

**Table 23.33-- HOTEL ROOM OCCUPANCY AND ROOM RATES, BY  
GEOGRAPHIC AREAS: 1997**

[Includes condominium units in rental pools for transient occupancy]

<b>Geographic area</b>	<b>Percent occupied</b>	<b>Average daily room rate (dollars)</b>	<b>Average revenue per available room (dollars)</b>
State total	73.99	135.94	100.59
Oahu	78.61	123.21	96.85
Waikiki	79.71	124.54	99.27
Other Oahu	68.49	108.98	74.64
Hawaii	65.43	147.28	96.37
Hilo	80.31	79.65	63.97
Kona	60.85	74.98	45.62
Kohala	67.09	199.41	133.78
Maui	71.58	156.37	111.93
Kaanapali	78.20	161.98	126.67
West Maui	70.59	140.52	99.20
Other	64.85	161.26	104.57
Kauai	68.75	148.26	101.93
North	69.99	176.51	123.54
Central	61.15	102.52	62.70
South	78.33	183.62	143.83
Molokai	40.42	74.02	29.92
All Neighbor Islands	(NA)	(NA)	(NA)

NA Not available.

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