

**Table 23.41-- HOTEL ROOM OCCUPANCY AND ROOM RATES, BY
GEOGRAPHIC AREA: 2013**

Geographic area	Percent occupied	Average daily room rate (dollars)	Revenue per available room (dollars)
State total	76.2	227.07	173.03
Oahu	83.7	209.01	174.94
Waikiki	85.2	209.00	178.07
Other Oahu	74.3	209.06	155.33
Maui	72.0	277.61	199.88
Wailea	74.1	434.52	321.98
Lahaina-Kaanapali-Kapalua	72.4	248.50	179.91
Other Maui	71.5	311.23	222.53
Hawaii	60.8	214.11	130.18
Kohala Coast	62.7	295.55	185.31
Kauai	69.0	225.19	155.38

Source: Smith Travel Research, Hospitality Advisors LLC, *Hawaii Hotel Flash Report*, (December/Year-End 2013 Highlights).