

Table 23.38-- HOTEL ROOM OCCUPANCY AND AVERAGE DAILY ROOM RATES, BY GEOGRAPHIC AREA: 2019

Geographic area	Percent occupied	Average daily room rate (dollars)	Revenue per available room (dollars)
State total	81.2	282.56	229.32
Oahu	84.2	240.76	202.62
Waikiki	84.5	236.04	199.51
Other Oahu	82.0	269.83	221.22
Maui	77.7	399.43	310.19
Wailea	88.4	618.32	546.83
Lahaina-Kaanapali-Kapalua	76.5	334.03	255.38
Other Maui	79.2	479.58	379.74
Hawaii	77.1	266.58	205.40
Kohala Coast	77.7	377.96	293.66
Kauai	76.3	282.73	215.80

Source: Hawaii Tourism Authority, *December 2019 Hawaii Hotel Performance Report* (January 2020)
 <<https://www.hawaiitourismauthority.org/research/infrastructure-research/>> accessed February 25, 2020.