the Hotel Industry, Hawaii*, (December issues); Smith Travel Research, Hospitality Advisors LLC, *Hawaii Hotel Flash Report*, (December/Year-End Highlights issues).