

**Table**  
**Number**   **Table Name**

(Click on the table number to go to corresponding table)

Narrative

<a href="#">23.01</a>	General Excise Tax Base for Trade and Service Activities: 1985 to 2006
<a href="#">23.02</a>	Retail Establishments, by Payroll Status: 1972 to 2002
<a href="#">23.03</a>	Food Services & Drinking Places (NAICS 722) by Type of Service: 2002
<a href="#">23.04</a>	Characteristics of Retail Establishments (NAICS 44-45) with Payroll, by Broad Geographic Area: 2002
<a href="#">23.05</a>	Retail Establishments (NAICS 44-45), for County and Selected Urban Place: 2002
<a href="#">23.06</a>	Retail Establishments (NAICS 44-45) with Payroll, by Kind of Business: 2002
<a href="#">23.07</a>	Private Industry Retail Employment and Wages, Annual Averages (NAICS 44-45): 2004
<a href="#">23.08</a>	Retail Trade and Food Services Sales, by Type of Store: 2004
<a href="#">23.09</a>	Characteristics of Major Shopping Centers: 2002
<a href="#">23.10</a>	Characteristics of Shopping Malls: 2001 and 2002
<a href="#">23.11</a>	Shopping Center Characteristics: 2002 to 2005
<a href="#">23.12</a>	Characteristics of Eating and Drinking Places: 2002
<a href="#">23.13</a>	Duty-Free Store Revenues: 1985 to 2006
<a href="#">23.14</a>	Alcoholic Beverage Sales, by Type: 2004 to 2006
<a href="#">23.15</a>	Product Line Sales for Retail Trade (NAICS 44-45): 2002
<a href="#">23.16</a>	Wholesale Trade Establishments and Sales (NAICS 42): 1939 to 2002
<a href="#">23.17</a>	Characteristics of Wholesale Establishments (NAICS 42), by Broad Geographic Area: 2002
<a href="#">23.18</a>	Wholesale Trade (NAICS 42), by Type of Operation and Kind of Business: 2002
<a href="#">23.19</a>	Wholesale Trade (NAICS 42), for County and Selected Urban Place: 2002
<a href="#">23.20</a>	Professional, Scientific, and Technical Services Establishments (NAICS 54), for County and Selected Urban Place: 2002
<a href="#">23.21</a>	Administrative and Support and Waste Management and Remediation Services Establishments (NAICS 56), for County and Selected Urban Place: 2002
<a href="#">23.22</a>	Educational Services Establishments (NAICS 61), for County and Selected Urban Place: 2002
<a href="#">23.23</a>	Arts, Entertainment, and Recreation Establishments (NAICS 71) with Payroll and Subject to Federal Income Tax, for County and Selected Urban Place: 2002
<a href="#">23.24</a>	Other Services (Except Public Administration) Establishments (NAICS 81), for County and Selected Urban Place: 2002

**Table**  
**Number**   **Table Name**

(Click on the table number to go to corresponding table)

<a href="#">23.25</a>	Professional, Scientific, and Technical Services Establishments (NAICS 54), by Type of Operation or Kind of Business: 2002
<a href="#">23.26</a>	Administrative and Support and Waste Management and Remediation Services Establishments (NAICS 56), by Type of Operation or Kind of Business: 2002
<a href="#">23.27</a>	Educational Services Establishments (NAICS 61), by Type of Operation or Kind of Business: 2002
<a href="#">23.28</a>	Arts, Entertainment, and Recreation Establishments (NAICS 71) with Payroll, by Kind of Business or Operation: 2002
<a href="#">23.29</a>	Other Services (Except Public Administration) Establishments (NAICS 81), by Kind of Business or Operation: 2002
<a href="#">23.30</a>	Travel Arrangement and Reservation Services (NAICS 5615): 2002
<a href="#">23.31</a>	Accommodation and Food Services (NAICS 72), for County and Selected Urban Place: 2002
<a href="#">23.32</a>	Accommodation and Food Services (NAICS 72): 2002
<a href="#">23.33</a>	Product Line Sales for Accommodation and Food Services (NAICS 72): 2002
<a href="#">23.34</a>	Visitor Accommodations, by County: 1969 to 2006
<a href="#">23.35</a>	Visitor Accommodations, by Type: 1986 to 2006
<a href="#">23.36</a>	Visitor Accommodations, by Type and by Island: 2006
<a href="#">23.37</a>	Visitor Accommodations, by Type and Geographic Area: 2006
<a href="#">23.38</a>	Hotels and Other Lodging Places (NAICS 721), by County: 1999 to 2004
<a href="#">23.39</a>	Visitor Accommodations, by Nightly Price: 2006
<a href="#">23.40</a>	Hotel Rooms, Occupancy Rates, and Daily Room and Guest Rates: 1989 to 2006
<a href="#">23.41</a>	Hotel Room Occupancy and Room Rates, by Geographic Area: 2006
<a href="#">23.42</a>	General Excise Tax Base for Rentals: 1985 to 2006
<a href="#">23.43</a>	Computer and Software Stores and Services: 2002
<a href="#">23.44</a>	Motion Picture Services: 1977 to 2002
<a href="#">23.45</a>	Motion Picture and Television Production: 2000 to 2004

## 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: 2007*, 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 2006**

[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
2005 4/	23,233,246	9,206,858	292,734	388,457	11,920,729
2006	23,997,010	9,967,208	301,779	606,071	12,687,800

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, radio, etc.

4/ Revised from previous year *Data Book*.

Source: Hawaii State Department of Taxation, "General Excise and Use Tax Base" (annual tabular release). see also <[http://www.state.hi.us/tax/a5\\_3txcolrpt.htm](http://www.state.hi.us/tax/a5_3txcolrpt.htm)>.

**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]

<b>NAICS code</b>	<b>Type of service</b>	<b>Establishments (number)</b>	<b>Sales (\$1,000)</b>	<b>Annual payroll (\$1,000)</b>	<b>Paid employees, pay period including March 12 (number)</b>
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 AREA: 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]

<b>Subject</b>	<b>State total</b>	<b>Oahu</b>	<b>Other Islands</b>
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 COUNTY AND SELECTED URBAN PLACE: 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]

<b>Geographic area</b>	<b>Number of establishments</b>	<b>Sales (\$1,000)</b>	<b>Annual payroll (\$1,000)</b>	<b>Paid employees for pay period including March 12 (number)</b>
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

Continued on next page.



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

<b>Geographic area</b>	<b>Number of establishments</b>	<b>Sales (\$1,000)</b>	<b>Annual payroll (\$1,000)</b>	<b>Paid employees for pay period including March 12 (number)</b>
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 (NAICS 44-45): 2005**

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

<b>NAICS code</b>	<b>Retail trade</b>	<b>Average establishments</b>	<b>Average employment</b>	<b>Total wages (\$1,000)</b>	<b>Wages per employee</b>
	Total	4,572	69,365	1,736,745	25,038
441	Motor vehicle and parts dealers	340	7,276	315,045	43,301
4421	Furniture stores	90	868	30,792	35,467
44221	Floor covering stores	43	467	17,709	37,894
442291	Window treatment stores	10	48	1,574	32,850
442299	All other home furnishings stores	58	468	10,166	21,725
443111	Household appliance stores	32	128	4,079	31,786
443112	Radio, TV, and other electronics stores	67	801	20,568	25,681
44312	Computer and software stores	33	626	17,832	28,474
44313	Camera and photographic supplies stores	11	71	1,325	18,551
44411	Home centers	34	2,229	59,687	26,774
44412	Paint and wallpaper stores	20	136	5,682	41,936
44413	Hardware stores	58	1,305	35,137	26,935
44419	Other building material dealers	88	826	38,633	46,776
44421	Outdoor power equipment stores	7	35	1,058	30,242
44422	Nursery, garden, and farm supply stores	20	243	6,071	24,940
44511	Supermarkets and other grocery stores	231	9,286	212,905	22,927
44512	Convenience stores	124	1,439	24,660	17,134
44521	Meat markets	29	213	5,350	25,068
44522	Fish and seafood markets	44	542	12,835	23,674
44523	Fruit and vegetable markets	22	125	2,260	18,029
445291	Baked goods stores	16	101	2,916	28,992
445292	Confectionery and nut stores	33	341	6,130	17,975
445299	All other specialty food stores	48	600	12,339	20,573
4453	Beer, wine, and liquor stores	53	219	3,542	16,187
44611	Pharmacies and drug stores	162	3,718	113,841	30,623
44612	Cosmetic and beauty supply stores	54	575	11,643	20,238
44613	Optical goods stores	40	379	8,852	23,387
446191	Food, health, supplement stores	43	298	5,991	20,114
446199	All other health and personal care stores	28	190	6,905	36,356
44711	Gasoline stations with convenience stores	170	2,191	40,551	18,511
44719	Other gasoline stations	60	558	10,909	19,548
44811	Men's clothing stores	80	888	15,459	17,406
44812	Women's clothing stores	213	2,594	51,654	19,912
44813	Children's and infant's clothing stores	16	155	1,956	12,638
44814	Family clothing stores	76	2,381	33,697	14,152

Continued on next page.

**Table 23.07-- PRIVATE INDUSTRY RETAIL EMPLOYMENT AND WAGES,  
ANNUAL AVERAGES: 2005 - Con.**

<b>NAICS code</b>	<b>Retail trade</b>	<b>Average establishments</b>	<b>Average employment</b>	<b>Total wages (\$1,000)</b>	<b>Wages per employee</b>
44815	Clothing accessories stores	74	724	20,258	27,990
44819	Other clothing stores	174	1,156	18,193	15,734
4482	Shoe stores	109	1,018	19,956	19,608
44831	Jewelry stores	360	2,008	58,788	29,279
44832	Luggage and leather goods stores	19	312	9,476	30,331
45111	Sporting goods stores	181	1,467	28,717	19,582
45112	Hobby, toy, and game stores	46	534	7,760	14,525
45113	Sewing, needlework, and piece goods stores	16	138	2,883	20,967
45114	Musical instrument and supplies stores	22	134	3,133	23,407
45121	Book stores and news dealers	52	837	14,603	17,457
45122	Prerecorded tape, CD, and record stores	29	263	3,675	13,994
452111	Department stores, except discount	24	3,965	75,950	19,155
452112	Discount department stores	28	5,052	100,111	19,817
45291	Warehouse clubs and supercenters	10	2,237	68,796	30,752
45299	All other general merchandise stores	67	802	12,584	15,692
4531	Florists	107	544	8,597	15,803
45321	Office supplies and stationery stores	57	855	22,478	26,288
45322	Gift, novelty, and souvenir stores	356	2,774	57,929	20,880
4533	Used merchandise stores	53	402	7,193	17,903
45391	Pet and pet supplies stores	34	314	5,116	16,275
45392	Art dealers	126	649	20,153	31,044
453991	Tobacco stores	7	21	370	17,616
453998	Store retailers not specified elsewhere	85	551	12,115	21,984
454	Nonstore retailers	88	289	8,158	28,230

Source: U.S. Department of Labor, *Employment and Wages Annual Averages 2005*, table 10, <<http://www.bls.gov/cew/>> accessed February 28, 2007.

**Table 23.08-- RETAIL TRADE AND FOOD SERVICES SALES, BY  
TYPE OF STORE: 2004**

[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	2004
All retail stores 1/ Total Retail sales and food and drink	44, 45 44, 45, 722	14,260 16,685
Motor vehicle and parts dealers	441	2,306
Furniture and home furnishings	442	253
Electronics and appliances	443	215
Building material and garden equipment and supply dealers	444	954
Food and beverage stores	445	2,854
Health and personal care	446	1,245
Gasoline stations	447	1,029
Clothing and clothing accessories	448	1,584
Sporting goods, hobby, book, & music stores	451	357
General merchandise	452	2,769
Miscellaneous store	453	561
Nonstore retailers	454	134
Food services & drinking places	722	2,425

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

Source: Market Statistics (a division of Claritas Inc., Arlington VA), *The Survey of Buying Power Data Service*, annual, estimates cited in U.S. Census Bureau, *Statistical Abstract of the United States: 2007*, pp. 654-655.

**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]

<b>Island and name of center</b>	<b>Location</b>	<b>Year opened</b>	<b>Site area (acres)</b>	<b>Gross leaseable area (1,000 square feet)</b>	<b>Parking spaces</b>	<b>Number of stores</b>
<b>Oahu:</b>						
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
<b>Hawaii:</b>						
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
<b>Maui:</b>						
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
<b>Kauai:</b>						
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: 2002 TO 2005**

<b>Characteristic</b>	<b>2002</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>
Gross leasable area (million square feet)	20	21	21	21
Retail sales (billion dollars)	5.7	6.1	6.7	7.4
Retail sales per square foot (dollars)	279	297	321	346

Source: U.S. Census Bureau, *Statistical Abstract of the United States: 2007* (p. 660) and earlier editions, see also <<http://www.census.gov/compendia/statab/>> accessed February 2, 2007.



**Table 23.12-- CHARACTERISTICS OF EATING AND DRINKING PLACES: 2002**

[Includes only establishments of firms with payroll]

<b>Subject</b>	<b>Full-service restaurants</b>	<b>Limited-service restaurants</b>	<b>Cafeterias, buffets, and grill buffets</b>	<b>Drinking Places (alcoholic beverages)</b>
Establishments in business at end of year	994	1,067	12	238
Sales, calendar year (million dollars)	1185.6	751.3	12.5	102.1
Seats, Dec. 31	98,321	61,206	1,494	10,269
Average cost per meal (establishments):				
Less than \$2.00	-	1	-	(X)
\$2.00 to \$4.99	21	204	-	(X)
\$5.00 to \$6.99	62	660	-	(X)
\$7.00 to \$9.99	411	120	-	(X)
\$10.00 to \$14.99	146	113	-	(X)
\$15.00 to \$19.99	143	47	13	(X)
\$20.00 to \$29.99	110	-	-	(X)
\$30.00 or more	188	-	-	(X)
Menu type or specialty (establishments):				
Italian	125	78	-	(X)
Mexican	45	50	-	(X)
Chinese	68	225	-	(X)
Other ethnic	269	216	13	(X)
Seafood	76	1	-	(X)
Steak	45	8	-	(X)
Pizza	203	90	-	(X)
Chicken	-	1	-	(X)
Hamburger	10	172	-	(X)
Sandwich (Sub shop)	-	121	-	(X)
Other food specialty	12	31	-	(X)
Establishments with no food specialty	228	152	-	(X)

X Not applicable.

Source: U.S. Census Bureau, *2002 Economic Census, Accommodation and Food Services, Subject Series, EC02-72SX-SB* (December 2005), pp. 3, 16, 34 and 49.

**Table 23.13-- DUTY-FREE STORE REVENUES: 1985 TO 2006**

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

<b>Year</b>	<b>Revenues</b>	<b>Year</b>	<b>Revenues</b>
1985	180,126,919	1996	425,824,748
1986	270,891,959	1997	355,636,355
1987	369,788,429	1998	271,692,798
1988	445,072,755	1999	192,429,772
1989	451,185,041	2000	229,392,900
1990	413,932,037	2001	215,257,193
1991	378,587,469	2002	149,962,722
1992	421,953,644	2003	158,854,936
1993	397,322,968	2004	168,305,421
1994	413,417,555	2005	189,517,794
1995	419,548,514	2006	174,632,693

Source: DFS Hawaii, records; for 1995-2006 data Hawaii State Department of Transportation, Airport Division, records.

**Table 23.14-- ALCOHOLIC BEVERAGE SALES, BY TYPE: 2004 TO 2006**

[Fiscal year ending June 30]

Category	Wine gallons of 128 fluid ounces			Wholesale value, 2006 (dollars)
	2004	2005	2006	
All types	35,775,031	36,290,151	36,970,982	472,851,361
Distilled spirits	1,766,788	1,785,701	1,985,998	104,276,564
Sparkling wine	234,206	243,292	258,108	16,193,998
Still wine	3,229,173	3,342,544	3,552,543	121,670,197
Cooler beverage	523,402	505,850	459,835	5,246,336
Draft beer	2,460,897	2,568,092	2,706,714	15,234,632
Beer other than draft	27,560,565	27,844,672	28,007,784	210,229,634

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

**Table 23.15-- PRODUCT LINE SALES FOR RETAIL TRADE  
(NAICS 44-45): 2002**

<b>Products and services code</b>	<b>Meaning of products and services code</b>	<b>Number of establishments</b>	<b>Sales (\$1,000)</b>	<b>Line sales as % of sales of establishments with line</b>	<b>Line sales as % of total sales of NAICS</b>
20000	Industry total	4,924	13,008,182	(X)	100.0
20100	Groceries & other food for human consumption off the premises	1,288	2,275,025	37.3	17.5
20120	Meals, unpack snacks, sandwiches, etc for immediate consumption	538	138,395	4.7	1.1
20140	Packaged liquor, wine, & beer	733	311,171	7.0	2.4
20150	Cigars, cigarettes, etc & smokers' access, excluding sls from vending	871	242,454	4.7	1.9
20160	Drugs, health aids, beauty aids, including cosmetics	958	1,010,043	16.7	7.8
20180	Soaps, detergents, & household cleaners	530	119,128	2.5	0.9
20190	Paper & related products, including paper towels, toilet tissue, wraps, etc	558	106,507	2.3	0.8
20200	Men's wear	763	377,927	10.4	2.9
20220	Women's, juniors', & misses' wear	1,085	762,169	16.3	5.9
20240	Children's wear, including boys, girls, & infants & toddlers	416	148,437	6.6	1.1
20260	Footwear, including accessories	558	216,447	8.2	1.7
20270	Sewing, knitting materials & supplies, needlework goods	79	20,479	1.6	0.2
20280	Curtains, draperies, blinds, slipcovers, bed & table coverings	166	83,622	3.0	0.6
20300	Major household appliances	146	130,559	6.0	1.0
20310	Small electric appliances & personal care appliances	135	27,180	1.1	0.2
20320	TVs, video recorders, video cameras, video tapes, DVDs, etc	259	157,918	6.7	1.2
20330	Audio equipment, musical instruments, radios, stereos, CDs, records, etc	294	131,751	4.8	1.0
20340	Furniture, sleep equipment & outdoor/patio furniture	297	203,455	7.2	1.6
20360	Flooring & floor coverings	135	89,975	9.7	0.7
20370	Computer hardware, software, & supplies	129	155,467	8.2	1.2
20380	Kitchenware & home furnishings	609	178,537	3.7	1.4

Continued on next page.

**Table 23.15-- PRODUCT LINE SALES FOR RETAIL TRADE  
(NAICS 44-45): 2002 -- Con.**

<b>Products and services code</b>	<b>Meaning of products and services code</b>	<b>Number of establishments</b>	<b>Sales (\$1,000)</b>	<b>Line sales as % of sales of establishments with line</b>	<b>Line sales as % of total sales of NAICS</b>
20400	Jewelry, including watches, watch attach, novelty jewelry, etc	1,004	477,049	13.9	3.7
20420	Books	308	89,694	4.3	0.7
20440	Photographic equipment & supplies	137	48,654	1.7	0.4
20460	Toys, hobby goods, & games	408	161,957	4.5	1.2
20490	Optical goods, including eyeglasses, contact lenses, sunglasses, etc	228	48,135	2.3	0.4
20500	Sporting goods	387	174,278	6.3	1.3
20580	RVs, including camping trailers, travel trailers, truck campers, etc	8	2,066	5.1	(1/)
20600	Hardware, tools, & plumbing & electrical supplies	296	264,122	7.4	2.0
20620	Lawn, garden, & farm equipment & supplies	395	197,866	5.0	1.5
20640	Dimensional lumber & other building/ structural materials & supplies	154	244,128	40.6	1.9
20670	Paint & sundries	147	81,765	5.6	0.6
20690	Wallpaper & other flexible wallcoverings	13	232	0.3	(1/)
20700	Automobiles, cars, vans, trucks, motorcycles, motor scooters, etc	126	2,039,901	87.3	15.7
20720	Automotive fuels	332	521,054	38.2	4.0
20730	Automotive lubricants, including oil, greases, etc	355	21,823	1.0	0.2
20740	Automotive tires, tubes, batteries, parts, accessories	452	289,343	7.1	2.2
20780	Household fuels, including oil, LP gas, wood, coal	88	75,904	7.6	0.6
20800	Pets, pet foods, & pet supplies	247	74,084	2.4	0.6
20850	All other merchandise	1,698	716,829	12.3	5.5
29810	All other merchandise	687	221,639	5.2	1.7
29900	All nonmerchandise receipts	963	370,621	5.9	2.8

X Not applicable.

1/ Less than half the unit shown.

Source: U.S. Census Bureau, Economic Census 2002, Subject series: Product lines, extracted from American FactFinder, <[http://factfinder.census.gov/home/saff/main.html?\\_lang=en](http://factfinder.census.gov/home/saff/main.html?_lang=en)> accessed March 14, 2006.

**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 AREA: 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]

<b>Subject</b>	<b>State total</b>	<b>Oahu</b>	<b>Neighbor Islands</b>
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.**

<b>NAICS codes</b>	<b>Type of operation and kind of business</b>	<b>Number of establishments (number)</b>	<b>Sales (\$1,000)</b>	<b>Annual payroll (\$1000)</b>	<b>Paid employees, pay period including March 12 (number)</b>
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 COUNTY AND SELECTED URBAN PLACE: 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]

<b>Geographic area</b>	<b>Number of establishments (number)</b>	<b>Sales (\$1,000)</b>	<b>Annual payroll (\$1,000)</b>	<b>Paid employees for pay period including March 12 (number)</b>
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 COUNTY AND SELECTED URBAN PLACE: 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]

<b>Geographic area</b>	<b>Establishments (number)</b>	<b>Receipts/ revenue (\$1,000)</b>	<b>Annual payroll (\$1,000)</b>	<b>Paid employees, pay period including March 12 (number)</b>
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

Continued on next page.

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

<b>Geographic area</b>	<b>Establishments (number)</b>	<b>Receipts/ revenue (\$1,000)</b>	<b>Annual payroll (\$1,000)</b>	<b>Paid employees, pay period including March 12 (number)</b>
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 COUNTY AND SELECTED URBAN PLACE: 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]

<b>Geographic area</b>	<b>Establishments (number)</b>	<b>Receipts (\$1,000)</b>	<b>Annual payroll (\$1,000)</b>	<b>Paid employees for pay period including March 12 (number)</b>
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

Continued on next page.

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

<b>Geographic area</b>	<b>Establishments (number)</b>	<b>Receipts (\$1,000)</b>	<b>Annual payroll (\$1,000)</b>	<b>Paid employees, pay period including March 12</b>
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 COUNTY AND SELECTED URBAN PLACE: 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]

<b>Geographic area</b>	<b>Establishments (number)</b>	<b>Receipts/ revenue (\$1,000)</b>	<b>Annual payroll (\$1,000)</b>	<b>Paid employees for pay period including March 12 (number)</b>
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 COUNTY AND SELECTED URBAN PLACE: 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]

<b>Geographic area</b>	<b>Establishments (number)</b>	<b>Receipts/ revenues (\$1,000)</b>	<b>Annual payroll (\$1,000)</b>	<b>Paid employees, pay period including March 12 (number)</b>
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 COUNTY AND SELECTED  
URBAN PLACE: 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]

<b>Geographic area</b>	<b>Establishments (number)</b>	<b>Receipts/ revenue (\$1,000)</b>	<b>Annual payroll (\$1,000)</b>	<b>Paid employees, pay period including March 12 (number)</b>
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 COUNTY AND SELECTED  
URBAN PLACE: 2002 - Con.**

<b>Geographic area</b>	<b>Establishments (number)</b>	<b>Receipts (\$1,000)</b>	<b>Annual payroll (\$1,000)</b>	<b>Paid employees, pay period including March 12 (number)</b>
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.**

<b>NAICS code</b>	<b>Kind of business or operation</b>	<b>Establishments (number)</b>	<b>Receipts/revenues (\$1,000)</b>	<b>Annual payroll (\$1,000)</b>	<b>Paid employees, pay period including March 12 (number)</b>
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]

<b>NAICS code</b>	<b>Kind of business</b>	<b>Establishments (number)</b>	<b>Revenue (\$1,000)</b>	<b>Annual payroll (\$1,000)</b>	<b>Paid employees, pay period including March 12 (number)</b>
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 COUNTY AND SELECTED URBAN PLACE: 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]

<b>Geographic area</b>	<b>Number of establishments</b>	<b>Sales (\$1,000)</b>	<b>Annual payroll (\$1000)</b>	<b>Paid employees for pay period including March 12 (number)</b>
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 COUNTY AND SELECTED URBAN PLACE: 2002 - Con.**

<b>Geographic area</b>	<b>Number of establishments</b>	<b>Sales (\$1,000)</b>	<b>Annual payroll (\$1000)</b>	<b>Paid employees for pay period including March 12 (number)</b>
Kauai County (con)				
Waimea	24	12,061	3,520	236
Mauai 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-- PRODUCT LINE SALES FOR ACCOMMODATION AND FOOD SERVICES (NAICS 72): 2002**

<b>Products and services code</b>	<b>Meaning of products and services code</b>	<b>Number of establishments</b>	<b>Sales (\$1,000)</b>	<b>Line sales as % of sales of establishments with line</b>	<b>Line sales as % of total sales of NAICS</b>
20000	Industry totals	3,138	5,551,380	(X)	100.0
20010	Guestroom or unit rentals	279	2,151,209	66.8	38.8
20030	Telephone service charges	157	26,302	1.2	0.5
20050	Rental of public rooms/areas, incl conference/convention mtg rooms	118	55,015	3.6	1.0
20060	Membership dues and fees	20	12,393	3.4	0.2
20100	Groceries and other foods for human consumption off the premises	109	6,066	2.0	0.1
20120	Meals, unpack snacks, sandwiches, etc for immediate consumption	2,789	2,578,356	49.7	46.4
20130	Alcoholic drinks served at the establishment	1,287	437,592	12.5	7.9
20140	Packaged liquor, wine, and beer	114	13,057	5.9	0.2
20150	Cigars, cigarettes, etc and smokers' access, excluding sales from vending	52	1,343	0.6	(1/)
20850	All other merchandise	39	7,100	0.9	0.1
29810	All other merchandise	370	87,987	3.9	1.6
29980	All other nonmerchandise receipts	149	174,827	8.9	3.1

X Not applicable.

1/ Less than half the unit shown.

Source: U.S. Census Bureau, 2002 Economic Census, Subject series: Product lines, extracted from American FactFinder, <[http://factfinder.census.gov/home/saff/main.html?\\_lang=en](http://factfinder.census.gov/home/saff/main.html?_lang=en)> accessed March 14, 2006.

**Table 23.34-- VISITOR ACCOMMODATIONS, BY COUNTY: 1969 TO 2006**

[Number of units]

Year	State total	City & County of Honolulu	Hawaii County	Kauai County	Maui County
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	70,742	35,664	9,478	7,257	18,343
2004	72,614	35,987	10,037	8,105	18,485
2005 1/	73,126	34,340	11,275	8,221	19,290
2006	72,516	34,008	11,247	8,002	19,259

NA Not available.

1/ 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 23.35-- VISITOR ACCOMMODATIONS, BY TYPE: 1986 TO 2006**

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	70,742	54,209	16,533
2004:	1,209	970	239	72,614	58,716	13,898
2005: 3/	1,266	1,035	231	73,126	57,879	15,247
2006:	1,216	984	232	72,516	55,281	17,235

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 year *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 1999-2006 and records.

**Table 23.36-- VISITOR ACCOMMODATIONS, BY TYPE AND BY ISLAND: 2006**

Year and island	Properties			Units		
	Total	Hotels 1/	Condo-miniums 2/	Total	Hotels 1/	Condo-miniums 2/
State total	1,216	984	232	72,516	55,281	17,235
Oahu	213	181	32	34,008	29,280	4,728
Waikiki/Honolulu	107	80	27	28,700	25,329	3,371
Rest of Oahu	106	101	5	5,308	3,951	1,357
Other islands	1,003	803	200	38,508	26,001	12,507
Hawaii	261	234	27	11,247	9,626	1,621
Maui	281	167	114	18,441	10,611	7,830
Lanai	6	6	-	367	367	-
Molokai	34	28	6	451	192	259
Kauai	421	368	53	8,002	5,205	2,797

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.

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: 2006**

Type of accommodation	Properties			Units		
	State total	Oahu	Other islands	State total	Oahu	Other islands
All types	1,216	213	1,003	72,516	34,008	38,508
Apartment-hotel	21	11	10	347	300	47
Bed and breakfast	179	25	154	598	50	548
Condominium/hotel	232	32	200	17,235	4,728	12,507
Hostels	13	7	6	342	244	98
Hotel	141	67	74	43,637	26,261	17,376
Individual vacation units	531	56	475	2,014	308	1,706
Timeshare	45	6	39	7,271	1,655	5,616
Other	54	9	45	1,072	462	610

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 721),  
BY COUNTY: 1999 TO 2004**

[Excludes most government employees, railroad employees, and self-employed persons. 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]

<b>County</b>	<b>1999</b>	<b>2000</b>	<b>2001</b>	<b>2002</b>	<b>2003</b>	<b>2004</b>
State total	295	273	265	269	296	313
Hawaii	48	47	50	48	52	59
Honolulu	130	122	120	122	121	125
Kauai	36	32	34	38	44	46
Maui	81	72	61	61	79	83

Source: U.S. Census Bureau, *County Business Patterns, Hawaii* (annual). Also see <http://www.census.gov/prod/www/abs/cbptotal.html> accessed December 7, 2006.

**Table 23.39-- VISITOR ACCOMMODATIONS, BY NIGHTLY PRICE: 2006**

[Based on 1187 properties representing 70,913 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]

<b>Island and type of accommodation</b>	<b>Total</b>	<b>\$100 or less</b>	<b>\$101 to \$250</b>	<b>\$251 to \$500</b>	<b>Over \$500</b>
Available Units	70,913	8,755	27,987	26,296	7,876
Island:					
Oahu	33,411	3,640	15,051	12,640	2,080
Hawaii	11,119	1,977	3,621	4,235	1,286
Kauai	7,827	792	3,604	2,673	758
Maui	17,779	2,133	5,564	6,521	3,561
Molokai	410	210	133	67	-
Lanai	367	3	13	160	191
Type of unit:					
Apartment/Hotel	347	242	104	1	-
Bed and breakfast	599	276	305	18	-
Condominium hotel	18,073	2,768	11,019	3,772	514
Hostel	342	342	-	-	-
Hotel	44,517	3,735	13,855	19,913	7,014
Individual vacation unit	1,929	659	740	368	162
Timeshare 1/	4,143	446	1,771	1,742	184
Other	963	287	193	481	2

1/ Timeshare units are subsets of bed and breakfast, condominium hotel, hostel, hotel, individual vacation unit, and other categories, and thus are not included in the state total for the number responding count.

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

**Table 23.40-- HOTEL ROOMS, OCCUPANCY RATES, AND DAILY ROOM  
AND GUEST RATES: 1989 TO 2006**

[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	70,742	35,664	35,078	72.7	144.16	2.09
2004	72,614	35,987	36,627	77.7	152.17	2.13
2005 4/	73,126	34,340	38,786	81.1	166.16	2.15
2006	72,516	34,008	38,508	79.8	184.81	(NA)

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 Highlights issues).

**Table 23.41-- HOTEL ROOM OCCUPANCY AND ROOM RATES, BY  
GEOGRAPHIC AREA: 2006**

<b>Geographic area</b>	<b>Percent occupied</b>	<b>Average daily room rate (dollars)</b>	<b>Revenue per available room (dollars)</b>
State total	79.8	184.81	147.41
Oahu	83.1	155.77	129.44
Waikiki	84.0	154.65	129.91
Other Oahu	77.2	163.79	126.45
Maui	80.0	241.08	192.86
Wailea	73.9	386.53	285.62
Lahaina-Kaanapali-Kapalua	82.5	232.05	191.44
Other Maui	77.3	251.35	194.29
Hawaii	71.1	189.35	134.63
Kohala Coast	67.5	282.67	190.76
Kauai	75.1	188.74	141.74

Source: Smith Travel Research, Hospitality Advisors LLC, *Hawaii Hotel Flash Report*, (December/Year-End 2006 Highlights).

**Table 23.42-- GENERAL EXCISE TAX BASE FOR RENTALS:  
1985 TO 2006**

[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
2005 3/	7,639,189	2,834,838	4,804,351
2006	8,107,018	3,097,961	5,009,057

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.

3/ Revised from previous *Data Book*.

Source: Hawaii State Department of Taxation, "General Excise and Use Tax Base" (annual tabular release). see also <[http://www.state.hi.us/tax/a5\\_3txcolrpt.htm](http://www.state.hi.us/tax/a5_3txcolrpt.htm)>.

**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]

<b>Subject and year</b>	<b>Establishments (number)</b>	<b>Receipts/ Revenue or Sales (\$1,000)</b>	<b>Annual payroll (\$1,000)</b>	<b>Paid employees for pay period including March 12 (number)</b>
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:  
2000 TO 2004**

Subject	2000	2001	2002	2003	2004
Number of features and programs filmed	13	22	15	6	18
Feature films for theater viewing	5	4	5	3	0
TV movie of the week, television episodic, specials	7	18	10	3	14
Hawaii-based TV network series	1	-	-	-	4
Expenditures in Hawaii (million dollars)	136.0	83.3	147.2	84.0	164.0
Commercials	7.5	6.7	5.7	4.3	8.7
Hawaii-based TV series	20.0	-	-	2.5	100.1
Feature films	51.5	12.2	76.6	18.7	0.3
TV specials/episodics/movie of week	10.3	7.8	16.3	16.1	9.1
Others (still photography, sports, exercise or music video, cable, misc.)	12.1	14.8	13.1	8.4	11.5
Documentaries/industrials/news/ educational/travelog/video stock	2.0	9.2	2.4	2.5	2.3
Annual permit holders	10.3	13.0	11.0	9.5	9.6
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)	16.5	10.7	18.6	10.7	17.4
Spending effect on economy (million dollars)	217.3	132.6	234.9	134.2	262.0

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