

**Table 23.32-- HOTEL ROOM OCCUPANCY AND ROOM RATES, BY
GEOGRAPHIC AREAS: 1996**

[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	75.51	127.95	96.62
Oahu	81.62	117.07	95.55
Waikiki	82.57	118.56	97.89
Other Oahu	72.70	101.30	73.64
Hawaii	62.17	127.89	79.51
Hilo	81.20	73.60	59.77
Kona	58.59	72.83	42.67
Kohala	62.92	174.50	109.80
Maui	73.19	151.02	110.54
Kaanapali	80.87	153.00	123.72
West Maui	72.05	140.65	101.33
Other	65.99	157.95	104.23
Kauai	67.53	137.04	92.55
North	67.60	171.96	116.24
Central	58.95	96.49	56.89
South	78.94	162.27	128.10
Molokai	39.12	74.21	29.03
All Neighbor Islands	(NA)	(NA)	(NA)

NA Not available.

Source: PKF-Hawaii, *Trends in the Hotel Industry, Hawaii*, December 1997.