

Table 23.36-- HOTEL ROOM OCCUPANCY, AVERAGE DAILY ROOM RATES, AND REVENUE PER AVAILABLE ROOM, BY GEOGRAPHIC AREA: 2023

Geographic area	Percent occupied	Average daily room rate (dollars)	Revenue per available room (dollars)
State total	74.7	377.55	282.10
Oahu	79.6	281.69	224.32
Waikiki	80.1	268.69	215.21
Other Oahu	77.1	357.29	275.32
Maui	66.1	591.09	390.46
Wailea	59.9	909.43	544.63
Lahaina-Kaanapali-Kapalua	68.1	525.06	357.74
Other Maui	63.6	675.61	429.54
Hawaii	70.2	427.36	300.04
Kohala Coast	74.1	578.32	428.67
Kauai	74.6	420.02	313.43

Source: Hawaii Tourism Authority, *December 2023 Hawaii Hotel Performance Report* (January 2024)
 <<https://www.hawaii-tourism-authority.org/research/infrastructure-research/>> accessed January 22, 2024.