

**Table 23.32-- HOTEL ROOM OCCUPANCY AND ROOM RATES, BY
GEOGRAPHIC AREAS: 1995**

[Includes condominium units in rental pools for transient occupancy]

Geographic area	Percent occupied	Average daily room rate (dollars)	Average revenue per available room (dollars)
State total	76.63	110.27	84.50
Oahu	81.45	101.37	82.56
Waikiki	81.79	102.70	84.00
Other Oahu	76.19	79.12	60.29
Hawaii	60.44	114.51	69.21
Hilo	(NA)	(NA)	(NA)
Kona	57.30	70.44	40.36
Kohala	61.43	166.04	102.00
Maui	75.30	135.01	101.66
Kaanapali	82.26	139.29	114.58
West Maui	73.60	117.45	86.44
Other	67.71	144.58	97.90
Kauai	65.23	126.67	82.62
North	66.78	174.34	116.43
Central	60.67	73.91	44.84
South	70.02	162.33	113.66
Molokai	37.47	71.85	26.92
All Neighbor Islands	68.62	127.87	87.75

NA Not available.

Source: PKF-Hawaii, *Trends in the Hotel Industry, Hawaii*, December 1995, and records.