

## PACIFIC BUSINESS NEWS

Thursday, March 25, 2010, 1:17pm HAST

# Hawaii sees jump in hotel room occupancy

Pacific Business News (Honolulu)

Maui's hotel room occupancy jumped 10.5 percentage points to 76.4 percent for the week ending March 20.

Compared to the same week last year, though, room rates on Maui plunged 14 percent to average \$221 a night.

Statewide room occupancy was up 6.8 percentage points to 73.6 percent, while room rates slid 9.2 percent to \$170.

Occupancy and room rates for other Hawaii islands were as follows:

- Oahu occupancy rose 9.8 percentage points to 81.2 percent, while room rates declined 3.6 percent to \$148;
- Kauai occupancy fell 6.2 percentage points to 55.8 percent, while room rates dropped 12.3 percent to \$180; and
- Big Island occupancy was off slightly —1.5 percentage points — to 54 percent, while room rates plummeted by 15.5 percent to \$153.

Nationwide hotel room occupancy inched up 3 percentage points to 61.4 percent, while room rates were off 1.9 percent to average \$98 a night.

The weekly Hawaii hotel industry snapshot is surveyed by Smith Travel Research and Hospitality Advisors.

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