

**Table 23.41-- HOTEL ROOM OCCUPANCY AND ROOM RATES, BY
GEOGRAPHIC AREA: 2009**

Geographic area	Percent occupied	Average daily room rate (dollars)	Revenue per available room (dollars)
State total	66.5	176.46	117.35
Oahu	73.3	149.76	109.77
Waikiki	74.9	148.90	111.53
Other Oahu	62.5	156.59	97.87
Maui	62.1	232.54	144.41
Wailea	63.1	361.61	228.18
Lahaina-Kaanapali-Kapalua	63.8	211.23	134.76
Other Maui	60.2	257.62	155.09
Hawaii	54.5	184.72	100.67
Kohala Coast	53.8	252.16	135.66
Kauai	60.2	186.22	112.10

Source: Smith Travel Research, Hospitality Advisors LLC, *Hawaii Hotel Flash Report*, (December/Year-End 2009 Highlights).