

**Table 23.39-- HOTEL ROOM OCCUPANCY AND ROOM RATES, BY
GEOGRAPHIC AREA: 2017**

Geographic area	Percent occupied	Average daily room rate (dollars)	Revenue per available room (dollars)
State total	80.0	264.43	211.60
Oahu	83.3	233.11	194.08
Waikiki	84.4	228.55	192.95
Other Oahu	76.3	263.06	200.79
Maui	77.1	353.04	272.15
Wailea	84.6	538.22	455.52
Lahaina-Kaanapali-Kapalua	77.5	296.48	229.67
Other Maui	76.6	424.56	325.27
Hawaii	74.4	249.26	185.35
Kohala Coast	73.3	348.88	255.62
Kauai	75.7	263.97	199.83

Source: Hawaii Tourism Authority, *December 2017 Hawaii Hotel Performance Report* (January 25, 2018) <<http://www.hawaiiitourismauthority.org/research/research/infrastructure-research/>> accessed May 23, 2018.