

Table 23.38-- HOTEL ROOM OCCUPANCY AND AVERAGE DAILY ROOM RATES, BY GEOGRAPHIC AREA: 2020

Geographic area	Percent occupied	Average daily room rate (dollars)	Revenue per available room (dollars)
State total	37.1	267.39	99.24
Oahu	39.0	215.57	84.04
Waikiki	37.4	214.45	80.19
Other Oahu	47.6	220.35	104.91
Maui	33.9	414.26	140.42
Wailea	(NA)	(NA)	(NA)
Lahaina-Kaanapali-Kapalua	29.1	370.19	107.78
Other Maui	39.9	454.55	181.29
Hawaii	38.0	254.27	96.71
Kohala Coast	(NA)	(NA)	(NA)
Kauai	33.0	261.98	86.50

NA Not available

Source: Hawaii Tourism Authority, *December 2020 Hawaii Hotel Performance Report* (January 2020)

<<https://www.hawaiitourismauthority.org/research/infrastructure-research/>> accessed February 18, 2021.