

PACIFIC BUSINESS NEWS

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Hawaii hotels almost 80% full

Pacific Business News (Honolulu)

Hawaii hotel occupancy improved to 78.4 percent for the week ending Feb. 13, a 2.1 percentage point increase as compared with the same week last year.

Room rates, though, continue to slump, with the statewide rate averaging \$178 a night, 5.9 percent lower than in mid-February 2009.

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

- Oahu occupancy was up slightly to 82.9 percent, while room rates slid 7.7 percent to \$152;
- Maui occupancy jumped 9.1 percentage points to 81.5 percent, while room rates dipped 7.2 percent to \$235;
- Kauai occupancy slipped 1 percentage point to 68.1 percent, while room rates dropped 6 percent to \$189; and
- Big Island occupancy eased 2.1 percentage points downward to 64.5 percent, while room rates were off 2.1 percent to \$170.

Nationwide hotel occupancy was down 1.3 percentage points to 53.7 percent, while room rates decreased 4.7 percent to \$97.

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

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