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Section 23

DOMESTIC TRADE AND SERVICES

This section presents statistics relating to retail and wholesale trade; hotels; and selected personal, business, automotive, repair, and amusement services, including the motion picture industry. Related data are included in Sections 7, 12, 14 and 15.

The major sources of these data are the U.S. Census Bureau, *2002 Economic Census, Geographic Area Series*, Retail Trade, Wholesale Trade, and all others relating to the services industry. Statistics on the retailing, wholesaling, and services tax bases are available from the Hawaii State Department of Taxation. Data on hotel room counts, occupancy and other characteristics are published by the Hawaii State Department of Business, Economic Development & Tourism's Tourism Research Branch. The Film Industry Branch of the Hawaii State Department of Business, Economic Development & Tourism compiles data on motion picture and television production. A summary of figures on trade and services in earlier years appears in *Historical Statistics of Hawaii*, Section 20. The *Statistical Abstract of the United States: 2004-2005*, Section 22 and 27, presents similar data for other states and the nation as a whole.

**Table 23.01-- GENERAL EXCISE TAX BASE FOR TRADE AND SERVICE
ACTIVITIES: 1985 TO 2004**

[In thousands of dollars. Data are on a cash basis accounting]

Year reported 1/	Retailing	Services 2/	Amusement, etc. 3/	Intermediary services	Wholesaling
1985	8,499,254	2,481,669	154,830	116,300	4,095,220
1986	9,239,373	2,784,169	159,881	127,992	4,443,166
1987	9,449,673	2,896,159	157,824	148,557	5,188,215
1988	10,385,974	3,287,715	165,729	182,138	5,683,815
1989	11,607,779	3,699,003	184,154	189,018	6,595,569
1990	12,827,883	4,276,876	201,003	349,111	7,494,330
1991	13,398,382	4,888,164	209,128	451,078	7,722,752
1992	13,846,332	5,032,682	229,091	247,850	7,498,621
1993	13,976,048	5,092,654	226,443	218,173	7,646,215
1994	14,569,798	5,270,844	238,195	265,755	7,622,366
1995	15,050,113	5,351,079	233,843	264,193	7,808,103
1996	16,091,429	5,618,027	246,232	292,250	8,153,155
1997	15,973,955	5,414,691	229,802	283,064	8,101,894
1998	15,730,858	5,545,001	232,288	320,845	8,030,448
1999	15,957,379	5,647,648	220,959	298,815	8,059,260
2000	17,453,936	6,045,695	253,484	378,574	9,082,585
2001	17,823,297	6,426,452	249,098	322,183	9,171,140
2002	17,873,487	6,831,646	265,334	331,944	9,288,532
2003	18,835,041	7,296,759	260,651	352,614	9,714,281
2004	21,049,652	8,108,248	288,658	312,781	11,017,918

1/ Calendar year in which reported, including "prior years" reports. Income received in December is reported the following January, hence these annual totals generally refer to an "income year" ended November 30.

2/ Includes both business and professional services but excludes hotels, theater, amusement, broadcasting, and intermediary services.

3/ Theater, amusement, broadcasting, etc.

Source: Hawaii State Department of Taxation, "General Excise and Use Tax Base" (annual tabular release).

**Table 23.02-- RETAIL ESTABLISHMENTS, BY PAYROLL STATUS:
1972 TO 2002**

[Coverage has differed somewhat from census to census]

Year	Number of establishments			Sales (million dollars)		
	Total	With payroll	Without payroll	Total	With payroll	Without payroll
old definition:						
1972	6,392	4,491	1,901	1,865	1,820	45
1977	7,388	5,273	2,115	3,294	3,223	71
1982	8,917	6,139	2,778	5,193	5,102	92
1987	11,143	7,195	3,948	8,267	8,084	183
1992	13,185	7,807	5,378	11,510	11,250	260
1997	17,478	7,860	9,618	13,638	13,299	339
new definition: 1/						
1997	14,098	5,088	9,010	11,628	11,318	310
2002	13,719	4,924	8,795	13,362	13,008	354

1/ Excludes foodservices (eating and drinking places), included in earlier censuses.

Source: U.S. Census Bureau, *1972 Census of Retail Trade, Hawaii*, RC72-A-12 (July 1974), table 1; *1977 Census of Retail Trade, Hawaii*, RC77-A-12 (June 1979), table 1; *1982 Census of Retail Trade, Hawaii*, RC82-A-12 (September 1984), table 1; *1987 Census of Retail Trade, Hawaii*, RC87-A-12 (May 1989), table 1, and *Nonemployer Statistics Series, West*, RC87-N-4 (February 1990), table 2; *1992 Census of Retail Trade, Hawaii*, RC92-A-12 (October 1994), table 1, and *Nonemployer Statistics Series, Summary*, RC92-N-1 (February 1995), table 3; *1997 Economic Census, Retail Trade, Hawaii*, EC97R44A-HI (November 1999), table 1; *1997 Economic Census Accomodation and Foodservices*, EC97R72A-HI (October 1999), table 1; *1997 Economic Census, Nonemployer Statistics*, EC97X-CS4 (January 2001), table 2; *2002 Economic Census, Retail Trade, Geographic Area Series, Hawaii*, EC02-44A-HI, (January 2005), table 1; and *2002 Economic Census, Nonemployer Statistics, Hawaii*, <<http://www.census.gov/epcd/nonemployer/2002/hi/HI000.HTM>> accessed February 2, 2005.

**Table 23.03-- FOOD SERVICES & DRINKING PLACES (NAICS 722)
BY TYPE OF SERVICE: 2002**

[Includes establishments with payroll. Statistics based on the North American Industry Classification System (NAICS) which replaced the Standard Industrial Classification (SIC) system used in Economic Censuses prior to the 1997 Economic Census]

NAICS code	Type of service	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	Paid employees, pay period including March 12 (number)
722	Food services & drinking places	2,858	2,331,592	645,689	50,781
7221	Full-service restaurants	1,081	1,185,561	368,028	27,296
7222	Limited-service eating places	1,401	869,160	207,744	18,613
7223	Special food services	109	174,794	46,889	2,556
72231	Food service contractors	56	150,324	39,650	2,011
72232	Caterers	33	20,778	6,430	479
72233	Mobile food services	20	3,692	809	66
7224	Drinking places (alcoholic beverages)	267	102,077	23,028	2,316

Source: U.S. Census Bureau, *2002 Economic Census, Accommodation and Food Services, Geographic Area Series, Hawaii*, EC02-72A-HI, (January 2005), table 1.

**Table 23.04-- CHARACTERISTICS OF RETAIL ESTABLISHMENTS
(NAICS 44-45) WITH PAYROLL, BY BROAD GEOGRAPHIC AREAS: 2002**

[Includes establishments with payroll. Statistics based on the North American Industry Classification System (NAICS) which replaced the Standard Industrial Classification (SIC) system used in Economic Censuses prior to the 1997 Economic Census]

Subject	State total	Oahu	Other Islands
Number of establishments	4,924	3,065	1,859
Sales (\$1,000)	13,008,182	8,816,634	4,191,548
Annual payroll (\$1,000)	1,333,809	880,174	453,635
First quarter payroll (\$1,000)	320,859	212,995	107,864
Paid employees for pay period including March 12	63,794	41,968	21,826

Source: U.S. Census Bureau, *2002 Economic Census, Retail Trade, Geographic Area Series, Hawaii*, EC02-44A-HI, (January 2005), tables 1 and 2.

Table 23.05-- RETAIL ESTABLISHMENTS (NAICS 44-45), FOR COUNTIES AND SELECTED URBAN PLACES: 2002

[Includes establishments with payroll. Statistics based on the North American Industry Classification System (NAICS) which replaced the Standard Industrial Classification (SIC) system used in Economic Censuses prior to the 1997 Economic Census]

Geographic area	Number of establishments	Sales (\$1,000)	Annual payroll (\$1,000)	Paid employees for pay period including March 12 (number)
State total	4,924	13,008,182	1,333,809	63,794
Hawaii County	691	1,704,360	176,092	8,541
Captain Cook	8	17,240	2,282	96
Hawaiian Beaches	3	3,828	486	35
Hilo	249	792,491	83,458	3,863
Holualoa	14	22,105	1,687	77
Kailua	165	409,803	42,869	2,174
Kalaoa	23	147,713	11,327	346
Waikoloa Village	19	26,456	3,385	157
Honolulu County	3,065	8,816,634	880,174	41,968
Ahuimanu	6	15,842	1,358	82
Aiea	119	368,185	40,304	2,292
Ewa Beach	10	16,972	2,052	110
Halawa	23	20,135	2,771	125
Hauula	14	14,711	1,532	157
Heeia	3	402	61	4
Honolulu	2,088	5,375,770	534,189	25,050
Kailua	97	276,470	32,230	1,543
Kaneohe	111	386,227	40,319	1,841
Laie	7	16,106	1,809	110
Maili	7	6,329	512	30
Maunawili	6	7,180	451	34
Mililani Town	41	221,123	22,837	169
Nanakuli	11	23,480	1,896	109
Pearl City	44	372,240	26,067	1,333
Pupukea	5	13,320	1,448	70
Schofield Barracks	3	1,547	436	26
Wahiawa	37	94,355	8,535	419
Waialua	6	3,446	446	31
Waianae	21	74,924	7,568	450
Waimalu	58	206,585	24,433	833

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Table 23.05-- RETAIL ESTABLISHMENTS (NAICS 44-45) WITH PAYROLL, FOR COUNTIES AND SELECTED URBAN PLACES: 2002 -- Con.

Geographic area	Number of establishments	Sales (\$1,000)	Annual payroll (\$1,000)	Paid employees for pay period including March 12 (number)
Honolulu County - Con.				
Waimanalo	9	15,580	2,057	84
Waimanalo Beach	6	6,070	585	32
Waipahu	110	588,471	49,549	1,971
Waipio	14	29,882	3,597	145
Kauai County	352	714,715	78,749	4,084
Hanamaulu	3	3,332	387	28
Kalaheo	11	6,654	778	59
Kapaa	67	137,703	14,772	730
Lihue	83	280,163	28,795	1,295
Waimea	27	69,217	7,615	342
Maui County	816	1,772,473	198,794	9,201
Haiku-Pauwela	11	7,202	1,046	59
Island of Lanai	11	14,540	2,197	105
Island of Molokai 1/	5	4,161	487	36
Kahului	213	880,875	94,179	4,071
Kaunakakai	22	32,943	3,985	200
Kihei	65	183,662	16,143	884
Lahaina	198	253,968	32,133	1,531
Makawao	21	10,126	1,555	105
Napili-Honokowai	15	24,066	2,376	110
Pukalani	7	27,960	2,885	136
Wailea-Makena	60	74,342	11,529	556
Wailuku	59	94,711	11,129	525

1/ Balance of Molokai Island excluding Kaunakakai.

Source: U.S. Census Bureau, *2002 Economic Census, Retail Trade, Geographic Area Series, Hawaii*, EC02-44A-HI, (January 2005), tables 1, 3 and 4.

Table 23.06-- RETAIL ESTABLISHMENTS (NAICS 44-45) WITH PAYROLL, BY KIND OF BUSINESS: 2002

[Includes establishments with payroll. Statistics based on the North American Industry Classification System (NAICS) which replaced the Standard Industrial Classification (SIC) system used in Economic Censuses prior to the 1997 Economic Census]

NAICS code	Kind of business	Number of establishments	Sales (\$1,000)	Annual payroll (\$1,000)	Paid employees 1/
44-45	Retail trade	4,924	13,008,182	1,333,809	63,794
441	Motor vehicle and parts dealers	336	2,552,832	218,125	6,013
442	Furniture and home furnishings stores	189	258,702	38,995	1,440
443	Electronics and appliance stores	171	290,837	29,290	1,332
444	Building material and garden equipment and supplies dealers	255	748,447	90,904	3,605
445	Food and beverage stores	722	2,258,963	236,558	12,080
446	Health and personal care stores	295	961,240	100,170	4,915
447	Gasoline stations	324	778,401	53,129	3,443
448	Clothing and clothing accessories stores	1,239	1,506,061	190,245	10,753
451	Sporting goods, hobby, book, and music stores	330	359,850	46,009	2,935
452	General merchandise stores	107	2,568,623	244,563	11,633
453	Miscellaneous store retailers	809	560,414	85,053	4,751
454	Nonstore retailers	147	163,812	20,768	894

1/ For pay period including March 12.

Source: U.S. Census Bureau, *2002 Economic Census, Retail Trade, Geographic Area Series, Hawaii*, EC02-44A-HI, (January 2005), table 1.

**Table 23.07-- PRIVATE INDUSTRY RETAIL EMPLOYMENT AND WAGES,
ANNUAL AVERAGES: 2003**

[Statistics based on the North American Industry Classification System (NAICS) which replaced
the Standard Industrial Classification (SIC) system]

NAICS code	Retail trade	No. of establish- ments	Average employ- ment	Total wages (\$1,000)	Average wage
	Total	4,904	64,571	1,549,322	23,994
44111	New car dealers	71	4,221	218,704	51,814
44112	Used car dealers	34	176	6,552	37,243
44122	Motorcycle, boat, and other vehicle dealers	35	390	12,344	31,679
44131	Automotive parts and accessories stores	169	1,442	34,594	23,999
44132	Tire dealers	55	484	16,289	33,661
4421	Furniture stores	87	730	24,517	33,573
44221	Floor covering stores	39	421	14,480	34,434
442291	Window treatment stores	15	46	1,164	25,398
442299	All other home furnishings stores	56	431	8,236	19,101
4431	Electronics and appliance stores	167	1,423	38,280	26,895
44411	Home centers	41	1,863	49,336	26,487
44412	Paint and wallpaper stores	21	122	4,756	38,876
44413	Hardware stores	59	1,117	26,845	24,029
44419	Other building material dealers	95	992	39,950	40,255
44421	Outdoor power equipment stores	8	31	844	27,024
44422	Nursery, garden, and farm supply stores	20	241	5,550	23,059
44511	Supermarkets and other grocery stores	249	9,051	197,083	21,776
44512	Convenience stores	122	1,439	22,742	15,799
44521	Meat markets	35	225	4,833	21,456
44522	Fish and seafood markets	49	547	11,740	21,449
44523	Fruit and vegetable markets	33	160	2,890	18,102
445291	Baked goods stores	19	101	2,519	25,005
445292	Confectionery and nut stores	34	296	4,691	15,876
445299	All other specialty food stores	64	688	12,141	17,650
4453	Beer, wine, and liquor stores	52	184	2,952	16,034
44611	Pharmacies and drug stores	162	3,598	106,467	29,591
44612	Cosmetic and beauty supply stores	51	380	8,566	22,548
44613	Optical goods stores	37	335	7,527	22,459
446191	Food, health, supplement stores	49	276	5,006	18,142
446199	All other health and personal care stores	28	186	6,413	34,430
44711	Gasoline stations with convenience stores	176	2,263	38,211	16,886
44719	Other gasoline stations	74	601	10,762	17,900
44811	Men's clothing stores	76	720	12,966	18,008
44812	Women's clothing stores	231	2,251	40,701	18,079
44813	Children's and infant's clothing stores	17	120	1,421	11,891

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**Table 23.07-- PRIVATE INDUSTRY RETAIL EMPLOYMENT AND WAGES,
ANNUAL AVERAGES: 2003 - Con.**

NAICS code	Retail trade	No. of establishments	Average employment	Total wages (\$1,000)	Average wage
44814	Family clothing stores	85	1,503	26,795	17,823
44815	Clothing accessories stores	71	447	11,699	26,196
44819	Other clothing stores	184	1,096	17,241	15,733
4482	Shoe stores	110	964	19,210	19,930
44831	Jewelry stores	358	1,914	50,243	26,256
44832	Luggage and leather goods stores	26	305	8,489	27,862
45111	Sporting goods stores	183	1,279	23,944	18,726
45112	Hobby, toy, and game stores	52	523	6,923	13,246
45113	Sewing, needlework, and piece goods stores	19	145	2,893	19,966
45114	Musical instrument and supplies stores	24	125	2,477	19,866
45121	Book stores and news dealers	57	853	13,222	15,507
45122	Prerecorded tape, CD, and record stores	44	308	5,489	17,822
452111	Department stores, except discount	23	3,844	71,041	18,479
452112	Discount department stores	25	4,338	83,750	19,308
45291	Warehouse clubs and supercenters	9	1,917	57,010	29,745
45299	All other general merchandise stores	82	846	12,329	14,570
4531	Florists	113	567	7,884	13,899
45321	Office supplies and stationery stores	72	919	23,224	25,278
45322	Gift, novelty, and souvenir stores	401	3,061	57,889	18,911
4533	Used merchandise stores	66	444	7,218	16,275
45391	Pet and pet supplies stores	33	290	4,478	15,456
45392	Art dealers	130	588	16,533	28,130
453991	Tobacco stores	8	19	271	14,307
453998	Store retailers not specified elsewhere	105	466	9,719	20,839
454111	Electronic shopping	36	36	1,075	30,147
454113	Mail-order houses	7	15	432	27,999
4542	Vending machine operators	17	52	907	17,529
4543	Direct selling establishments	40	160	4,866	30,462

Source: U.S. Department of Labor, *Employment and Wages Annual Averages 2003* (annual), table 10.

**Table 23.08-- RETAIL TRADE AND FOOD SERVICES SALES, BY
TYPE OF STORE: 2002**

[In millions of dollars; data are estimates. Statistics based on the North American Industry Classification System (NAICS) which replaced the Standard Industrial Classification (SIC) system. Under NAICS classification, food service & drinking establishments are no longer included in retail trade]

Kind of store	NAICS code	2002
All retail stores 1/ Total Retail sales and food and drink	NAICS 44, 45	13,680 15,952
Motor vehicle and parts dealers	441	2,116
Furniture and home furnishings	442	233
Electronics and appliances	443	210
Building material and garden equipment and supply dealers	444	848
Food and beverage stores	445	2,569
Health and personal care	446	1,154
Gasoline stations	447	918
Clothing and clothing accessories	448	1,629
Sporting goods, hobby, book, & music stores	451	412
General merchandise	452	2,806
Miscellaneous store	453	681
Nonstore retailers	454	105
Food services & drinking places	722	2,272

1/ Includes other types of stores, not shown separately.

Source: Market Statistics (a division of Claritas Inc., Arlington VA), estimates cited in U.S. Census Bureau, *Statistical Abstract of the United States: 2004-2005*, pp. 659-660.

Table 23.09-- CHARACTERISTICS OF MAJOR SHOPPING CENTERS: 2002

[Includes all centers on Oahu with more than 250,000 square feet of gross leaseable area and all centers on other islands with more than 150,000 square feet]

Island and name of center	Location	Year opened	Site area (acres)	Gross leaseable area (1,000 square feet)	Parking spaces	Number of stores
Oahu:						
Ala Moana Center	Honolulu	1959	50	1,800	9,000	230
Kahala Mall	Honolulu	1970	20	455	2100+	100
Koko Marina S.C.	Honolulu	1963	15	283	861	58
Moanalua S.C.	Honolulu	1952	15	250	500	50+
Pearl City S.C.	Pearl City	1967	14	255	837	34
Pearl Highlands Center	Pearl City	1993	13	410	2,000	24
Pearlridge Center	Aiea	1972	56	1,400	6,580	170
Royal Hawaiian S.C.	Honolulu	1980	7	293	614	150
Town Center of Mililani	Mililani	1987	45	489	2,502	70+
Victoria Ward Center	Honolulu	1980	65	650	1,200	165
Waikele Center	Waipahu	1993	42	522	2,162	25
Windward Mall S.C.	Kaneohe	1982	32	530	2,300	100
Hawaii:						
Keauhou Shopping Center	Kailua	1984	21	170	893	48
Prince Kuhio Plaza	Hilo	1985	46	504	2,831	75
Waiakea Center	Hilo	1997	18	229	1,157	16
Maui:						
Lahaina Market Place	Lahaina	1969	2	208	16	17
Maui Mall	Kahului	1971	25	193	700	43
Maui Marketplace	Kahului	1997	20	315	1,400	25
Piilani Village S.C.	Kihei	2000	15	150	750	30
Queen Kaahumanu Center	Kahului	1972	32	573	2,864	102
Shops at Wailea	Wailea	2000	16	161	900	62
Kauai:						
Kukui Grove Center	Lihue	1982	35	315	1,568	60

Source: International Council of Shopping Centers, Hawaii Council of Shopping Centers, 2002 *Hawaii Council of Shopping Centers Directory*.

Table 23.10-- CHARACTERISTICS OF SHOPPING MALLS: 2001 AND 2002

Subject	Hawaii		United States
	2001	2002	2002
Number of shopping centers	190	192	46,438
Retail sales (billions of dollars)	3.9	4.1	1,245.6
Adults shopping in centers (monthly in millions)	0.9	0.9	201.4
Employment in shopping centers (in thousands)	31.7	30.6	10,743.0
Sales tax revenues from shopping centers (in millions)	159.4	166.9	53,100.0

Source: International Council of Shopping Centers, 2003 State Card (Hawaii).

Table 23.11-- SHOPPING CENTER CHARACTERISTICS: 2000 TO 2003

Characteristic	2000	2001	2002	2003
Number	190	(NA)	(NA)	(NA)
Gross leasable area (million square feet)	20	20	20	21
Retail sales (billion dollars)	5.1	5.3	5.7	6.1

NA Not available.

Source: U.S. Census Bureau, *Statistical Abstract of the United States: 2004-2005* (p. 666) and earlier editions.

Table 23.12-- CHARACTERISTICS OF EATING AND DRINKING PLACES: 1997

Subject	Full- service restaurants	Limited- service restaurants	Cafeterias	Drinking Places
Establishments in business at end of year	1,168	926	8	266
Sales, calendar year (million dollars)	1002.4	653.7	2.8	92.9
Seats, Dec. 31	98,059	28,190	453	16,278
Average cost per meal (establishments):				
Less than \$5.00	134	356	3	(X)
\$30.00 or more	54	-	-	(X)
Menu type or specialty (establishments):				
Italian	41	6	-	(X)
Mexican	29	46	-	(X)
Chinese	246	43	-	(X)
Other ethnic	408	153	-	(X)
Seafood	61	2	-	(X)
Steak	22	11	-	(X)
Pizza	50	258	-	(X)
Chicken	-	46	-	(X)
Hamburger	1	216	-	(X)
Sub shop	6	41	-	(X)
Other food specialty	15	38	-	(X)
American	328	111	8	(X)

X Not applicable.

Source: U.S. Census Bureau, *1997 Economic Census, Miscellaneous Subjects*, EC97R72S-SB(RV) (December 2000), pp. 25, 43, 53-54.

Table 23.13-- DUTY-FREE STORE REVENUES: 1985 TO 2004

[In dollars. These sales revenues are not included in the general excise and use tax base data cited elsewhere in this volume]

Year	Revenues	Year	Revenues
1985	180,126,919	1995	419,548,514
1986	270,891,959	1996	425,824,748
1987	369,788,429	1997	355,636,355
1988	445,072,755	1998	271,692,798
1989	451,185,041	1999	192,429,772
1990	413,932,037	2000	229,392,900
1991	378,587,469	2001	215,257,193
1992	421,953,644	2002	149,962,722
1993	397,322,968	2003	158,854,936
1994	413,417,555	2004	168,305,421

Source: DFS Hawaii, records; for 1995-2004 data Hawaii State Department of Transportation, Airport Division, records.

Table 23.14-- ALCOHOLIC BEVERAGE SALES, BY TYPE: 2002 TO 2004

[Fiscal years ending June 30]

Category	Wine gallons of 128 fluid ounces			Wholesale value, 2004 (dollars)
	2002	2003	2004	
All types	34,135,623	34,469,216	35,775,031	414,775,189
Distilled spirits	1,531,982	1,559,226	1,766,788	86,682,999
Sparkling wine	209,623	212,755	234,206	14,161,205
Still wine	2,848,250	2,944,684	3,229,173	102,234,800
Cooler beverage	792,722	756,113	523,402	5,288,330
Draft beer	2,189,750	2,237,682	2,460,897	13,063,700
Beer other than draft	26,563,296	26,758,756	27,560,565	193,344,155

Source: Hawaii State Department of Taxation, Tax Research and Planning, records.

**Table 23.15-- MERCHANDISE LINE SALES FOR RETAIL TRADE
IN HAWAII: 1997**

Merchandise line code	Kind of business and merchandise line	Number of establishments	Sales of specified merchandise line		
			Amount (\$1,000)	As percent of total sales of --	
				Establishments handling line	All establishments
	Retail trade	5,088	11,317,752	(X)	100.0
100	Groceries and other food items	1,298	1,910,787	40.1	16.9
120	Meals and snacks	430	119,935	6.0	1.1
140	Packaged alcoholic beverages	743	280,830	7.1	2.5
150	Cigars, cigarettes, and tobacco	976	193,535	4.3	1.7
160	Drugs, health aids, and beauty aids	1,035	776,494	14.7	6.9
180	Soaps, detergents, and household cleaners	547	95,687	2.7	0.8
190	Paper and related products	634	117,699	3.3	1.0
200	Men's wear	931	468,259	13.0	4.1
220	Women's, juniors', and misses' wear	1,113	936,203	24.7	8.3
240	Children's wear	511	139,497	6.9	1.2
260	Footwear	773	298,683	8.6	2.6
270	Sewing, knitting, and needlework goods	154	21,438	2.1	0.2
280	Curtains, draperies, and dry goods	185	63,319	3.9	0.6
300	Major household appliances	106	92,644	21.1	0.8
310	Small electric appliances	180	30,988	1.3	0.3
320	Televisions, video equipment, videotapes	217	67,820	5.4	0.6
330	Audio equipment, musical instruments and supplies	320	119,940	10.2	1.1
340	Furniture and sleep equipment	214	125,314	12.4	1.1
360	Floor coverings	94	60,348	14.3	0.5
370	Computer hardware, software, and supplies	112	124,338	28.2	1.1
380	Kitchenware and homefurnishings	609	132,298	3.7	1.2
400	Jewelry	1,056	498,437	12.6	4.4
420	Books	404	89,691	3.7	0.8
440	Photographic equipment and supplies	247	33,259	1.5	0.3
460	Toys, hobby goods, and games	453	116,057	3.8	1.0
490	Optical goods	278	45,595	5.0	0.4

Continued on next page.

**Table 23.15-- MERCHANDISE LINE SALES FOR RETAIL TRADE
IN HAWAII: 1997 -- Con.**

Merchandise line code	Kind of business and merchandise line	Number of establishments	Sales of specified merchandise line		
			Amount (\$1,000)	As percent of total sales of --	
				Establishments handling line	All establishments
500	Sporting goods	406	163,942	6.8	1.4
600	Hardware, tools, and plumbing and electrical supplies	385	294,216	9.2	2.6
620	Lawn and garden equipment	449	150,684	5.3	1.3
640	Lumber, millwork, building materials	168	204,318	46.0	1.8
670	Paint and related preservatives and supplies	153	71,393	12.9	0.6
690	Wallpaper	14	596	2.5	0.0
700	Cars, vans, trucks, and other powered vehicles	96	1,274,548	84.4	11.3
720	Automotive fuels	380	538,555	70.4	4.8
730	Automotive lubricants	590	39,541	1.2	0.3
740	Automotive tires, batteries, accessories	483	312,323	13.0	2.8
780	Household fuels	44	34,238	32.0	0.3
800	Pets, pet foods, and pet supplies	341	64,066	2.6	0.6
850	All other merchandise	1,749	699,275	12.5	6.2
9810	All other merchandise	754	193,773	6.2	1.7
9900	Nonmerchandise receipts	958	316,673	7.5	2.8

X Not applicable.

Source: U.S. Census Bureau, Economic Census 1997, extracted from American FactFinder from Census Bureau website, E9744L1.MBD: Retail Trade: Merchandise Lines by Kind of Business: 1997 (Table 1).

**Table 23.16-- WHOLESALE TRADE ESTABLISHMENTS AND SALES
(NAICS 42): 1939 TO 2002**

[Based on then-current definition]

Year	Number of establishments (number)	Sales (\$1,000)	Year	Number of establishments (number)	Sales (\$1,000)
1939	704	97,045	1977	1,569	2,571,489
1948	702	480,734	1982	1,737	4,084,369
1954	594	581,940	1987	1,998	5,362,490
1958	793	618,155	1992	2,202	8,001,621
1963	974	735,205	1997	1,872	7,147,462
1967	1,030	1,013,813	2002	1,876	9,986,355
1972	1,336	1,538,429			

Source: Robert C. Schmitt, *Historical Statistics of Hawaii* (1977), table 20.7; U.S. Census Bureau, *1977 Census of Wholesale Trade*, WC77-A-12 (Rev.), *1982 Census of Wholesale Trade*, WC82-A-12, *1987 Census of Wholesale Trade*, WC87-A-12, and *1992 Census of Wholesale Trade*, WC92-A-12, *1997 Economic Census, Wholesale Trade, Hawaii*, EC97W42A-HI(RV) (March 2000), table1, *2002 Economic Census, Wholesale Trade, Geographic Area Series, Hawaii*, EC02-42A-HI (March 2005), table1a.

**Table 23.17-- CHARACTERISTICS OF WHOLESALE ESTABLISHMENTS
(NAICS 42), BY BROAD GEOGRAPHIC AREAS: 2002**

[Includes establishments with payroll. Statistics based on the North American Industry Classification System (NAICS) which replaced the Standard Industrial Classification (SIC) system used in Economic Censuses prior to the 1997 Economic Census]

Subject	State total	Oahu	Neighbor Islands
Number of establishments	1,876	1,446	430
Sales (\$1,000)	9,986,355	8,579,151	1,407,204
Annual payroll (\$1,000)	683,396	583,575	99,821
First quarter payroll (\$1,000)	164,694	141,182	23,512
Paid employees for pay period including March 12 (number)	19,412	16,097	3,315
Operating expenses (\$1,000)	1,305,703	1,106,610	199,093
Inventories (\$1,000):			
Beginning of year	888,611	768,724	119,887
End of year	927,869	805,470	122,399

Source: U.S. Census Bureau, *2002 Economic Census, Wholesale Trade, Geographic Area Series, Hawaii*, EC02-42A-HI (March 2005), tables 1a and 3a.

Table 23.18-- WHOLESALE TRADE (NAICS 42), BY TYPE OF OPERATION AND KIND OF BUSINESS: 2002

[Includes establishments with payroll. Statistics based on the North American Industry Classification System (NAICS) which replaced the Standard Industrial Classification (SIC) system used in Economic Censuses prior to the 1997 Economic Census]

NAICS codes	Type of operation and kind of business	Number of establishments (number)	Sales (\$1,000)	Annual payroll (\$1000)	Paid employees, pay period including March 12 (number)
42	Wholesale trade	1,876	9,986,355	683,396	19,412
	Type of operation:				
	Merchant wholesalers	1,691	6,664,459	556,839	17,044
	Manufacturers' sales branches and sales offices	89	(D)	(D)	(1/)
	Agents, brokers, and commission merchants	96	(D)	(D)	(2/)
	Kind of business:				
4231	Motor vehicles and motor vehicle parts and supplies	81	716,918	34,210	1,005
4232	Furniture and home furnishings	52	106,455	13,065	391
4233	Lumber and other construction materials	83	380,454	27,677	753
4234	Professional and commercial equipment and supplies	127	607,673	95,599	1,739
4235	Metals and minerals, except petroleum	18	(D)	(D)	(3/)
4236	Electrical and electrical goods	103	545,247	37,263	878
4237	Hardware, and plumbing and heating equipment and supplies	73	206,004	23,882	579
4238	Machinery, equipment, and supplies	122	319,604	37,796	1,072
4239	Miscellaneous durable goods	202	(D)	(D)	(1/)
4241	Paper and paper products	83	258,639	30,604	853
4242	Drugs and druggists' sundries	54	867,098	23,920	750
4243	Apparel, piece goods, and notions	129	208,933	22,124	739
4244	Grocery and related products	366	2,163,884	160,050	5,526
4245	Farm product raw materials	3	(D)	(D)	(4/)
4246	Chemical and allied products	40	153,277	22,614	488
4247	Petroleum and petroleum products	25	1,372,811	9,493	193
4248	Beer, wine, and distilled alcoholic beverages	28	(D)	(D)	(2/)
4249	Miscellaneous nondurable goods	191	(D)	(D)	(1/)

Continued on next page.

Table 23.18-- WHOLESALE TRADE (NAICS 42), BY TYPE OF OPERATION AND KIND OF BUSINESS: 2002 -- Con.

NAICS codes	Type of operation and kind of business	Number of establishments (number)	Sales (\$1,000)	Annual payroll (\$1000)	Paid employees, pay period including March 12 (number)
4251	Wholesale electronic markets and agents and brokers	96	(D)	(D)	(2/)

D Withheld to avoid disclosing data for individual companies.

1/ 1,000 to 2,499 employees.

2/ 500 to 999 employees.

3/ 100 to 249 employees.

4/ 0 to 19 employees.

Source: U.S. Census Bureau, *2002 Economic Census, Wholesale Trade, Geographic Area Series, Hawaii*, EC97-42A-HI (March 2005), table 1a.

Table 23.19-- WHOLESALE TRADE (NAICS 42), FOR COUNTIES AND SELECTED URBAN PLACES: 2002

[Includes establishments with payroll. Statistics based on the North American Industry Classification System (NAICS) which replaced the Standard Industrial Classification (SIC) system used in Economic Censuses prior to the 1997 Economic Census]

Geographic area	Number of establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	Paid employees for pay period including March 12 (number)
State total	1,876	9,986,355	683,396	19,412
Hawaii County	183	605,605	42,646	1,434
Hilo	79	380,573	23,276	781
Kailua	27	76,298	5,428	142
Kalaoa	22	66,296	5,395	151
Honolulu County	1,446	8,579,151	583,575	16,097
Aiea	18	35,137	3,958	97
Halawa	38	225,116	17,372	504
Honolulu	1,053	6,502,118	427,745	11,679
Kailua	37	61,479	4,258	129
Kaneohe	14	15,648	1,309	42
Mililani Town	10	4,179	372	10
Pearl City	30	135,268	10,811	294
Waimalu	32	202,038	10,592	374
Waipahu	36	178,479	19,571	592
Waipio	27	309,712	27,172	631
Kauai County	78	238,711	16,505	568
Lihue	42	154,146	12,208	395
Maui County	169	562,888	40,670	1,313
Kahului	52	329,452	19,396	516
Kihei	7	10,906	800	37
Wailuku	46	151,264	13,125	480

Source: U.S. Census Bureau, *2002 Economic Census, Wholesale Trade, Geographic Area Series, Hawaii*, EC02-42A-HI (March 2005), tables 1a, 3a and 4a.

Table 23.20-- PROFESSIONAL, SCIENTIFIC, AND TECHNICAL SERVICES ESTABLISHMENTS (NAICS 54), FOR COUNTIES AND SELECTED URBAN PLACES: 2002

[Includes establishments with payroll. Statistics based on the North American Industry Classification System (NAICS) which replaced the Standard Industrial Classification (SIC) system used in Economic Censuses prior to the 1997 Economic Census]

Geographic area	Establishments (number)	Receipts/ revenue (\$1,000)	Annual payroll (\$1,000)	Paid employees, pay period including March 12 (number)
State total	2,982	2,290,675	882,817	21,208
Hawaii County	298	155,259	68,118	2,173
Hilo	123	65,841	21,656	665
Holualoa	15	3,177	928	42
Kalaoa	15	3,778	1,025	77
Honolulu County	2,251	1,967,054	755,026	17,183
Ahuimanu	7	939	219	10
Aiea	16	8,940	4,098	151
Ewa Beach	3	482	126	18
Halawa	19	9,138	3,529	75
Heeia	6	558	194	13
Honolulu	1,838	1,711,390	658,894	14,382
Kailua	77	49,516	20,159	555
Kaneohe	44	13,641	4,738	199
Makakilo City	4	763	252	10
Maunawili	7	457	166	6
Mililani Town	20	5,861	1,753	80
Pearl City	12	4,821	2,095	69
Pupukea	4	478	111	2
Village Park	4	753	173	5
Wahiawa	16	10,088	3,372	86
Waianae	8	2,670	1,075	57
Waimalu	29	15,270	5,559	220
Waimanalo Beach	6	19,459	8,216	154
Waipahu	12	5,285	1,816	119
Waipio	16	10,871	4,385	1,075
Kauai County	123	42,272	15,325	518
Kalaheo	7	1,671	582	29
Kapaa	16	7,572	2,881	142
Lihue	35	11,649	4,033	110
Waimea	19	24,921	13,107	220

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**Table 23.20-- PROFESSIONAL, SCIENTIFIC, AND TECHNICAL SERVICES
ESTABLISHMENTS (NAICS 54), FOR COUNTIES AND SELECTED
URBAN PLACES: 2002 - Con.**

Geographic area	Establishments (number)	Receipts/ revenue (\$1,000)	Annual payroll (\$1,000)	Paid employees, pay period including March 12 (number)
Maui County	310	126,090	44,348	1,334
Haiku-Pauwela	10	1,992	279	12
Kahului	36	16,095	5,964	213
Kihei	41	16,541	5,163	126
Makawao	14	4,827	1,892	107
Pukalani	10	5,079	2,913	79
Wailea-Makena	14	3,282	815	30
Wailuku	116	57,996	19,826	504

Source: U.S. Census Bureau, *2002 Economic Census, Professional, Scientific, and Technical Services, Geographic Area Series, Hawaii* EC02-54A-HI (March 2005), table 1, 3, and 4.

Table 23.21-- ADMINISTRATIVE AND SUPPORT AND WASTE MANAGEMENT AND REMEDIATION SERVICES ESTABLISHMENTS (NAICS 56), FOR COUNTIES AND SELECTED URBAN PLACES: 2002

[Includes establishments with payroll. Statistics based on the North American Industry Classification System (NAICS) which replaced the Standard Industrial Classification (SIC) system used in Economic Censuses prior to the 1997 Economic Census]

Geographic area	Establishments (number)	Receipts (\$1,000)	Annual payroll (\$1,000)	Paid employees for pay period including March 12 (number)
State total	1,704	1,633,312	706,425	31,921
Hawaii County	194	120,670	60,343	2,730
Hilo	57	40,338	19,380	1,032
Kailua	49	51,464	30,465	1,147
Kalaoa	15	6,610	2,335	90
Waikoloa Village	8	2,013	594	37
Honolulu County	1,145	1,236,434	553,470	24,548
Ahuimanu	3	489	168	20
Aiea	15	5,104	2,128	126
Ewa Beach	6	730	254	17
Halawa	18	14,050	4,624	182
Hauula	3	647	190	14
Honolulu	787	935,775	464,904	20,723
Kahaluu	5	1,858	866	28
Kailua	36	9,783	3,439	153
Kaneohe	30	7,815	1,998	147
Kaneohe Station	3	1,234	534	23
Makaha	3	158	64	18
Mililani Town	14	5,043	1,573	74
Pearl City	24	28,871	10,789	496
Village Park	4	369	105	15
Wahiawa	12	9,203	3,153	97
Waianae	6	1,056	408	22
Waimalu	23	21,868	10,678	558
Waipahu	29	18,498	7,204	363
Kauai County	98	45,865	16,265	868
Kekaha	3	1,889	303	15
Lihue	26	14,951	4,397	219
Wailua Homesteads	5	2,647	895	38
Maui County	267	230,343	76,347	3,775
Haiku-Pauwela	9	4,055	1,139	75
Kahului	52	61,899	26,387	1,618

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Table 23.21-- ADMINISTRATIVE AND SUPPORT AND WASTE MANAGEMENT AND REMEDIATION SERVICES ESTABLISHMENTS (NAICS 56), FOR COUNTIES AND SELECTED URBAN PLACES: 2002 -- Con.

Geographic area	Establishments (number)	Receipts (\$1,000)	Annual payroll (\$1,000)	Paid employees, pay period including March 12
Maui County - Con.				
Kihei	49	13,175	3,792	163
Lahaina	30	26,275	8,169	420
Pukalani	7	14,296	8,495	267
Wailuku	42	31,474	11,466	768

Source: U.S. Census Bureau, *2002 Economic Census, Administrative and Support and Waste Management and Remediation Services, Geographic Area Series, Hawaii* EC02-56A-HI (March 2005), tables 1, 3, and 4.

**Table 23.22-- EDUCATIONAL SERVICES ESTABLISHMENTS (NAICS 61),
FOR COUNTIES AND SELECTED URBAN PLACES: 2002**

[Includes establishments with payroll. Statistics based on the North American Industry Classification System (NAICS) which replaced the Standard Industrial Classification (SIC) system used in Economic Censuses prior to the 1997 Economic Census]

Geographic area	Establishments (number)	Receipts/ revenue (\$1,000)	Annual payroll (\$1,000)	Paid employees for pay period including March 12 (number)
State total	304	107,844	36,538	1,942
Hawaii County	29	6,178	1,913	120
Hilo	5	537	193	24
Kailua	8	4,245	1,310	54
Honolulu County	215	84,951	28,948	1,542
Aiea	5	1,585	561	33
Honolulu	147	69,254	24,259	1,132
Kailua	9	3,259	1,159	52
Kaneohe	8	894	182	14
Mililani Town	4	775	267	34
Waipio	3	614	98	45
Kauai County	10	2,479	619	37
Waimea	4	344	111	7
Maui County	50	14,236	5,058	243
Kahului	9	2,158	811	43
Kihei	8	3,054	1,091	38
Wailea-Makena	6	1,387	524	14

Source: U.S. Census Bureau, *2002 Economic Census, Educational Services, Geographic Area Series, Hawaii*, EC02-61A-HI (February 2005), tables 1, 3, and 4.

**Table 23.23-- ARTS, ENTERTAINMENT, AND RECREATION ESTABLISHMENTS
(NAICS 71) FOR COUNTIES AND SELECTED URBAN PLACES: 2002**

[Includes establishments with payroll. Statistics based on the North American Industry Classification System (NAICS) which replaced the Standard Industrial Classification (SIC) system used in Economic Censuses prior to the 1997 Economic Census]

Geographic area	Establishments (number)	Receipts/ revenues (\$1,000)	Annual payroll (\$1,000)	Paid employees, pay period including March 12 (number)
State total	482	605,862	184,910	10,692
Hawaii County	74	55,490	16,940	884
Hilo	14	6,797	1,954	118
Kailua	22	19,411	5,492	315
Kalaoa	4	2,086	749	48
Honolulu County	267	383,882	120,914	7,456
Aiea	4	2,134	652	62
Honolulu	173	204,276	65,905	3,664
Kailua	16	11,868	3,815	210
Waimalu	11	15,638	4,081	293
Kauai County	43	42,739	12,370	726
Lihue	13	10,946	3,598	242
Maui County	98	123,751	34,686	1,626
Haiku-Pauwela	4	1,071	421	12
Kahului	12	16,715	4,228	221
Kihei	11	10,702	3,625	179
Lahaina	16	33,366	11,056	487
Pukalani	5	4,107	1,223	39
Wailuku	10	3,819	913	71

Source: U.S. Census Bureau, *2002 Economic Census, Arts, Entertainment, and Recreation, Geographic Area Series*, EC02-71A-HI (February 2005), tables 1, 3, and 4.

**Table 23.24-- OTHER SERVICES (EXCEPT PUBLIC ADMINISTRATION)
ESTABLISHMENTS (NAICS 81), FOR COUNTIES AND SELECTED
URBAN PLACES: 2002**

[Includes establishments with payroll. Statistics based on the North American Industry Classification System (NAICS) which replaced the Standard Industrial Classification (SIC) system used in Economic Censuses prior to the 1997 Economic Census]

Geographic area	Establishments (number)	Receipts/ revenue (\$1,000)	Annual payroll (\$1,000)	Paid employees, pay period including March 12 (number)
State total	2,763	1,487,800	412,818	19,288
Hawaii County	266	103,296	28,745	1,387
Hilo	96	38,844	13,263	624
Holualoa	16	4,127	960	48
Kailua	59	23,614	6,325	285
Waikoloa Village	10	3,892	1,004	56
Honolulu County	2,020	1,168,859	323,721	14,907
Aiea	48	16,576	4,741	327
Ewa Beach	5	1,848	439	28
Halawa	16	7,804	2,093	70
Honolulu	1,431	896,885	239,792	10,786
Kailua	60	21,006	7,437	289
Kaneohe	75	34,211	9,420	509
Makaha	5	4,784	870	40
Makakilo City	12	2,437	499	33
Mililani Town	30	14,411	4,985	422
Nanakuli	3	1,152	240	13
Pearl City	35	19,091	5,113	180
Wahiawa	29	10,234	3,180	161
Waianae	13	10,598	3,841	168
Waimalu	56	29,305	8,511	424
Waipahu	64	28,454	8,317	459
Waipio	19	5,581	1,719	67
Waipio Acres	7	2,109	580	29
Kauai County	119	44,987	12,244	620
Kapaa	15	9,333	2,199	105
Lihue	35	10,591	2,761	100
Waimea	10	4,709	1,934	104
Maui County	358	170,658	48,108	2,374
Haiku-Pauwela	4	2,231	709	35
Kahului	59	25,679	9,077	477
Kaunakakai	7	2,435	945	48

Continued on next page.

**Table 23.24-- OTHER SERVICES (EXCEPT PUBLIC ADMINISTRATION)
ESTABLISHMENTS (NAICS 81), FOR COUNTIES AND SELECTED
URBAN PLACES: 2002 - Con.**

Geographic area	Establishments (number)	Receipts (\$1,000)	Annual payroll (\$1,000)	Paid employees, pay period including March 12 (number)
Maui County - Con.				
Kihei	65	21,334	5,285	266
Lahaina	53	14,625	3,717	165
Napili-Honokowai	14	6,066	1,492	57
Wailea-Makena	28	20,128	6,819	246
Wailuku	66	38,085	10,231	609

Source: U.S. Census Bureau, *2002 Economic Census, Other Services (Except Public Administration), Geographic Area Series*, EC02-81A-HI (March 2005), table 1, 3, and 4.

Table 23.25-- PROFESSIONAL, SCIENTIFIC, AND TECHNICAL SERVICES ESTABLISHMENTS (NAICS 54), BY TYPE OF OPERATION OR KIND OF BUSINESS: 2002

[Includes establishments with payroll. Statistics based on the North American Industry Classification System (NAICS) which replaced the Standard Industrial Classification (SIC) system used in Economic Censuses prior to the 1997 Economic Census]

NAICS code	Type of operation or kind of business	Establishments (number)	Receipts/Revenue (\$1,000)	Annual payroll (\$1,000)	Paid employees, pay period including March 12 (number)
	Subject to Federal Income Tax				
54	Professional, scientific, and technical services	2,943	2,209,769	853,929	20,502
541	Professional, scientific, and technical services	2,943	2,209,769	853,929	20,502
5411	Legal services	740	538,864	220,329	4,085
5412	Accounting, tax preparation, bookkeeping, and payroll services	541	261,541	121,165	4,342
5413	Architectural, engineering, and related services	583	681,284	252,623	4,788
5414	Specialized design services	94	37,929	7,978	210
5415	Computer systems design and related services	252	266,899	93,844	1,894
5416	Management, scientific, and technical consulting services	307	151,165	53,741	1,317
5417	Scientific research and development services	49	90,232	35,800	798
5418	Advertising and related services	127	68,861	32,243	1,150
5419	Other professional, scientific, and technical services	250	112,994	36,206	1,918
	Exempt from Federal Income Tax				
54	Professional, scientific, and technical services	39	80,906	28,888	706
541	Professional, scientific, and technical services	39	80,906	28,888	706
5411	Legal services	18	7,916	4,881	156
5417	Scientific research and development services	21	72,990	24,007	550

Source: U.S. Census Bureau, *2002 Economic Census, Professional, Scientific, and Technical Services, Geographic Area Series, Hawaii EC02-54A-HI* (March 2005), table 1.

Table 23.26-- ADMINISTRATIVE AND SUPPORT AND WASTE MANAGEMENT AND REMEDIATION SERVICES ESTABLISHMENTS (NAICS 56), BY TYPE OF OPERATION OR KIND OF BUSINESS: 2002

[Includes establishments with payroll. Statistics based on the North American Industry Classification System (NAICS) which replaced the Standard Industrial Classification (SIC) system used in Economic Censuses prior to the 1997 Economic Census]

NAICS code	Type of operation or kind of business	Establishments (number)	Receipts (\$1,000)	Annual payroll (\$1,000)	Paid employees, pay period including March 12 (number)
56	Administrative and support and waste management and remediation services	1,704	1,633,312	706,425	31,921
561	Administrative and support services	1,605	1,431,687	654,577	30,682
5611	Office administrative services	63	88,640	31,714	716
5612	Facilities support services	23	20,044	6,430	195
5613	Employment services	89	247,762	182,396	9,196
5614	Business support services	124	73,778	27,445	1,318
5615	Travel arrangement and reservation services	489	410,616	136,663	4,968
5616	Investigation and security services	112	185,761	115,649	5,718
5617	Services to buildings and dwellings	628	362,357	139,962	7,696
5619	Other support services	77	42,729	14,318	875
562	Waste management and remediation services	99	201,625	51,848	1,239
5621	Waste collection	38	94,767	18,729	549
5622	Waste treatment and disposal	17	56,593	12,990	262
5629	Remediation and other waste management services	44	50,265	20,239	428

Source: U.S. Census Bureau, *2002 Economic Census, Administrative and Support and Waste Management and Remediation Services, Geographic Area Series, Hawaii EC02-56A-HI* (March 2005), table 1.

**Table 23.27-- EDUCATIONAL SERVICES ESTABLISHMENTS (NAICS 61),
BY TYPE OF OPERATION OR KIND OF BUSINESS: 2002**

[Includes establishments with payroll. Statistics based on the North American Industry Classification System (NAICS) which replaced the Standard Industrial Classification (SIC) system used in Economic Censuses prior to the 1997 Economic Census]

NAICS code	Type of operation or kind of business	Establishments (number)	Receipts/revenue (\$1,000)	Annual payroll (\$1,000)	Paid employees for pay period including March 12 (number)
	Subject to Federal Income Tax				
61	Educational services	238	66,078	22,490	1,394
611	Educational services	238	66,078	22,490	1,394
6114	Business schools and computer and management training	24	(D)	(D)	(1/)
6115	Technical and trade schools	33	14,245	4,675	221
6116	Other schools and instruction	168	(D)	(D)	(2/)
6117	Educational support services	13	5,248	1,938	114
	Exempt from Federal Income Tax				
61	Educational services	66	41,766	14,048	548
611	Educational services	66	41,766	14,048	548
6114	Business schools and computer and management training	2	(D)	(D)	(3/)
6115	Technical and trade schools	9	6,690	2,314	70
6116	Other schools and instruction	41	(D)	(D)	(4/)
6117	Educational support services	14	25,135	8,289	221

D Withheld to avoid disclosing data of individual companies.

1/ 100 to 249 employees.

2/ 500 to 999 employees.

3/ 0 to 19 employees.

4/ 250 to 499 employees.

Source: U.S. Census Bureau, *2002 Economic Census, Education Services, Geographic Area Series, Hawaii*, EC02-61A-HI (February 2005), table 1.

**Table 23.28-- ARTS, ENTERTAINMENT, AND RECREATION ESTABLISHMENTS
(NAICS 71), BY KIND OF BUSINESS OR OPERATION: 2002**

[Includes establishments with payroll. Statistics based on the North American Industry Classification System (NAICS) which replaced the Standard Industrial Classification (SIC) system used in Economic Censuses prior to the 1997 Economic Census]

NAICS code	Kind of business or operation	Establishments (number)	Receipts/revenues (\$1,000)	Annual payroll (\$1,000)	Paid employees, pay period including March 12 (number)
	Subject to Federal Income Tax				
71	Arts, entertainment, and recreation	382	424,740	123,311	7,376
711	Performing arts, spectator sports, and related industries	108	99,947	27,867	1,717
7111	Performing arts companies	37	67,982	19,886	1,309
7112	Spectator sports	6	3,292	574	20
7113	Promoters of performing arts, sports, and similar events	16	16,492	3,431	240
7114	Agents and managers for artist, athletes, and other public figures	8	2,943	880	28
7115	Independent artists, writers, and performers	41	9,238	3,096	120
712	Museums, historical sites, and similar institutions	17	24,143	6,622	391
7121	Museums, historical sites, and similar institutions	17	24,143	6,622	391
713	Amusement, gambling, and recreation industries	257	300,650	88,822	5,268
7131	Amusement parks and arcades	20	25,012	6,396	344
7139	Other amusement and recreation services	237	275,638	82,426	4,924
	Exempt from Federal Income Tax				
71	Arts, entertainment, and recreation	100	181,122	61,599	3,316
711	Performing arts, spectator sports, and related industries	24	36,685	10,150	468
7111	Performing arts companies	20	23,720	7,794	338
7113	Promoters of performing arts, sports, and similar events	4	12,965	2,356	130

Continued on next page.

**Table 23.28-- ARTS, ENTERTAINMENT, AND RECREATION ESTABLISHMENTS
(NAICS 71), BY KIND OF BUSINESS OR OPERATION: 2002 -- Con.**

NAICS code	Kind of business or operation	Establishments (number)	Receipts/revenues (\$1,000)	Annual payroll (\$1,000)	Paid employees, pay period including March 12 (number)
712	Museums, historical sites, and similar institutions	50	103,763	36,994	2,064
7121	Museums, historical sites, and similar institutions	50	103,763	36,994	2,064
713	Amusement, gambling, and recreation industries	26	40,674	14,455	784
7139	Other amusement and recreation services	26	40,674	14,455	784

Source: U.S. Census Bureau, *2002 Economic Census, Arts, Entertainment, and Recreation, Geographic Area Series*, EC02-71A-HI (February 2005), table 1.

**Table 23.29-- OTHER SERVICES (EXCEPT PUBLIC ADMINISTRATION)
ESTABLISHMENTS (NAICS 81), BY KIND OF BUSINESS OR
OPERATION: 2002**

[Includes establishments with payroll. Statistics based on the North American Industry Classification System (NAICS) which replaced the Standard Industrial Classification (SIC) system used in Economic Censuses prior to the 1997 Economic Census]

NAICS code	Kind of business or operation	Establishments (number)	Receipts/revenue (\$1,000)	Annual payroll (\$1,000)	Paid employees, pay period including March 12 (number)
	Firms Subject to Federal Income Tax				
81	Other services (except public admin.)	1,543	791,628	238,754	11,544
811	Repair and maintenance	737	420,834	119,592	4,206
8111	Automotive repair and maintenance	491	257,475	68,270	2,604
8112	Electronic and precision equipment repair and maintenance	48	52,598	14,461	374
8113	Commercial and industrial machinery and equipment (except automotive and electronic) repair and maintenance	87	59,105	21,390	634
8114	Personal and household goods repair and maintenance	111	51,656	15,471	594
812	Personal and laundry services	806	370,794	119,162	7,338
8121	Personal care services	374	92,274	37,094	2,142
8122	Death care services	35	56,064	17,057	632
8123	Drycleaning and laundry services	81	98,340	33,887	1,828
8129	Other personal services	316	124,116	31,124	2,736
	Firms Exempt from Federal Income Tax				
81	Other services (except public admin.)	1,220	696,172	174,064	7,744
813	Religious/grantmaking/civic/professional and similar organization	1,220	696,172	174,064	7,744
8132	Grantmaking and giving services	68	115,166	18,239	506
8133	Social advocacy organizations	76	91,563	27,432	769
8134	Civic and social organizations	111	63,635	24,506	1,730
8139	Business, professional, labor, political, and similar organizations	965	425,808	103,887	4,739

Source: U.S. Census Bureau, *2002 Economic Census, Other Services (Except Public Administration), Geographic Area Series, EC02-81A-HI* (March 2005), table 1.

**Table 23.30-- TRAVEL ARRANGEMENT AND RESERVATION SERVICES
(NAICS 5615): 2002**

[Includes establishments with payroll. Statistics based on the North American Industry Classification System (NAICS) which replaced the Standard Industrial Classification (SIC) system used in Economic Censuses prior to the 1997 Economic Census]

NAICS code	Kind of business	Establishments (number)	Revenue (\$1,000)	Annual payroll (\$1,000)	Paid employees, pay period including March 12 (number)
5615	All establishments	489	410,616	136,663	4,968
56151	Travel agencies	285	127,269	54,198	2,259
56152	Tour operators	151	128,995	45,065	1,654
56159	Other travel arrangement & reservation services 1/	53	154,352	37,400	1,055

1/ Includes convention & visitors bureaus (NAICS 561591; 17 establishments). Excludes convention and trade show organizers (NAICS 56192; 22 establishments).

Source: U.S. Bureau of the Census, *2002 Economic Census, Administrative and Support and Waste Management and Remediation Services, Geographic Area Series, Hawaii*, EC02-56A-HI (March 2005), table 1.

**Table 23.31-- ACCOMMODATION AND FOOD SERVICES (NAICS 72), FOR
COUNTIES AND SELECTED URBAN PLACES: 2002**

[Includes establishments with payroll. Statistics based on the North American Industry
Classification System (NAICS) which replaced the Standard Industrial Classification
(SIC) system used in Economic Censuses prior to the 1997 Economic Census]

Geographic area	Number of establishments	Sales (\$1,000)	Annual payroll (\$1000)	Paid employees for pay period including March 12 (number)
State total	3,138	5,551,380	1,604,706	85,641
Hawaii County	350	747,901	210,356	10,595
Captain Cook	5	1,697	524	42
Hilo	137	91,546	25,391	2,263
Kailua	76	259,893	47,177	2,442
Kalaoa	4	2,850	608	66
Waikoloa Village	11	13,050	4,286	228
Honolulu County	2,119	2,956,987	830,599	49,864
Ahuimanu	7	3,592	823	88
Aiea	59	41,004	10,292	910
Halawa	15	12,170	3,371	191
Hauula	8	5,213	1,217	108
Honolulu	1,446	2,385,495	679,399	37,237
Kaneohe	76	48,562	12,210	1,158
Laie	7	4,958	1,289	125
Mililani Town	35	28,049	7,293	696
Nanakuli	4	3,303	798	85
Pearl City	38	32,168	7,797	751
Village Park	7	5,207	1,066	121
Wahiawa	40	31,160	7,999	751
Waianae	20	12,233	2,958	311
Waimalu	68	60,141	15,985	1,417
Waimanalo	6	2,794	707	70
Waimanalo Beach	4	1,598	364	39
Waipahu	60	40,653	9,402	886
Waipio	13	18,980	4,169	408
Kauai County	208	467,176	122,682	6,250
Kalaheo	8	4,002	1,432	119
Kapaa	37	30,977	8,861	602
Lihue	41	101,526	28,230	1,383

Continued on next page.

**Table 23.31-- ACCOMMODATION AND FOOD SERVICES (NAICS 72), FOR
COUNTIES AND SPECIFIED PLACES: 2002 - Con.**

Geographic area	Number of establishments	Sales (\$1,000)	Annual payroll (\$1000)	Paid employees for pay period including March 12 (number)
Kauai County (con)				
Waimea	24	12,061	3,520	236
Maui County	461	1,379,316	441,069	18,932
Kahului	77	85,862	21,545	1,620
Kihei	78	71,471	17,616	1,285
Lahaina	94	154,665	42,979	2,627
Makawao	8	8,392	2,869	263
Napili-Honokowai	18	29,908	6,698	449
Pukalani	9	5,840	1,455	135
Wailea-Makena	34	371,472	140,687	4,687
Wailuku	52	22,777	5,642	471

Source: U.S. Census Bureau, *2002 Economic Census, Accommodation and Food Services, Geographic Area Series, Hawaii*, EC02-72A-HI, (January 2005), tables 1, 3 and 4.

Table 23.32-- ACCOMMODATION AND FOODSERVICES (NAICS 72): 2002

[Includes establishments with payroll. Statistics based on the North American Industry Classification System (NAICS) which replaced the Standard Industrial Classification (SIC) system used in Economic Censuses prior to the 1997 Economic Census]

NAICS codes	Subject	Number of establishments	Receipts (\$1,000)	Annual payroll (\$1,000)	Paid employees, pay period including March 12
72	Accommodation and foodservices	3,138	5,551,380	1,604,706	85,641
721	Accommodation	280	3,219,788	959,017	34,860
7211	Traveler accommodation	272	3,218,155	958,659	34,835
72111	Hotels (except casino hotels) and motels	243	3,212,231	957,486	34,759
72119	Other traveler accommodation	29	5,924	1,173	76
721191	Bed-and-breakfast inns	20	3,514	743	48
721199	All other traveler accommodation	9	2,410	430	28
7212	RV parks and recreational camps	3	298	84	5
7213	Rooming and boarding houses	5	1,335	274	20
722	Foodservices and drinking places	2,858	2,331,592	645,689	50,781
7221	Full-service restaurants	1,081	1,185,561	368,028	27,296
7222	Limited-service eating places	1,401	869,160	207,744	18,613
7223	Special foodservices	109	174,794	46,889	2,556
72231	Foodservice contractors	56	150,324	39,650	2,011
72232	Caterers	33	20,778	6,430	479
72233	Mobile foodservices	20	3,692	809	66
7224	Drinking places (alcoholic beverages)	267	102,077	23,028	2,316

Source: U.S. Census Bureau, *2002 Economic Census, Accommodation and Foodservices, Geographic Area Series, Hawaii*, EC02-72A-HI, (January 2005), table 1.

**Table 23.33-- MERCHANDISE LINE SALES FOR ACCOMMODATION AND
FOODSERVICE IN HAWAII: 1997**

Merchandise line code	Kind of business and merchandise line	Number of establishments	Sales of specified merchandise line		
			Amount (\$1,000)	As percent of total sales of --	
				Establishments handling line	All establishments
	Accommodation and foodservices	3,081	5,007,899	(X)	100.0
10	Guestroom or unit rentals	312	2,054,776	67.7	41.0
20	Camp tuition or fee	9	693	4.5	(Z)
30	Telephone service charges	184	42,031	1.6	0.8
40	Gaming receipts	24	148	2.5	(Z)
50	Rental of public rooms	69	17,012	1.2	0.3
60	Membership dues and fees	15	764	0.3	(Z)
100	Groceries and other food items	169	14,024	6.8	0.3
120	Meals and snacks	2,747	2,224,058	48.0	44.4
130	Alcoholic drinks	1,131	344,730	11.1	6.9
140	Packaged alcoholic beverages	44	19,419	6.2	0.4
150	Cigars, cigarettes, and tobacco	74	1,272	0.3	(Z)
9810	All other merchandise	259	80,400	5.4	1.6
9980	Nonmerchandise receipts	374	208,572	7.1	4.2

X Not applicable.

Z Less than 0.05 percent.

Source: U.S. Census Bureau, Economic Census 1997, extracted from American FactFinder from Census Bureau website, E9772L1.MBD: Accommodation and Food services: Merchandise Lines by Kind of Business: 1997 (Table 1).

Table 23.34-- VISITOR ACCOMMODATIONS, BY COUNTIES: 1967 TO 2004

[Number of units]

Year	State total	City & County of Honolulu	Hawaii County	Kauai County	Maui County
1967	17,217	12,598	1,790	1,115	1,714
1968	18,657	13,166	2,188	1,260	2,043
1969	22,801	15,992	2,480	1,914	2,415
1970	26,923	18,449	3,166	2,565	2,743
1971	32,289	22,531	3,435	2,628	3,695
1972	35,797	24,742	4,241	2,719	4,095
1973	36,608	25,108	4,796	2,629	4,075
1974	38,675	25,365	5,234	2,868	5,208
1975	39,632	25,352	5,348	3,102	5,830
1976	42,648	25,851	6,045	3,520	7,232
1977	44,986	27,363	5,929	3,657	8,037
1978	47,070	28,546	6,002	3,786	8,736
1979	49,832	30,065	6,093	4,202	9,472
1980	54,246	34,334	5,889	4,322	9,701
1981	56,769	33,967	6,705	4,738	11,359
1982	57,968	33,492	7,167	5,147	12,162
1983	58,765	34,354	7,469	4,193	12,749
1984	62,448	36,848	7,149	5,313	13,138
1985	65,919	38,600	7,511	5,656	14,152
1986	66,308	39,010	7,280	5,922	14,096
1987	65,318	38,185	7,328	5,956	13,849
1988	69,012	37,841	8,823	7,180	15,168
1989	67,734	36,467	8,161	7,398	15,708
1990	71,266	36,899	8,952	7,546	17,869
1991	72,275	36,623	9,383	7,567	18,702
1992	73,089	36,851	9,170	7,778	19,290
1993	69,502	36,604	9,140	4,631	19,127
1994	70,463	36,194	9,595	5,870	18,804
1995	(NA)	(NA)	(NA)	(NA)	(NA)
1996	70,288	36,146	9,558	6,760	17,824
1997	71,025	35,971	9,913	6,589	18,552
1998	71,480	36,206	9,655	6,969	18,650
1999	71,157	35,861	9,815	6,872	18,609
2000	71,506	36,303	9,774	7,159	18,270
2001	72,204	36,824	9,944	7,202	18,234
2002	70,783	36,457	9,297	7,037	17,992
2003	1/ 70,742	35,664	9,478	7,257	1/ 18,343
2004	72,614	35,987	10,037	8,105	18,485

NA Not available.

1/ Revised from the previous year *Data Book*.

Source: Hawaii State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, *Visitor Plant Inventory* (annual).

Table 23.35-- VISITOR ACCOMMODATIONS, BY TYPE: 1986 TO 2004

Year and month	Properties			Units		
	Total	Hotels 1/	Condo-miniums 2/	Total	Hotels 1/	Condo-miniums 2/
1986: Feb.	523	201	322	66,308	43,309	22,999
1987: Feb.	510	196	314	66,318	43,422	21,896
1988: Feb.	481	203	278	69,012	47,892	21,120
1989: Feb.	452	197	255	67,734	48,894	18,840
1990: Feb.	533	264	269	71,266	52,438	18,828
1991: Feb.	595	313	282	72,275	52,688	19,587
1992: Spring	664	374	295	73,089	51,134	21,955
1993: June	698	406	292	69,502	49,111	20,391
1994: Dec.	692	397	295	70,463	49,436	21,027
1995:	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)
1996: May	770	472	298	70,288	49,737	20,551
1997: Spring	821	607	214	71,025	53,735	17,290
1998:	882	669	213	71,480	54,055	17,425
1999:	832	620	212	71,157	53,954	17,203
2000:	873	668	205	71,506	54,859	16,647
2001:	914	712	202	72,204	56,021	16,183
2002:	860	661	199	70,783	55,052	15,731
2003:	1,057	837	220	3/ 70,742	3/ 54,209	3/ 16,533
2004:	1,209	970	239	72,614	58,716	13,898

NA Not available.

1/ Includes hotels, apartment hotels, bed-and-breakfasts, hostels, Individual vacation units and timeshares. Properties with both condo and hotel units are included with condominiums in 1990 and later years; treatment before 1990 not specified.

2/ Condominium accommodations in rental pools for transient use. Includes condo/hotel units.

3/ Revised from previous *Data Book*.

Source: Hawaii Visitors & Convention Bureau, *Visitor Plant Inventory*, 1986 to 1998; Hawaii State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, *Visitor Plant Inventory* (annual) for 1999-2004.

**Table 23.36-- VISITOR ACCOMMODATIONS, BY TYPE AND BY ISLANDS:
2003 AND 2004**

Year and island	Properties			Units		
	Total	Hotels 1/	Condo- miniums 2/	Total	Hotels 1/	Condo- miniums 2/
2003						
State total	1,057	837	220	3/ 70,742	3/ 54,209	3/ 16,533
Oahu	199	171	28	35,664	31,885	3,779
Waikiki/Honolulu	115	90	25	30,957	27,374	3,583
Rest of Oahu	84	81	3	4,707	4,511	196
Other islands	858	666	192	3/ 35,078	3/ 22,324	3/ 12,754
Hawaii	186	153	33	9,478	7,356	2,122
Maui	247	141	106	3/ 17,676	3/ 9,924	3/ 7,752
Lanai	6	6	-	368	368	-
Molokai	28	22	6	299	140	159
Kauai	391	344	47	7,257	4,536	2,721
2004						
State total	1,209	970	239	72,614	58,716	13,898
Oahu	220	191	29	35,987	32,580	3,407
Waikiki/Honolulu	116	91	25	31,175	27,933	3,242
Rest of Oahu	104	100	4	4,812	4,647	165
Other islands	989	779	210	36,627	26,136	10,491
Hawaii	249	211	38	10,037	8,890	1,147
Maui	288	174	114	17,817	10,732	7,085
Lanai	7	7	-	369	369	-
Molokai	33	27	6	299	159	140
Kauai	412	360	52	8,105	5,986	2,119

1/ Includes hotels, apartment hotels, bed-and-breakfasts, hostels, Individual vacation units and timeshares. Properties with both condo and hotel units are included with condominiums.

2/ Condominium accommodations in rental pools for transient use. Includes condo/hotel units.

3/ Revised from previous *Data Book*.

Source: Hawaii State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, *Visitor Plant Inventory* (annual).

**Table 23.37-- VISITOR ACCOMMODATIONS, BY TYPE AND
GEOGRAPHIC AREA: 2004**

Type of accommodation	Properties			Units		
	State total	Oahu	Other islands	State total	Oahu	Other islands
All types	1,209	220	989	72,614	35,987	36,627
Apartment-hotel	27	14	13	458	333	125
Bed and breakfast	175	21	154	643	41	602
Condominium/hotel	239	29	210	13,898	3,407	10,491
Hotel	156	74	82	48,223	30,088	18,135
Other 1/	612	82	530	9,392	2,118	7,274

1/ Individual vacation units, hostels, timeshares, etc.

Source: Hawaii State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, *Visitor Plant Inventory* (annual).

**Table 23.38-- HOTELS AND OTHER LODGING PLACES (NAICS 7211),
BY COUNTIES: 1997 TO 2002**

[Data refer to establishments with taxable payrolls. Excludes government and self-employed workers. Statistics based on the North American Industry Classification System (NAICS) which replaced the Standard Industrial Classification (SIC) system used in the County Business Patterns prior to 1998. Therefore, comparability between the current data and data prior to 1998 may be limited]

County	1997 1/	1998	1999	2000	2001	2002
State total	291	298	295	273	265	269
Hawaii	41	48	48	47	50	48
Honolulu	138	133	130	122	120	122
Kauai	31	38	36	32	34	38
Maui	81	79	81	72	61	61

1/ County Business Patterns data from before 1998 reported in SIC (SIC 70) rather than NAICS.

Source: U.S. Bureau of the Census, *County Business Patterns, Hawaii* (annual report). Also see <<http://www.census.gov/prod/www/abs/cbptotal.html>> accessed December 5, 2004.

Table 23.39-- VISITOR ACCOMMODATIONS, BY NIGHTLY PRICE: 2004

[Based on 1150 properties representing 71,115 units for which information on the class of units was available. Because class of units was reported in terms of percentages, figures may not add up to total due to rounding]

Island and type of accommodation	Total	\$100 or less	\$101 to \$250	\$251 to \$500	Over \$500
Available Units	71,115	8,492	31,050	25,642	5,932
Island:					
Oahu	35,316	3,578	17,800	12,656	1,283
Hawaii	9,854	1,915	3,482	3,295	1,162
Kauai	8,013	956	3,696	2,532	829
Maui	17,327	1,970	5,958	6,932	2,467
Molokai	236	66	103	67	-
Lanai	369	7	11	160	191
Type of unit:					
Apartment/Hotel	458	302	131	26	-
Bed and breakfast	633	314	299	19	-
Condominium hotel	13,535	2,274	7,884	2,981	396
Hostel	342	342	-	-	-
Hotel	48,233	3,803	18,931	20,303	5,196
Individual vacation unit	1,731	687	674	225	145
Timeshare	5,422	496	2,884	1,846	196
Other	761	274	246	241	-

Source: Hawaii State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, *Visitor Plant Inventory* (annual).

**Table 23.40-- HOTEL ROOMS, OCCUPANCY RATES, AND DAILY ROOM
AND GUEST RATES: 1989 TO 2004**

[Includes condominium units in rental pools for transient occupancy]

Year	Hotel units 1/			Percent occupied 2/	Daily rates per room 2/ (dollars)	Guests per room 3/
	State total	Oahu	Other islands			
1989	67,734	36,467	31,267	79.0	95.83	2.00
1990	71,266	36,899	34,367	78.8	102.10	2.01
1991	72,275	36,623	35,652	72.4	101.89	2.01
1992	73,089	37,279	35,810	72.6	105.59	2.02
1993	69,502	37,032	32,470	72.0	103.26	2.04
1994	70,463	36,194	34,269	76.5	105.46	2.04
1995	(NA)	(NA)	(NA)	75.8	109.39	2.05
1996	70,288	36,146	34,142	75.2	116.79	2.07
1997	71,025	35,971	35,054	73.9	124.96	2.08
1998	71,480	36,206	35,274	71.5	129.66	2.09
1999	71,157	35,861	35,296	72.1	131.66	2.09
2000	71,506	36,303	35,203	76.4	140.63	2.08
2001	72,204	36,824	35,380	69.2	144.88	2.05
2002	70,783	36,457	34,326	69.7	140.89	2.12
2003	4/ 70,742	35,664	4/ 35,078	4/ 72.7	4/ 144.16	2.09
2004	72,614	35,987	36,627	77.8	150.86	2.13

NA Not available.

1/ February data through 1991; Spring 1992; June 1993; December 1994; and May 1996.

2/ Annual averages for hotels in PKF sample for 1989-1994, Smith Travel Research for 1995-2004.

3/ Annual averages for hotels in PKF sample.

4/ Revised from previous *Data Book*.

Source: Hawaii State Department of Business, Economic Development, and Tourism, *Visitor Plant Inventory*, (annual); PKF-Hawaii, *Trends in the Hotel Industry, Hawaii*, (December issues); Smith Travel Research, Hospitality Advisors LLC, *Hawaii Hotel Flash Report*, (December/Year-End 2004 Highlights).

**Table 23.41-- HOTEL ROOM OCCUPANCY AND ROOM RATES, BY
GEOGRAPHIC AREAS: 2004**

Geographic area	Percent occupied	Average daily room rate (dollars)	Average revenue per available room (dollars)
State total	77.8	150.86	117.36
Oahu	79.7	123.23	98.21
Waikiki	80.4	121.66	97.81
Other Oahu	74.1	136.15	100.89
Maui	78.0	192.23	149.94
Lahaina-Kaanapali-Kapalua	79.9	180.80	144.46
Other Maui	75.8	205.65	155.88
Hawaii	70.2	161.65	113.48
Kauai	78.6	175.02	137.57

Source: Smith Travel Research, Hospitality Advisors LLC, *Hawaii Hotel Flash Report*, (December/Year-end 2004 Highlight).

**Table 23.42-- GENERAL EXCISE TAX BASE FOR RENTALS:
1985 TO 2004**

[In thousands of dollars. Data are on a cash basis accounting]

Year reported 1/	Total	Hotel rentals	All other rentals 2/
1985	3,037,254	1,122,268	1,914,986
1986	3,278,450	1,212,782	2,065,668
1987	3,443,271	1,369,401	2,073,870
1988	3,715,546	1,408,891	2,306,655
1989	4,108,740	1,505,071	2,603,669
1990	4,401,733	1,572,994	2,828,739
1991	4,825,777	1,512,990	3,312,787
1992	5,013,293	1,621,751	3,391,542
1993	5,035,581	1,527,037	3,508,544
1994	5,358,587	1,666,406	3,692,182
1995	5,552,792	1,776,527	3,776,265
1996	5,859,454	2,057,800	3,801,655
1997	5,829,772	2,155,319	3,826,024
1998	5,904,196	2,147,217	3,756,979
1999	5,845,772	2,158,193	3,687,580
2000	6,305,325	2,419,287	3,886,038
2001	6,360,999	2,421,813	3,939,186
2002	6,184,616	2,227,341	3,957,275
2003	6,472,542	2,322,434	4,150,108
2004	6,851,888	2,518,058	4,333,830

1/ Calendar year in which reported, including "prior years" reports. Income received in December is reported the following January, hence these annual totals generally refer to an "income year" ended November 30.

2/ Includes residential, office, automobile, and equipment rentals, and land leases.

Source: Hawaii State Department of Taxation, "General Excise and Use Tax Base" (annual tabular release).

Table 23.43-- COMPUTER AND SOFTWARE STORES AND SERVICES: 2002

[Includes establishments with payroll. Statistics based on the North American Industry Classification System (NAICS) which replaced the Standard Industrial Classification (SIC) system used in Economic Censuses prior to the 1997 Economic Census]

Subject and year	Establishments (number)	Receipts/ Revenue or Sales (\$1,000)	Annual payroll (\$1,000)	Paid employees for pay period including March 12 (number)
Wholesale trade:				
Computer and computer peripheral equipment and software merchant (NAICS 42343)	28	178,465	48,415	578
Retail trade:				
Computer and software stores (NAICS 44312)	39	128,850	9,492	457
Services:				
Computer and office machine repair and maintenance (NAICS 811212)	28	9,794	3,374	117
Computer systems design and related services (NAICS 5415)	252	266,899	93,844	1,894
Data processing, hosting, and related services (NAICS 5182)	73	57,091	42,600	1,054
Software Publishers (NAICS 5112)	8	8,898	2,673	35

Source: U.S. Census Bureau, *2002 Economic Census, Retail Trade, Geographic Area Series, Hawaii*, EC02-44A-HI (January 2005); *2002 Economic Census, Wholesale Trade, Geographic Area Series, Hawaii*, EC02-42A-HI (March 2005); *2002 Economic Census, Other Services (Except Public Administration), Geographic Area Series, Hawaii*, EC02-81A-HI (March 2005); *2002 Economic Census, Professional, Scientific, and Technical Services, Geographic Area Series, Hawaii*, EC02-54A-HI (March 2005); *2002 Economic Census, Information, Geographic Area Series, Hawaii*, EC02-51A-HI (March 2005).

Table 23.44-- MOTION PICTURE AND VIDEO SERVICES: 1977 TO 2002

[Includes establishments with payroll. Statistics based on the North American Industry Classification System (NAICS) which replaced the Standard Industrial Classification (SIC) system used in Economic Censuses prior to the 1997 Economic Census. For 1963-1972 data, see Data Book 1990, table 699]

Subject and year	Establishments (number)	Receipts (\$1,000)	Annual payroll (\$1,000)	Paid employees for pay period including March 12 (number)
Motion picture and video production, distribution, and services (NAICS 51211, 51212, 51219):				
1977	11	926	174	31
1982	16	4,203	1,147	74
1987	25	10,177	2,394	136
1992	50	20,394	6,028	250
1997	63	33,727	10,660	278
2002	67	(D)	6,021	183
Motion picture and video exhibition (NAICS 51213):				
1977 1/	50	17,444	(D)	(D)
1982	36	21,329	3,195	519
1987	35	(D)	(D)	(D)
1992	34	(D)	(D)	(D)
1997	35	62,133	8,866	1,195
2002	42	96,148	10,310	1,079
Video tape and disc rental (NAICS 53223):				
1987	78	12,319	2,456	376
1992	78	26,909	5,252	545
1997	81	23,862	4,346	451
2002	67	37,401	5,813	500

D Withheld to avoid disclosing data for individual companies.

1/ Data include 3 establishments without payroll.

Source: U.S. Bureau of the Census, *1977 Census of Service Industries, Hawaii*, SC77-A-12 (December 1979); *1982 Census of Service Industries, Hawaii*, SC82-A-12 (September 1984); *1982 Census of Service Industries, Motion Picture Industry*, SC82-I-4 (December 1985); *1987 Census of Service Industries, Hawaii*, SC87-A-12 (July 1989); *1992 Census of Service Industries, Hawaii*, SC92-A-12 (August 1994); *1997 Economic Census, Information, Geographic Area Series, Hawaii*, EC97S51A-HI (October 1999); *1997 Economic Census, Real Estate and Rental and Leasing, Geographic Area Series, Hawaii*, EC97F53A-HI (August 1999); *2002 Economic Census, Information, Geographic Area Series, Hawaii*, EC02-51A-HI (March 2005); *2002 Economic Census, Real Estate and Rental and Leasing, Geographic Area Series, Hawaii*, EC02-53A-HI (December 2004).

**Table 23.45-- MOTION PICTURE AND TELEVISION PRODUCTION:
1999 TO 2003**

Subject	1999	2000	2001	2002	2003
Number of features and programs filmed	10	13	22	15	6
Feature films for theater viewing	2	5	4	5	3
TV movie of the week, television episodic, specials	6	7	18	10	3
Hawaii-based TV network series	2	1	0	0	0
Expenditures in Hawaii (million dollars)	98.1	136.0	83.3	147.2	84.0
Commercials	8.6	7.5	6.7	5.7	4.3
Hawaii-based TV series	25	20	0	0	3
Feature films	6.0	51.5	12.2	76.6	18.7
TV specials/episodics/movie of week	12.2	10.3	7.8	16.3	16.1
Others (still photography, sports, exercise or music video, cable, misc.)	9.1	12.1	14.8	13.1	8.4
Documentaries/industrials/news/ educational/travelog/video stock	2.9	2.0	9.2	2.4	2.5
Annual permit holders	11.0	10.3	13.0	11.0	9.5
Private property projects	15.0	15.0	15.0	15.0	15.0
Sports events, annual (private)	7.0	7.0	7.0	7.0	7.0
Tax revenues generated (million dollars)	11.7	16.5	10.7	18.6	10.7
Spending effect on economy (million dollars)	156.7	217.3	132.6	234.9	134.2

Source: Hawaii State Department of Business, Economic Development & Tourism, Hawaii Film Office, records.