

Table 23.39-- HOTEL ROOM OCCUPANCY AND ROOM RATES, BY GEOGRAPHIC AREA: 2018

Geographic area	Percent occupied	Average daily room rate (dollars)	Revenue per available room (dollars)
State total	79.8	278.07	221.85
Oahu	83.9	238.16	199.70
Waikiki	84.3	233.76	197.06
Other Oahu	81.2	265.11	215.31
Maui	75.9	385.39	292.35
Wailea	87.1	584.79	509.34
Lahaina-Kaanapali-Kapalua	74.9	322.01	241.18
Other Maui	77.1	463.61	357.35
Hawaii	72.2	261.43	188.76
Kohala Coast	69.6	370.66	257.90
Kauai	75.4	291.45	219.82

Source: Hawaii Tourism Authority, *December 2018 Hawaii Hotel Performance Report* (January 2019)
 <<http://www.hawaiiitourismauthority.org/research/infrastructure-research/>> accessed April 12, 2019.