

**Table 23.41-- HOTEL ROOM OCCUPANCY AND ROOM RATES, BY
GEOGRAPHIC AREA: 2008**

Geographic area	Percent occupied	Average daily room rate (dollars)	Revenue per available room (dollars)
State total	70.4	201.43	141.90
Oahu	74.9	169.92	127.27
Waikiki	75.6	168.68	127.51
Other Oahu	70.3	178.88	125.67
Maui	67.9	268.55	182.24
Wailea	66.2	431.20	285.37
Lahaina-Kaanapali-Kapalua	69.0	248.92	171.81
Other Maui	66.6	290.93	193.70
Hawaii	59.8	203.13	121.54
Kohala Coast	57.9	281.48	163.12
Kauai	70.4	206.43	145.35

Source: Smith Travel Research, Hospitality Advisors LLC, *Hawaii Hotel Flash Report*, (December/Year-End 2008 Highlights).