

**Table 7.18-- AVERAGE DAILY ROOM AND GUEST RATES, BY COUNTIES:
1980 AND 1988 TO 2008**

(In dollars. Annual averages, unless otherwise specified)

Type of rate and year	State total	Hawaii	Oahu	Maui	Kauai
Room rates:					
1980	47.37	46.40	42.70	61.34	55.16
1988	87.25	87.28	75.16	133.70	89.44
1989	96.11	121.27	84.70	133.64	92.71
1990	102.34	133.34	93.27	128.91	91.99
1991	101.89	129.10	92.53	125.05	95.73
1992 <u>1/</u>	104.53	120.19	98.40	124.75	66.21
1993	104.13	121.26	97.18	122.91	84.81
1994 <u>1/</u>	104.80	108.89	97.59	125.70	112.09
1995 <u>1/</u>	109.65	118.74	108.33	144.36	132.08
1996 <u>1/</u>	127.95	127.89	117.07	151.02	137.04
1997 <u>1/</u>	137.06	146.63	123.18	156.23	153.43
1998 <u>1/</u>	140.80	157.50	122.92	161.40	154.34
1999 <u>1/</u>	144.53	162.73	118.43	175.22	159.89
2000 <u>1/</u>	152.46	177.37	121.51	189.91	170.54
2001	151.91	184.21	105.29	209.85	150.90
2002 <u>1/</u>	143.64	179.72	99.91	203.02	145.13
2003	149.69	180.64	105.48	212.06	148.55
2004	158.18	193.17	111.68	226.78	161.34
2005	170.76	209.33	124.07	252.58	181.43
2006 <u>2/</u>	190.06	228.29	137.95	279.71	196.18
2007	199.96	203.01	168.36	261.43	206.34
2008	201.43	203.13	169.92	268.55	206.43

1/ Revised.

2/ From January through November 2006.

Source: Pannell Kerr Forster, Trends in the Hotel Industry, Hawaii (monthly) up to 2006; and Hawai'i State Department of Business, Economic Development and Tourism, Annual Visitor Research Report (annual) beginning 2007.