

PACIFIC BUSINESS NEWS

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Hawaii hotels 66.5% full in January

Pacific Business News (Honolulu)

Hawaii hotel occupancy grew 3.4 percentage points to 66.5 percent in January — the fourth occupancy increase in the past five months.

However, as compared with the same month last year, room rates continue to slide — down \$21 to average \$176 a night.

That meant a \$7 drop to \$117 in revenue per available room. Overall, statewide room revenue in January fell by an estimated \$9.3 million to \$206.7 million.

Occupancy, room rates and revpar for the four main Hawaiian islands were as follows:

- Oahu occupancy was up 3.9 percentage points to 72.1 percent, room rates dropped \$13 to \$149, and revpar was off \$3 at \$107;
- Maui occupancy rose 7.7 percentage points to 67.5 percent, room rates decreased \$48 to \$228, and revpar slid \$11 to \$154;
- Kauai occupancy eased downward 2.2 percentage points to 54.3 percent, room rates slipped \$5 to \$93, and revpar was down \$7 to \$105; and
- Big Island occupancy slipped 2 percentage points to 53.2 percent, room rates fell \$14 to \$187, and revpar was down \$12 to \$99.

The monthly Hawaii hotel industry survey is reported by **Smith Travel Research** and **Hospitality Advisors**.

“The positive January 2010 results reflect a continuation of the recovery trend that began during the last quarter 2009,” said Joseph Toy, president and CEO of Hospitality Advisors. “Preliminary February results also appear stronger than the prior year, which bodes well for our 2010 first quarter winter busy season.”

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