

**Table 23.41-- HOTEL ROOM OCCUPANCY AND ROOM RATES, BY
GEOGRAPHIC AREA: 2012**

Geographic area	Percent occupied	Average daily room rate (dollars)	Revenue per available room (dollars)
State total	76.9	204.15	156.99
Oahu	84.7	183.51	155.43
Waikiki	85.8	182.72	156.77
Other Oahu	77.8	188.83	146.91
Maui	72.6	257.95	187.27
Wailea	77.4	387.34	299.80
Lahaina-Kaanapali-Kapalua	73.6	235.06	173.00
Other Maui	71.4	285.95	204.17
Hawaii	62.0	192.57	119.39
Kohala Coast	61.6	274.42	169.04
Kauai	68.8	212.85	146.44

Source: Smith Travel Research, Hospitality Advisors LLC, *Hawaii Hotel Flash Report*, (December/Year-End 2012 Highlights).