

Table
Number **Table Name**

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

Narrative

23.01	General Excise Tax Base for Trade and Service Activities: 1985 to 2010
23.02	Retail Establishments, by Payroll Status: 1972 to 2007
23.03	Food Services & Drinking Places (NAICS 722) by Type of Service: 2007
23.04	Characteristics of Retail Establishments (NAICS 44-45) with Payroll, by Broad Geographic Area: 2007
23.05	Retail Establishments (NAICS 44-45), for County and Selected Urban Place: 2007
23.06	Retail Establishments (NAICS 44-45) with Payroll, by Kind of Business: 2007
23.07	Private Industry Retail Employment and Wages, Annual Averages (NAICS 44-45): 2009
23.08	Retail Trade and Food Services Sales, by Type of Store: 2009
23.09	Characteristics of Major Shopping Centers: 2002
23.10	Characteristics of Shopping Malls: 2009 and 2010
23.11	Shopping Center Characteristics: 2002 to 2005
23.12	Characteristics of Eating and Drinking Places: 2007
23.13	Duty-Free Store Revenues: 1985 to 2010
23.14	Alcoholic Beverage Sales, by Type: 2006 to 2008
23.15	Product Line Sales for Retail Trade (NAICS 44-45): 2007
23.16	Wholesale Trade Establishments and Sales (NAICS 42): 1939 to 2007
23.17	Characteristics of Wholesale Establishments (NAICS 42), by Broad Geographic Area: 2007
23.18	Wholesale Trade (NAICS 42), by Type of Business: 2007
23.19	Wholesale Trade (NAICS 42), for County and Selected Urban Place: 2007
23.20	Professional, Scientific, and Technical Services Establishments (NAICS 54), for County and Selected Urban Place: 2007
23.21	Administrative and Support and Waste Management and Remediation Services Establishments (NAICS 56), for County and Selected Urban Place: 2007
23.22	Educational Services Establishments (NAICS 61), for County and Selected Urban Place: 2007
23.23	Arts, Entertainment, and Recreation Establishments (NAICS 71) with Payroll and Subject to Federal Income Tax, for County and Selected Urban Place: 2007
23.24	Other Services (Except Public Administration) Establishments (NAICS 81), for County and Selected Urban Place: 2007
23.25	Professional, Scientific, and Technical Services Establishments (NAICS 54), by Type of Operation or Kind of Business: 2007

Table
Number Table Name

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

23.26	Administrative and Support and Waste Management and Remediation Services Establishments (NAICS 56), by Type of Operation or Kind of Business: 2007
23.27	Educational Services Establishments (NAICS 61), by Type of Operation or Kind of Business: 2007
23.28	Arts, Entertainment, and Recreation Establishments (NAICS 71) with Payroll, by Kind of Business or Operation: 2007
23.29	Other Services (Except Public Administration) Establishments (NAICS 81), by Kind of Business or Operation: 2007
23.30	Travel Arrangement and Reservation Services (NAICS 5615): 2007
23.31	Accommodation and Food Services (NAICS 72), for County and Selected Urban Place: 2007
23.32	Accommodation and Food Services (NAICS 72): 2007
23.33	Product Line Sales for Accommodation and Food Services (NAICS 72): 2007
23.34	Visitor Accommodations, by County: 1975 to 2010
23.35	Visitor Accommodations, by Type: 1986 to 2010
23.36	Visitor Accommodations, by Type and by Island: 2010
23.37	Visitor Accommodations, by Type and Geographic Area: 2010
23.38	Hotels and Other Lodging Places (NAICS 721), by County: 2002 to 2008
23.39	Visitor Accommodations, by Nightly Price: 2010
23.40	Hotel Rooms, Occupancy Rates, and Daily Room and Guest Rates: 1989 to 2010
23.41	Hotel Room Occupancy and Room Rates, by Geographic Area: 2010
23.42	General Excise Tax Base for Rentals: 1985 to 2010
23.43	Computer and Software Stores and Services: 2007
23.44	Motion Picture Services: 1987 to 2007
23.45	Film and Television Production: 2006 to 2010

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, *2007 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 Tourism Authority's Tourism Research. Hawaii Film Office 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: 2011*, 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 2010**

[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	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
2007	26,448,776	11,197,746	343,395	681,671	13,903,196
2008	25,498,526	11,199,610	342,329	645,963	13,400,692
2009	23,567,451	10,993,980	333,223	582,781	11,939,742
2010	24,298,654	11,356,344	353,686	556,594	12,165,086

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.

Source: Hawaii State Department of Taxation, "General Excise and Use Tax Base" (annual tabular release). see also <http://www6.hawaii.gov/tax/a5_3txcolrpt.htm>.

**Table 23.02-- RETAIL ESTABLISHMENTS, BY PAYROLL STATUS:
1972 TO 2007**

[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
2007	14,535	5,012	9,523	18,062	17,612	450

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; *2002 Economic Census, Nonemployer Statistics, Hawaii*, <<http://www.census.gov/epcd/nonemployer/2002/hi/HI000.HTM>> accessed February 2, 2005; *2007 Economic Census*, Sector 44: EC0744A1: Retail Trade: Geographic Area Series: Summary Statistics for the United States, States, Metro Areas, Counties, and Places: 2007, Hawaii <http://factfinder.census.gov/servlet/IBQTable?_bm=y&-geo_id=04000US15&-ds_name=EC0744A1&-_lang=en> accessed January 21, 2010; and *Nonemployer Statistics, Hawaii*, 2007 Retail Trade Hawaii <http://www.census.gov/epcd/nonemployer/2007/hi/HI000_44.HTM> accessed January 21, 2010.

**Table 23.03-- FOOD SERVICES & DRINKING PLACES (NAICS 722)
BY TYPE OF SERVICE: 2007**

[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	3,225	3,257,403	919,126	60,304
7221	Full-service restaurants	1,156	1,623,477	533,212	32,241
7222	Limited-service eating places	1,675	1,255,734	291,913	22,668
7223	Special food services	130	257,264	66,446	3,289
72231	Food service contractors	73	213,872	53,886	2,563
72232	Caterers	45	40,497	11,890	678
72233	Mobile food services	12	2,895	670	48
7224	Drinking places (alcoholic beverages)	264	120,928	27,555	2,106

Source: U.S. Census Bureau, 2007 Economic Census, Sector 72: EC0772A1: Accommodation and Food Services, Geographic Area Series, Summary Statistics for the United States, States, Metro Areas, Counties, and Places: 2007, Hawaii <http://factfinder.census.gov/servlet/IBQTable?_bm=y&-geo_id=04000US15&-ds_name=EC0772A1&-_lang=en> accessed February 22, 2010.

**Table 23.04-- CHARACTERISTICS OF RETAIL ESTABLISHMENTS
(NAICS 44-45) WITH PAYROLL, BY BROAD GEOGRAPHIC AREA: 2007**

[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	5,012	3,058	1,954
Sales (\$1,000)	17,611,851	11,518,349	6,093,502
Annual payroll (\$1,000)	1,766,387	1,144,106	622,281
First quarter payroll (\$1,000)	436,072	282,826	153,246
Paid employees for pay period including March 12	70,661	46,613	24,048

Source: U.S. Census Bureau, 2007 Economic Census, Sector 44: EC0744A1: Retail Trade: Geographic Area Series, Summary Statistics for the United States, States, Metro Areas, Counties, and Places: 2007, Hawaii <http://factfinder.census.gov/servlet/IBQTable?_bm=y&-ds_name=EC0744A1&-_skip=300&-geo_id=04000US15&-geo_id=05000US15001&-geo_id=05000US15003&-geo_id=05000US15007&-geo_id=05000US15009&-search_results=04000US15&-_lang=en&-fds_name=EC0700A1> accessed February 22, 2010.

Table 23.05-- RETAIL ESTABLISHMENTS (NAICS 44-45), FOR COUNTY AND SELECTED URBAN PLACE: 2007

[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	5,012	17,611,851	1,766,387	70,661
Hawaii County	722	2,566,012	249,996	9,730
Hilo	258	1,156,313	108,878	4,178
Holualoa	15	28,803	1,950	73
Kailua	170	589,964	65,346	2,406
Kalaoa	30	285,259	21,295	674
Waimea	32	118,853	11,113	435
Balance of Hawaii County 1/	217	386,820	41,414	1,964
Honolulu County	3,058	11,518,349	1,144,106	46,613
Ahuimanu	4	(D)	(D)	(2/)
Aiea	22	53,352	4,875	228
Ewa Beach	14	29,248	2,777	153
Halawa	19	21,701	2,800	111
Honolulu	2,028	6,960,071	697,039	27,464
Kailua	103	350,905	38,156	1,578
Kaneohe	129	555,310	51,583	2,113
Kaneohe Station	4	3,027	528	26
Maili	4	9,728	454	20
Makaha	3	(D)	(D)	(2/)
Makakilo City	4	(D)	(D)	(2/)
Mililani Town	36	248,061	26,036	1,106
Nanakuli	15	38,713	3,831	233
Pearl City	50	474,211	39,118	1,666
Schofield Barracks	3	(D)	(D)	(2/)
Village Park	6	128,241	14,285	580
Wahiawa	45	119,710	11,366	563
Waianae	20	100,660	8,625	411
Waimalu	163	631,082	66,407	3,172
Waipahu	104	858,280	80,103	2,560
Waipio	18	39,408	3,677	181
Waipio Acres	4	3,646	410	22
Balance of Honolulu County 3/	260	858,811	88,854	4,240

Continued on next page.

Table 23.05-- RETAIL ESTABLISHMENTS (NAICS 44-45) WITH PAYROLL, FOR COUNTY AND SELECTED URBAN PLACE: 2007 -- Con.

Geographic area	Number of establishments	Sales (\$1,000)	Annual payroll (\$1,000)	Paid employees for pay period including March 12 (number)
Kauai County	379	1,052,671	110,278	4,457
Kapaa	60	142,950	15,322	652
Lihue	81	473,610	47,183	1,641
Balance of Kauai County 4/	238	436,111	47,773	2,164
Maui County	853	2,474,819	262,007	9,861
Haiku-Pauwela	13	12,292	1,813	62
Island of Lana'i	9	12,618	1,879	85
Island of Moloka'i	24	40,537	4,461	252
Kahului	213	1,329,037	133,058	4,591
Kihei	76	233,957	22,740	947
Lahaina	208	340,015	39,052	1,583
Makawao	24	10,223	1,770	93
Napili-Honokowai	13	32,077	2,668	123
Pukalani	10	62,786	5,936	233
Waihee-Waiehu	1	(D)	(D)	(5/)
Wailea-Makena	63	109,446	13,372	423
Wailuku	60	116,138	14,664	493
Balance of Maui County 6/	139	(D)	(D)	(7/)

D Withheld to avoid disclosing data for individual companies.

1/ Includes Captain Cook, Hawaiian Beaches, Mountain View and Waikoloa Village CDPs.

2/ 20 to 99 employees.

3/ Includes Ewa Gentry, Ewa Villages, Hauula, Heeia, Kahaluu, Laie, Maunawili, Pupukeya, Waialua, Waimanalo, Waimanalo Beach, Wheeler AFB, and Whitmore Village CDPs.

4/ Includes Hanamaulu, Kalaheo, Kekaha, and Wailua Homesteads CDPs.

5/ 0 to 19 employees.

6/ Includes Kaunakakai CDP.

7/ 500 to 999 employees.

Source: U.S. Census Bureau, 2007 Economic Census, Sector 44: EC0744A1: Retail Trade: Geographic Area Series, Summary Statistics for the United States, States, Metro Areas, Counties, and Places: 2007,

<http://factfinder.census.gov/servlet/EconSectorServlet?caller=dataset&sv_name=*&_SectorId=44&ds_name=EC0700A1&_lang=en&_ts=289405358914> accessed April 15, 2010.

Table 23.06-- RETAIL ESTABLISHMENTS (NAICS 44-45) WITH PAYROLL, BY KIND OF BUSINESS: 2007

[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	5,012	17,611,851	1,766,387	70,661
441	Motor vehicle and parts dealers	330	3,110,901	309,104	7,390
442	Furniture and home furnishings stores	194	356,443	55,189	1,707
443	Electronics and appliance stores	164	461,878	42,901	2,003
444	Building material and garden equipment and supplies dealers	291	1,442,237	149,264	5,135
445	Food and beverage stores	682	2,695,453	290,004	12,966
446	Health and personal care stores	353	1,236,445	126,383	4,520
447	Gasoline stations	295	1,437,697	62,760	3,067
448	Clothing and clothing accessories stores	1,359	2,014,864	237,653	12,215
451	Sporting goods, hobby, book, and music stores	315	423,535	53,423	3,091
452	General merchandise stores	103	3,610,968	313,451	12,724
453	Miscellaneous store retailers	763	654,111	103,641	5,057
454	Nonstore retailers	163	167,319	22,614	786

1/ For pay period including March 12.

Source: U.S. Census Bureau, 2007 Economic Census, Sector 44: EC0744A1: Retail Trade: Geographic Area Series, Summary Statistics for the United States, States, Metro Areas, Counties, and Places: 2007, Hawaii <http://factfinder.census.gov/servlet/IBQTable?_bm=y&-fds_name=EC0700A1&-geo_id=04000US15&-_skip=0&-ds_name=EC0744A1&-_lang=en> accessed February 22, 2010.

**Table 23.07-- PRIVATE INDUSTRY RETAIL EMPLOYMENT AND WAGES,
ANNUAL AVERAGES (NAICS 44-45): 2009**

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

NAICS code	Retail trade	Average establishments	Average employment	Total wages (\$1,000)	Wages per employee
	Total	4,569	66,541	1,823,068	27,398
441	Motor vehicle and parts dealers	318	6,007	258,111	42,967
442	Furniture and home furnishings stores	186	1,456	47,896	32,888
4421	Furniture stores	89	654	22,592	34,522
44221	Floor covering stores	34	387	15,402	39,850
442291	Window treatment stores	9	40	1,183	29,704
442299	All other home furnishings stores	54	376	8,719	23,215
443	Electronics and appliance stores	131	1,257	45,624	36,306
443111	Household appliance stores	21	(D)	(D)	(D)
443112	Radio, TV, and other electronics stores	73	(D)	(D)	(D)
44312	Computer and software stores	30	369	17,171	46,566
44313	Camera and photographic supplies stores	7	35	1,007	28,556
444	Building material and garden supply stores	247	4,212	141,024	33,485
44411	Home centers	33	1,980	58,977	29,791
44412	Paint and wallpaper stores	21	109	5,101	47,017
44413	Hardware stores	53	1,084	31,186	28,769
44419	Other building material dealers	107	734	37,056	50,479
44421	Outdoor power equipment stores	9	70	2,434	35,021
44422	Nursery, garden, and farm supply stores	24	236	6,269	26,593
445	Food and beverage stores	634	13,624	342,438	25,135
44511	Supermarkets and other grocery stores	222	9,655	253,474	26,252
44512	Convenience stores	189	2,181	46,677	21,403
44521	Meat markets	25	199	5,938	29,877
44522	Fish and seafood markets	40	389	9,324	23,965
44523	Fruit and vegetable markets	23	100	1,656	16,530
445291	Baked goods stores	15	86	2,422	28,133
445292	Confectionery and nut stores	30	296	6,337	21,434
445299	All other specialty food stores	42	500	12,510	25,029
4453	Beer, wine, and liquor stores	49	218	4,099	18,803
446	Health and personal care stores	390	4,756	161,287	33,914
44611	Pharmacies and drug stores	186	3,397	126,117	37,123
44612	Cosmetic and beauty supply stores	60	563	14,217	25,271
44613	Optical goods stores	69	293	7,348	25,123
446191	Food, health, supplement stores	45	306	6,145	20,116
446199	All other health and personal care stores	30	198	7,459	37,672
447	Gasoline stations	220	2,469	57,169	23,157
44711	Gasoline stations with convenience stores	173	2,106	48,303	22,937
44719	Other gasoline stations	47	363	8,866	24,436

Continued on next page.

**Table 23.07-- PRIVATE INDUSTRY RETAIL EMPLOYMENT AND WAGES,
ANNUAL AVERAGES (NAICS 44-45): 2009 -- Con.**

NAICS code	Retail trade	Average establishments	Average employment	Total wages (\$1,000)	Wages per employee
448	Clothing and clothing accessories stores	1,158	10,170	222,042	21,834
44811	Men's clothing stores	62	733	14,025	19,125
44812	Women's clothing stores	254	2,602	54,439	20,925
44813	Children's and infants' clothing stores	22	214	2,454	11,486
44814	Family clothing stores	100	1,934	30,502	15,768
44815	Clothing accessories stores	76	734	21,310	29,036
44819	Other clothing stores	183	1,089	17,306	15,898
4482	Shoe stores	95	890	18,041	20,276
44831	Jewelry stores	350	1,737	54,549	31,401
44832	Luggage and leather goods stores	16	237	9,416	39,703
451	Sporting goods, hobby, book and music stores	326	3,211	63,575	19,802
45111	Sporting goods stores	180	1,604	34,020	21,209
45112	Hobby, toy, and game stores	36	593	9,756	16,440
45113	Sewing, needlework, and piece goods stores	15	113	2,433	21,609
45114	Musical instrument and supplies stores	23	103	2,115	20,535
45121	Book stores and news dealers	50	706	13,919	19,710
45122	Prerecorded tape, CD, and record stores	22	91	1,333	14,581
452	General merchandise stores	135	13,778	341,470	24,783
452111	Department stores, except discount	25	3,893	86,726	22,279
452112	Discount department stores	33	6,165	142,084	23,046
45291	Warehouse clubs and supercenters	11	2,848	96,858	34,004
45299	All other general merchandise stores	66	872	15,802	18,122
453	Miscellaneous store retailers	726	5,296	131,496	24,832
4531	Florists	96	420	6,806	16,206
45321	Office supplies and stationery stores	52	772	22,056	28,573
45322	Gift, novelty, and souvenir stores	310	2,356	60,691	25,759
4533	Used merchandise stores	48	475	9,287	19,542
45391	Pet and pet supplies stores	41	(D)	(D)	(D)
45392	Art dealers	108	471	13,180	27,978
453991	Tobacco stores	7	41	565	13,753
453998	Store retailers not specified elsewhere	63	411	11,457	27,904
454	Nonstore retailers	99	307	10,937	35,673

D Data do not meet BLS or State agency disclosure standards.

Source: U.S. Department of Labor, Employment and Wages Annual Averages 2009, table 10, <<http://www.bls.gov/cew/cewbuln09.htm>> accessed April 21, 2011.

**Table 23.08-- RETAIL TRADE AND FOOD SERVICES SALES, BY
TYPE OF STORE: 2009**

[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	2009
Total Retail sales and food and drink	44, 45, 722	21,626
All retail stores 1/	44, 45	18,257
Motor vehicle and parts dealers	441	2,622
Furniture and home furnishings	442	357
Electronics and appliances	443	376
Building material and garden equipment and supply dealers	444	1,578
Food and beverage stores	445	3,270
Health and personal care	446	1,348
Gasoline stations	447	1,239
Clothing and clothing accessories	448	2,269
Sporting goods, hobby, book, & music stores	451	451
General merchandise	452	3,660
Miscellaneous store	453	789
Nonstore retailers	454	296
Food services & drinking places	722	3,369

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

Source: Nielsen Claritas Retail Market Power 2010, estimates cited in U.S. Census Bureau, *Statistical Abstract of the United States: 2011*, pp. 664-665.

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: 2009 AND 2010

Subject	Hawaii		United States	Hawaii as percent of U.S.
	2009	2010	2010	
Shopping center space (millions sq ft) 1/	28.1	28.2	7,300	0.4
Number of shopping centers 1/	264	265	106,746	0.2
Shopping center space per capita (sq ft)	21.7	20.7	23.7	(NA)
Shopping center jobs per center	210	211	113	(NA)
Number of center jobs per 1,000 sq ft	2.0	2.0	1.7	(NA)
Number of jobs (in thousands)	56	56	12,100	0.5
Shopping center share of total employment (percent)	9.4	9.5	9.3	(NA)
Shopping center retail sales (millions of dollars)	9,100	8,900	2,290,000	0.4
Per capita shopping center sales	7,003	6,543	7,419	(NA)
State sales tax revenue (millions of dollars) 2/	400	400	137,400	0.3

NA Not available.

1. Copyright, CoStar Realty Information, Inc., www.costar.com.

2. Sales tax revenue generated at shopping centers, except for states not taxing: Alaska, Delaware, New Hampshire, Montana and Oregon. Local government sales tax revenue not included.

Source: International Council of Shopping Centers <http://www.icsc.org/government/state_stats/Hawaii.pdf> accessed May 27, 2011.

Table 23.11-- SHOPPING CENTER CHARACTERISTICS: 2002 TO 2005

Characteristic	2002	2003	2004	2005
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: 2008* (p. 658) and earlier editions, see also <<http://www.census.gov/compendia/statab/>> accessed January 7, 2008.

Table 23.12-- CHARACTERISTICS OF EATING AND DRINKING PLACES: 2007

[Includes only establishments of firms with payroll]

Subject	Full-service restaurants	Limited-service restaurants	Cafeterias, buffets, and grill buffets	Drinking Places (alcoholic beverages)
Establishments in business at end of year	1,041	1,168	11	228
Sales, calendar year (million dollars)	1623.5	1031.1	20.1	120.9
Seats, Dec. 31	105,786	29,109	2,273	9,943
Average cost per meal (establishments)				
Less than \$2.00	-	2	-	(X)
\$2.00 to \$4.99	-	58	8	(X)
\$5.00 to \$6.99	83	443	-	(X)
\$7.00 to \$9.99	208	626	3	(X)
\$10.00 to \$14.99	362	160	-	(X)
\$15.00 to \$19.99	183	13	-	(X)
\$20.00 to \$29.99	173	-	3	(X)
\$30.00 or more	147	-	-	(X)
Menu type or specialty (establishments)				
Italian	125	6	-	(X)
Mexican	74	88	-	(X)
Chinese	136	79	3	(X)
Other ethnic	350	244	5	(X)
Seafood	57	34	2	(X)
Steak	47	6	-	(X)
Pizza	20	173	-	(X)
Chicken	-	47	-	(X)
Hamburger	14	185	-	(X)
Sandwich (Sub shop)	3	188	-	(X)
Other food specialty	28	147	-	(X)
Establishments with no food specialty	302	105	4	(X)

X Not applicable.

Source: U.S. Census Bureau, *2007 Economic Census, Accommodation and Food Services, Subject Series: Misc Subjects* <http://factfinder.census.gov/servlet/EconSectorServlet?caller=dataset&sv_name=*&_SectorId=72&ds_name=EC0700A1&_lang=en&_ts=324224678497> accessed on April 26, 2011.

Table 23.13-- DUTY-FREE STORE REVENUES: 1985 TO 2010

[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	1998	271,692,798
1986	270,891,959	1999	192,429,772
1987	369,788,429	2000	229,392,900
1988	445,072,755	2001	215,257,193
1989	451,185,041	2002	149,962,722
1990	413,932,037	2003	158,854,936
1991	378,587,469	2004	168,305,421
1992	421,953,644	2005	189,517,794
1993	397,322,968	2006	174,632,693
1994	413,417,555	2007	147,125,047
1995	419,548,514	2008	130,749,679
1996	425,824,748	2009	116,402,544
1997	355,636,355	2010	119,377,140

Source: DFS Hawaii, records; for 1995-2010 data Hawaii State Department of Transportation, Airport Division, records.

Table 23.14-- ALCOHOLIC BEVERAGE SALES, BY TYPE: 2006 TO 2008

[Fiscal year ending June 30]

Category	Wine gallons of 128 fluid ounces			Wholesale value, 2008 (dollars)
	2006	2007	2008	
All types	36,970,982	37,273,879	38,134,537	518,469,467
Distilled spirits	1,985,998	2,025,171	2,076,423	117,578,919
Sparkling wine	258,108	273,728	267,387	17,451,123
Still wine	3,552,543	3,674,139	3,827,244	140,628,196
Cooler beverage	459,835	401,978	378,096	4,577,391
Draft beer	2,706,714	2,724,226	2,784,432	16,959,536
Beer other than draft	28,007,784	28,174,637	28,800,955	221,274,302

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

**Table 23.15-- PRODUCT LINE SALES FOR RETAIL TRADE
(NAICS 44-45): 2007**

Products and services code	Meaning of products and services code	Number of establishments	Sales (\$1,000)	Line sales as % of sales of establishments with line	Line sales as % of total sales of NAICS
20000	Industry total	5,012	17,611,851	(X)	100.0
20100	Groceries & other food for human consumption off the premises	1,289	2,932,814	33.5	16.7
20140	Packaged liquor, wine, & beer	757	442,705	7.0	2.5
20150	Cigars, cigarettes, etc & smokers' access, excluding sls from vending	979	308,999	4.0	1.8
20160	Drugs, health aids, beauty aids, including cosmetics	1,151	1,464,275	18.0	8.3
20180	Soaps, detergents, & household cleaners	702	145,769	2.0	0.8
20190	Paper & related products, including paper towels, toilet tissue, wraps, etc	668	167,679	2.6	1.0
20200	Men's wear, including accessories	885	503,736	12.4	2.9
20220	Women's, juniors', & misses' wear, including accessories	1,168	910,412	23.7	5.2
20240	Children's wear, including boys, girls, & infants & toddlers	475	173,319	5.2	1.0
20260	Footwear, including accessories	764	259,642	9.4	1.5
20270	Sewing, knitting materials & supplies, needlework goods	86	12,620	0.6	0.1
20280	Curtains, draperies, blinds, slipcovers, bed & table coverings	153	97,826	2.7	0.6
20300	Major household appliances	118	170,270	4.2	1.0
20310	Small electric appliances & personal care appliances	187	47,857	1.0	0.3
20320	TVs, video recorders, video cameras, video tapes, DVDs, etc	251	277,853	5.8	1.6
20330	Audio equipment, musical instruments, radios, stereos, CDs, records, etc	233	119,202	3.5	0.7
20340	Furniture, sleep equipment & outdoor/patio furniture	278	263,322	7.0	1.5
20360	Flooring & floor coverings	135	186,970	7.0	1.1
20370	Computer hardware, software, & supplies	122	308,634	10.6	1.8
20380	Kitchenware & home furnishings	497	191,261	3.1	1.1

Continued on next page.

**Table 23.15-- PRODUCT LINE SALES FOR RETAIL TRADE
(NAICS 44-45): 2007 -- Con.**

Products and services code	Meaning of products and services code	Number of establishments	Sales (\$1,000)	Line sales as % of sales of establishments with line	Line sales as % of total sales of NAICS
20400	Jewelry, including watches, watch attach, novelty jewelry, etc	1,111	631,613	16.3	3.6
20420	Books	297	79,022	2.1	0.4
20440	Photographic equipment & supplies	133	54,327	1.5	0.3
20460	Toys, hobby goods, & games	350	155,276	3.9	0.9
20490	Optical goods, including eyeglasses, contact lenses, sunglasses, etc	335	74,394	2.1	0.4
20500	Sporting goods	353	222,075	8.5	1.3
20600	Hardware, tools, & plumbing & electrical supplies	334	411,791	8.2	2.3
20620	Lawn, garden, & farm equipment & supplies	431	244,619	4.9	1.4
20640	Dimensional lumber & other building/ structural materials & supplies	149	582,001	48.4	3.3
20670	Paint & sundries	130	132,822	6.1	0.8
20690	Wallpaper & other flexible wallcoverings	26	2,230	0.3	(1/)
20700	Automobiles, cars, vans, trucks, motorcycles, motor scooters, etc	141	2,366,443	83.6	13.4
20720	Automotive fuels	304	1,251,797	53.2	7.1
20730	Automotive lubricants, including oil, greases, etc	319	34,233	0.8	0.2
20740	Automotive tires, tubes, batteries, parts, accessories	435	383,189	6.7	2.2
20780	Household fuels, including oil, LP gas, wood, coal	57	59,005	27.1	0.3
20800	Pets, pet foods, & pet supplies	292	95,758	2.1	0.5
20850	All other merchandise	1,604	864,584	10.8	4.9
29810	All other merchandise	567	257,584	4.9	1.5
29900	All nonmerchandise receipts	893	496,944	5.2	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/servlet/IBQTable?_bm=y&-ds_name=EC0744SLLS1&-geo_id=04000US15&-search_results=01000US&-_lang=en&-fds_name=EC0700A1> accessed February 8, 2011.

**Table 23.16-- WHOLESALE TRADE ESTABLISHMENTS AND SALES
(NAICS 42): 1939 TO 2007**

[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	2007	1,844	12,672,267

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, *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 and *2007 Economic Census, Sector 42: EC0742A1: Wholesale Trade, Geographic Area Series, Summary Statistics for the United States, States, Metro Areas, Counties, and Places: 2007*, http://factfinder.census.gov/servlet/IBQTable?_bm=y&-geo_id=04000US15&-fds_name=EC0700A1&-skip=100&-ds_name=EC0742A1&-_lang=en accessed April 12, 2010.

**Table 23.17-- CHARACTERISTICS OF WHOLESALE ESTABLISHMENTS
(NAICS 42), BY BROAD GEOGRAPHIC AREA: 2007**

[Includes establishments with payroll. Merchant wholesalers, except manufacturers' sales branches and offices. 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	1,629	1,244	385
Sales (\$1,000)	8,894,672	7,377,106	1,517,566
Annual payroll (\$1,000)	699,069	565,119	133,950
First quarter payroll (\$1,000)	165,004	133,744	31,260
Paid employees for pay period including March 12 (number)	17,707	14,049	3,658
Operating expenses (\$1,000)	1,327,500	1,074,340	253,160
Inventories (\$1,000):			
Beginning of year	933,038	807,851	125,187
End of year	953,953	823,950	130,003

Source: U.S. Census Bureau, 2007 Economic Census, Sector 42: EC0742A1: Wholesale Trade, Geographic Area Series, Summary Statistics for the United States, States, Metro Areas, Counties, and Places: 2007, <http://factfinder.census.gov/servlet/IBQTable?_bm=y&-ds_name=EC0742A1&-geo_id=04000US15&-geo_id=05000US15001&-geo_id=05000US15003&-geo_id=05000US15007&-geo_id=05000US15009&-search_results=04000US15&-_lang=en&-fds_name=EC0700A1> accessed April 13, 2010.

Table 23.18-- WHOLESALE TRADE (NAICS 42), BY TYPE OF BUSINESS: 2007

[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	1,844	12,672,267	836,071	20,252
4231	Motor vehicles and parts	71	764,783	39,117	946
4232	Furniture and home furnishings	53	127,571	17,974	481
4233	Lumber and other construction materials	91	712,864	56,361	1,165
4234	Commercial equipment	127	541,116	66,783	1,228
4235	Metals and minerals, except petroleum	23	(D)	(D)	(1/)
4236	Electrical and electrical goods	103	1,248,579	63,590	1,068
4237	Hardware, and plumbing	82	396,241	35,525	660
4238	Machinery, equipment, and supplies	120	373,623	51,970	1,037
4239	Miscellaneous durable goods	199	(D)	(D)	(2/)
4241	Paper and paper products	69	315,975	35,654	827
4242	Drugs and druggists' sundries	54	1,369,954	35,908	829
4243	Apparel, piece goods, and notions	117	179,867	25,802	885
4244	Grocery and related products	310	2,713,376	200,909	5,900
4245	Farm product raw materials	2	(D)	(D)	(3/)
4246	Chemical and allied products	34	69,456	7,392	192
4247	Petroleum and petroleum products	30	1,468,636	20,037	325
4248	Beer, wine, and distilled alcoholic beverages	33	(D)	(D)	(2/)
4249	Miscellaneous nondurable goods	193	(D)	(D)	(2/)
4251	Wholesale electronic markets and agents and brokers	133	897,850	24,676	659

D Withheld to avoid disclosing data for individual companies.

1/ 100 to 249 employees.

2/ 1,000 to 2,499 employees.

3/ 0 to 19 employees.

Source: U.S. Census Bureau, 2007 Economic Census, Sector 42: EC0742A1: Wholesale Trade, Geographic Area Series, Summary Statistics for the United States, States, Metro Areas, Counties, and Places: 2007, <http://factfinder.census.gov/servlet/IBQTable?_bm=y&-geo_id=04000US15&-fds_name=EC0700A1&-skip=100&-ds_name=EC0742A1&-_lang=en> accessed April 12, 2010.

Table 23.19-- WHOLESALE TRADE (NAICS 42), FOR COUNTY AND SELECTED URBAN PLACE: 2007

[Includes establishments with payroll. Merchant wholesalers, except manufacturers' sales and offices. 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)
Hawaii	1,629	8,894,672	699,069	17,707
Hawaii County	185	732,242	62,051	1,847
Hilo	77	428,437	30,154	950
Holualoa	2	(D)	(D)	(1/)
Kailua	27	86,122	8,706	199
Kalaoa	25	97,434	9,105	224
Waimea	3	5,197	560	18
Balance of Hawaii County 2/	50	114,201	13,245	440
Honolulu County	1,244	7,377,106	565,119	14,049
Ahuimanu	3	716	112	4
Aiea	9	38,054	3,905	77
Ewa Beach	1	(D)	(D)	(1/)
Halawa	28	104,590	10,735	264
Honolulu	890	5,111,271	374,544	9,440
Kailua	23	21,753	3,476	74
Kaneohe	19	15,146	1,615	39
Kaneohe Station	1	(D)	(D)	(1/)
Maili	2	(D)	(D)	(1/)
Makaha	1	(D)	(D)	(1/)
Makakilo City	3	(D)	(D)	(3/)
Mililani Town	7	2,209	285	10
Pearl City	32	228,831	15,197	378
Village Park	1	(D)	(D)	(1/)
Wahiawa	4	9,341	848	17
Waianae	1	(D)	(D)	(1/)
Waimalu	26	64,266	9,750	241
Waipahu	51	302,944	34,151	904
Waipio	24	406,473	37,104	765
Balance of Honolulu County 4/	118	1,066,687	72,197	1,792

Continued on next page.

Table 23.19-- WHOLESALE TRADE (NAICS 42), FOR COUNTY AND SELECTED URBAN PLACE: 2007 -- Con.

Geographic area	Number of establishments	Sales (\$1,000)	Annual payroll (\$1,000)	Paid employees for pay period including March 12 (number)
Kauai County, HI	61	209,395	16,437	525
Kapaa	13	19,012	2,503	122
Lihue	26	139,756	9,948	293
Balance of Kauai County 5/	22	50,627	3,986	110
Maui County, HI	139	575,929	55,462	1,286
Haiku-Pauwela	9	8,085	1,812	50
Island of Lana'i	2	(D)	(D)	(1/)
Island of Moloka'i	6	7,604	666	28
Kahului	52	356,347	32,804	652
Kihei	8	17,072	1,927	60
Lahaina	8	4,522	968	29
Makawao	3	2,759	489	22
Napili-Honokowai	2	(D)	(D)	(1/)
Pukalani	2	(D)	(D)	(1/)
Wailuku	37	154,425	14,784	387
Balance of Maui County 6/	10	(D)	(D)	(3/)

D Withheld to avoid disclosing data for individual companies.

1/ 0 to 19 employees.

2/ Includes Captain Cook, Hawaiian Beaches, Mountain View and Waikoloa Village CDPs.

3/ 20 to 99 employees.

4/ Includes Ewa Gentry, Ewa Villages, Hauula, Heeia, Kahaluu, Laie, Maunawili, Pupukea, Waialua, Waimanalo, Waimanalo Beach, Wheeler AFB, and Whitmore Village CDPs.

5/ Includes Hanamaulu, Kalaheo, Kekaha, and Wailua Homesteads CDPs.

6/ Includes Kaunakakai CDP.

Source: U.S. Census Bureau, 2007 Economic Census, Sector 42: EC0742A1: Wholesale Trade: Geographic Area Series, Summary Statistics for the United States, States, Metro Areas, Counties, and Places: 2007, <http://factfinder.census.gov/servlet/EconSectorServlet?caller=dataset&sv_name=*&_SectorId=42&ds_name=EC0700A1&_lang=en&_ts=289490038265> accessed April 15, 2010.

Table 23.20-- PROFESSIONAL, SCIENTIFIC, AND TECHNICAL SERVICES ESTABLISHMENTS (NAICS 54), FOR COUNTY AND SELECTED URBAN PLACE: 2007

[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	3,291	3,171,797	1,229,481	22,460
Hawaii County	330	190,814	68,566	1,574
Hawaiian Paradise Park	1	(D)	(D)	(1/)
Hilo	120	82,109	25,340	737
Holualoa	11	(D)	(D)	(2/)
Kailua	77	29,678	11,172	251
Kalaoa	22	10,280	3,807	81
Waimea	27	19,065	9,502	133
Balance of Hawaii County 3/	72	(D)	(D)	(4/)
Honolulu County	2,456	2,721,790	1,068,540	18,805
Ahuimanu	6	1,303	345	6
Aiea	12	4,180	4,860	148
Ewa Beach	4	(D)	(D)	(5/)
Halawa	19	6,726	2,716	69
Honolulu	1,931	2,313,251	913,085	15,491
Kailua	102	90,002	27,701	490
Kaneohe	52	25,791	9,321	257
Kaneohe Station	3	4,258	1,787	31
Maili	1	(D)	(D)	(1/)
Makakilo City	7	2,019	592	22
Mililani Town	21	6,010	1,695	79
Pearl City	16	8,502	3,953	90
Schofield Barracks	8	14,010	5,156	86
Village Park	6	815	295	15
Wahiawa	17	6,982	2,425	87
Waianae	11	3,478	1,463	59
Waimalu	45	39,353	15,486	358
Waipahu	14	9,830	3,904	156
Waipio	11	12,815	5,841	104
Balance of Honolulu County 6/	170	(D)	(D)	(7/)

Continued on next page.

**Table 23.20-- PROFESSIONAL, SCIENTIFIC, AND TECHNICAL SERVICES
ESTABLISHMENTS (NAICS 54), FOR COUNTY AND SELECTED
URBAN PLACE: 2007 -- Con.**

Geographic area	Establishments (number)	Receipts/ revenue (\$1,000)	Annual payroll (\$1,000)	Paid employees, pay period including March 12 (number)
Kauai County	134	76,416	28,513	662
Kapaa	18	(D)	(D)	(2/)
Lihue	33	19,725	7,758	194
Balance of Kauai County 8/	83	(D)	(D)	(4/)
Maui County	371	182,777	63,862	1,419
Haiku-Pauwela	18	3,664	917	32
Island of Lana'i	2	(D)	(D)	(1/)
Island of Moloka'i	2	(D)	(D)	(1/)
Kahului	43	23,970	8,221	243
Kihei	59	44,421	14,809	267
Lahaina	21	9,031	2,595	80
Makawao	14	4,171	1,019	25
Napili-Honokowai	2	(D)	(D)	(1/)
Pukalani	11	2,513	928	26
Waihee-Waiehu	1	(D)	(D)	(1/)
Wailea-Makena	17	3,128	633	17
Wailuku	128	72,341	27,159	572
Balance of Maui County 9/	53	(D)	(D)	(5/)

D Withheld to avoid disclosing data for individual companies.

1/ 0 to 19 employees..

2/ 20 to 99 employees.

3/ Includes Captain Cook, Hawaiian Beaches, Mountain View and Waikoloa Village CDPs.

4/ 250 to 499 employees.

5/ 100 to 249 employees.

6/ Includes Ewa Gentry, Ewa Villages, Hauula, Heeia, Kahaluu, Laie, Maunawili, Pupukea, Waialua, Waimanalo, Waimanalo Beach, Wheeler AFB, and Whitmore Village CDPs.

7/ 1,000 to 2,499 employees.

8/ Includes Hanamaulu, Kalaheo, Kekaha, and Wailua Homesteads CDPs.

9/ Includes Kaunakakai CDP.

Source: U.S. Census Bureau, 2007 Economic Census, Sector 54: Professional, Scientific, and Technical Services: Geographic Area Series, Summary Statistics for the United States, States, Metro Areas, Counties, and Places: 2007, http://factfinder.census.gov/servlet/EconSectorServlet?caller=dataset&sv_name=*%&SectorId=54&ds_name=EC0700A1&_lang=en&_ts=289516242308EC0754A1> accessed April 15, 2010.

Table 23.21-- ADMINISTRATIVE AND SUPPORT AND WASTE MANAGEMENT AND REMEDIATION SERVICES ESTABLISHMENTS (NAICS 56), FOR COUNTY AND SELECTED URBAN PLACE: 2007

[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	1,895	2,557,815	1,251,189	46,823
Hawaii County	241	264,580	140,613	5,149
Hilo	59	51,627	22,520	1,237
Holualoa	8	2,067	529	27
Kailua	57	112,628	81,886	2,670
Kalaoa	20	22,225	6,055	243
Waimea	17	18,399	5,068	121
Balance of Hawaii County 1/	80	57,634	24,555	851
Honolulu County	1,229	1,762,589	866,874	33,475
Ahuimanu	6	3,124	1,148	32
Aiea	12	10,056	3,428	151
Ewa Beach	12	1,929	610	33
Halawa	21	21,811	10,342	414
Honolulu	825	1,395,068	730,409	28,356
Kailua	36	22,428	11,421	471
Kaneohe	24	10,967	4,971	164
Kaneohe Station	2	(D)	(D)	(2/)
Maili	2	(D)	(D)	(2/)
Makaha	5	3,378	1,107	59
Makakilo City	12	11,957	4,504	102
Mililani Town	22	7,564	2,279	98
Nanakuli	4	(D)	(D)	(3/)
Pearl City	19	27,837	12,594	498
Schofield Barracks	5	1,612	638	18
Village Park	6	1,595	834	37
Wahiawa	18	18,676	7,456	250
Waianae	5	(D)	(D)	(2/)
Waimalu	25	27,085	11,828	426
Waipahu	29	24,103	8,960	346
Waipio	7	1,636	871	26
Waipio Acres	5	2,375	794	49
Balance of Honolulu County 4/	127	(D)	(D)	(5/)

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: 2007 -- Con.

Geographic area	Establishments (number)	Receipts (\$1,000)	Annual payroll (\$1,000)	Paid employees, pay period including March 12
Kauai County	129	151,166	62,026	2,277
Kapaa	8	1,464	342	14
Lihue	23	28,617	9,479	434
Balance of Kauai County 6/	98	121,085	52,205	1,829
Maui County	296	379,480	181,676	5,922
Haiku-Pauwela	16	9,871	3,019	112
Island of Lana'i	8	1,899	584	26
Island of Moloka'i	5	1,817	283	10
Kahului	51	124,994	85,135	2,619
Kihei	50	30,758	7,763	177
Lahaina	25	60,022	26,060	779
Makawao	12	6,714	4,229	273
Napili-Honokowai	9	2,088	485	24
Pukalani	13	34,936	25,117	745
Waihee-Waiehu	4	293	79	7
Wailea-Makena	14	3,257	1,295	62
Wailuku	46	74,655	20,597	807
Balance of Maui County 7/	43	28,176	7,030	281

D Withheld to avoid disclosing data for individual companies.

1/ Includes Captain Cook, Hawaiian Beaches, Mountain View and Waikoloa Village CDPs.

2/ 0 to 19 employees.

3/ 20 to 99 employees.

4/ Includes Ewa Gentry, Ewa Villages, Hauula, Heeia, Kahaluu, Laie, Maunawili, Pupukeya, Waialua,

5/ 1,000 to 2,499 employees.

6/ Includes Hanamaulu, Kalaheo, Kekaha, and Wailua Homesteads CDPs.

7/ Includes Kaunakakai CDP.

Source: U.S. Census Bureau, 2007 Economic Census, Sector 56: EC0756A1: Administrative and Support and Waste Management and Remediation Services: Geographic Area Series, Summary Statistics for the United States, States, Metro Areas, Counties, and Places: 2007,

<http://factfinder.census.gov/servlet/EconSectorServlet?caller=dataset&sv_name=*&_SectorId=56&ds_name=EC0700A1&_lang=en&_ts=289752471522> accessed April 15, 2010.

**Table 23.22-- EDUCATIONAL SERVICES ESTABLISHMENTS (NAICS 61),
FOR COUNTY AND SELECTED URBAN PLACE: 2007**

[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	376	165,901	49,185	2,646
Hawaii County	37	20,410	5,353	263
Hilo	8	(D)	(D)	(1/)
Holualoa	3	(D)	(D)	(2/)
Kailua	6	6,778	1,956	94
Kalaoa	2	(D)	(D)	(2/)
Waimea	2	(D)	(D)	(2/)
Balance of Hawaii County 3/	16	(D)	(D)	(4/)
Honolulu County	258	120,977	36,438	1,983
Ahuimanu	2	(D)	(D)	(2/)
Aiea	5	1,593	553	38
Halawa	1	(D)	(D)	(2/)
Honolulu	178	85,831	29,001	1,482
Kailua	8	(D)	(D)	(1/)
Kaneohe	7	(D)	(D)	(1/)
Makakilo City	1	(D)	(D)	(2/)
Mililani Town	4	374	109	24
Nanakuli	2	(D)	(D)	(2/)
Pearl City	3	(D)	(D)	(1/)
Village Park	1	(D)	(D)	(2/)
Wahiawa	3	(D)	(D)	(2/)
Waimalu	14	2,753	732	68
Waipahu	3	(D)	(D)	(1/)
Waipio	4	1,060	251	42
Balance of Honolulu County 5/	21	(D)	(D)	(4/)

Continued on next page.

**Table 23.22-- EDUCATIONAL SERVICES ESTABLISHMENTS (NAICS 61),
FOR COUNTY AND SELECTED URBAN PLACE: 2007 -- Con.**

Geographic area	Number of establishments	Sales (\$1,000)	Annual payroll (\$1000)	Paid employees for pay period including March 12 (number)
Kauai County	22	(D)	(D)	(1/)
Kapaa	3	(D)	(D)	(2/)
Lihue	7	(D)	(D)	(2/)
Balance of Kauai County 6/	12	(D)	(D)	(1/)
Maui County	59	(D)	(D)	(7/)
Haiku-Pauwela	5	2,548	464	18
Island of Lana'i	1	(D)	(D)	(2/)
Island of Moloka'i	1	(D)	(D)	(2/)
Kahului	9	2,092	541	34
Kihei	11	4,136	1,380	65
Lahaina	7	4,479	1,448	47
Makawao	3	(D)	(D)	(1/)
Napili-Honokowai	2	(D)	(D)	(2/)
Pukalani	1	(D)	(D)	(2/)
Waihee-Waiehu	2	(D)	(D)	(2/)
Wailea-Makena	3	(D)	(D)	(2/)
Wailuku	5	(D)	(D)	(1/)
Balance of Maui County 8/	9	(D)	(D)	(1/)

D Withheld to avoid disclosing data for individual companies.

1/ 20 to 99 employees.

2/ 0 to 19 employees.

3/ Includes Captain Cook, Hawaiian Beaches, Mountain View and Waikoloa Village CDPs.

4/ 100 to 249 employees.

5/ Includes Ewa Gentry, Ewa Villages, Hauula, Heeia, Kahaluu, Laie, Maunawili, Pupukea, Waialua, Waimanalo, Waimanalo Beach, Wheeler AFB, and Whitmore Village CDPs.

6/ Includes Hanamaulu, Kalaheo, Kekaha, and Wailua Homesteads CDPs.

7/ 250 to 499 employees.

8/ Includes Kaunakakai CDP.

Source: U.S. Census Bureau, 2007 Economic Census, Sector 61: EC0761A1: Educational Services: Geographic Area Series: Summary Statistics: 2007

<http://factfinder.census.gov/servlet/EconSectorServlet?caller=dataset&sv_name=*&_SectorId=61&ds_name=EC0700A1&_lang=en&_ts=290619621502> accessed April 29, 2010.

**Table 23.23-- ARTS, ENTERTAINMENT, AND RECREATION
ESTABLISHMENTS (NAICS 71) FOR COUNTY AND
SELECTED URBAN PLACE: 2007**

[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	502	823,631	245,657	11,988
Hawaii County	80	104,337	36,105	1,453
Hilo	11	9,977	2,950	189
Holualoa	2	(D)	(D)	(1/)
Kailua	16	26,359	8,464	452
Kalaoa	5	2,069	350	8
Waimea	6	1,420	485	45
Balance of Hawaii County 2/	40	(D)	(D)	(3/)
Honolulu County	273	523,822	147,699	7,869
Ahuimanu	1	(D)	(D)	(1/)
Aiea	5	(D)	(D)	(4/)
Ewa Beach	2	(D)	(D)	(5/)
Halawa	5	(D)	(D)	(5/)
Honolulu	160	270,622	75,856	3,599
Kailua	14	14,435	4,785	207
Kaneohe	15	11,547	3,008	188
Maili	1	(D)	(D)	(1/)
Makaha	1	(D)	(D)	(4/)
Makakilo City	1	(D)	(D)	(5/)
Mililani Town	4	7,933	1,979	118
Nanakuli	1	(D)	(D)	(1/)
Pearl City	1	(D)	(D)	(4/)
Village Park	2	(D)	(D)	(1/)
Wahiawa	3	(D)	(D)	(4/)
Waimalu	10	(D)	(D)	(6/)
Waipahu	2	(D)	(D)	(4/)
Waipio	2	(D)	(D)	(4/)
Balance of Honolulu County 7/	43	(D)	(D)	(8/)

Continued on next page.

**Table 23.23-- ARTS, ENTERTAINMENT, AND RECREATION
ESTABLISHMENTS (NAICS 71) FOR COUNTY AND
SELECTED URBAN PLACE: 2007 -- Con.**

Geographic area	Establishments (number)	Receipts/ revenue (\$1,000)	Annual payroll (\$1,000)	Paid employees, pay period including March 12 (number)
Kauai County	41	45,946	14,558	717
Kapaa	4	581	135	13
Lihue	9	7,214	2,914	157
Balance of Kauai County 9/	28	38,151	11,509	547
Maui County	108	149,526	47,295	1,949
Haiku-Pauwela	9	(D)	(D)	(4/)
Island of Moloka'i	4	3,026	805	34
Kahului	13	17,438	5,823	376
Kihei	10	11,283	3,513	177
Lahaina	13	37,112	15,639	558
Makawao	4	1,307	421	13
Napili-Honokowai	2	(D)	(D)	(1/)
Pukalani	5	(D)	(D)	(4/)
Wailea-Makena	11	23,488	6,247	205
Wailuku	7	2,293	668	53
Balance of Maui County 10/	30	(D)	(D)	(6/)

D Withheld to avoid disclosing data for individual companies.

1/ 0 to 19 employees.

2/ Includes Captain Cook, Hawaiian Beaches, Mountain View and Waikoloa Village CDPs.

3/ 500 to 999 employees.

4/ 20 to 99 employees.

5/ 100 to 249 employees.

6/ 250 to 499 employees.

7/ Includes Ewa Gentry, Ewa Villages, Hauula, Heeia, Kahaluu, Laie, Maunawili, Pupukeya, Waialua, Waimanalo, Waimanalo Beach, Wheeler AFB, and Whitmore Village CDPs.

8/ 2,500 to 4,999 employees.

9/ Includes Hanamaulu, Kalaheo, Kekaha, and Wailua Homesteads CDPs.

10/ Includes Kaunakakai CDP.

Source: U.S. Census Bureau, 2007 Economic Census, Sector 54: EC0754A1: Professional, Scientific, and Technical Services: Geographic Area Series: United States, States, Metro Areas, Counties, and Places: 2007, <http://factfinder.census.gov/servlet/EconSectorServlet?caller=dataset&sv_name=*&_SectorId=71&ds_name=EC0700A1&_lang=en&_ts=289773702689> accessed April 15, 2010.

**Table 23.24-- OTHER SERVICES (EXCEPT PUBLIC ADMINISTRATION)
ESTABLISHMENTS (NAICS 81), FOR COUNTY AND SELECTED
URBAN PLACE: 2007**

[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	2,916	1,917,819	512,551	20,119
Hawaii County	310	162,465	42,562	1,673
Hilo	105	62,283	13,564	665
Holualoa	17	(D)	(D)	(1/)
Kailua	60	39,053	11,287	429
Kalaoa	16	12,516	3,391	83
Waimea	17	6,709	1,866	64
Balance of Hawaii County 2/	95	(D)	(D)	(3/)
Honolulu County	2,083	1,462,680	388,732	15,228
Ahuimanu	6	2,027	398	19
Aiea	33	12,948	3,676	180
Ewa Beach	18	11,901	3,303	119
Halawa	23	11,814	3,593	96
Honolulu	1,451	1,114,297	287,159	10,744
Kailua	60	41,382	7,680	314
Kaneohe	71	32,862	10,284	452
Maili	3	(D)	(D)	(4/)
Makaha	7	(D)	(D)	(1/)
Makakilo City	12	(D)	(D)	(1/)
Mililani Town	28	17,087	5,933	417
Nanakuli	5	(D)	(D)	(1/)
Pearl City	41	20,310	6,220	236
Schofield Barracks	2	(D)	(D)	(1/)
Village Park	7	1,492	583	36
Wahiawa	29	13,057	2,969	139
Waianae	11	10,924	3,829	122
Waimalu	62	41,778	12,263	581
Waipahu	68	29,921	9,328	443
Waipio	18	10,559	2,987	78
Waipio Acres	6	(D)	(D)	(1/)
Balance of Honolulu County 5/	122	(D)	(D)	(6/)

Continued on next page.

**Table 23.24-- OTHER SERVICES (EXCEPT PUBLIC ADMINISTRATION)
ESTABLISHMENTS (NAICS 81), FOR COUNTY AND SELECTED
URBAN PLACE: 2007 -- Con.**

Geographic area	Establishments (number)	Receipts (\$1,000)	Annual payroll (\$1,000)	Paid employees, pay period including March 12 (number)
Kauai County	134	65,587	20,642	866
Kapaa	14	8,084	2,669	118
Lihue	41	22,810	6,345	258
Balance of Kauai County 7/	79	34,693	11,628	490
Maui County	389	227,087	60,615	2,352
Haiku-Pauwela	6	1,596	490	20
Island of Lanai	2	(D)	(D)	(4/)
Island of Molokai	11	(D)	(D)	(1/)
Kahului	66	51,335	15,279	627
Kihei	73	24,255	6,518	270
Lahaina	54	32,940	7,793	332
Makawao	3	(D)	(D)	(4/)
Napili-Honokowai	14	(D)	(D)	(1/)
Pukalani	3	(D)	(D)	(4/)
Waihee-Waiehu	2	(D)	(D)	(1/)
Wailea-Makena	29	26,858	7,053	292
Wailuku	68	36,580	9,245	304
Balance of Maui County 8/	58	(D)	(D)	(3/)

D Withheld to avoid disclosing data for individual companies.

1/ 20 to 99 employees

2/ Includes Captain Cook, Hawaiian Beaches, Mountain View and Waikoloa Village CDPs.

3/ 250 to 499 employees

4/ 0 to 19 employees

5/ Includes Ewa Gentry, Ewa Villages, Hauula, Heeia, Kahaluu, Laie, Maunawili, Pupukea, Waialua, Waimanalo, Waimanalo Beach, Wheeler AFB, and Whitmore Village CDPs.

6/ 1,000 to 2,499 employees

7/ Includes Hanamaulu, Kalaheo, Kekaha, and Wailua Homesteads CDPs.

8/ Includes Kaunakakai CDP.

Source: U.S. Census Bureau, 2007 Economic Census, Sector 81: EC0781A1: Other Services (Except Public Administration): Geographic Area Series: United States, States, Metro Areas, Counties, and Places: 2007, <http://factfinder.census.gov/servlet/EconSectorServlet?caller=dataset&sv_name=*&_SectorId=81&ds_name=EC0700A1&_lang=en&_ts=289841434131> accessed April 15, 2010.

Table 23.25-- PROFESSIONAL, SCIENTIFIC, AND TECHNICAL SERVICES ESTABLISHMENTS (NAICS 54), BY TYPE OF OPERATION OR KIND OF BUSINESS: 2007

[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	3,254	3,068,316	1,193,497	21,772
541	Professional, scientific, and technical services	3,254	3,068,316	1,193,497	21,772
5411	Legal services	748	(D)	(D)	(1/)
5412	Accounting, tax preparation, bookkeeping, and payroll services	588	302,499	126,502	3,424
5413	Architectural, engineering, and related services	634	1,027,439	380,246	5,908
5414	Specialized design services	112	(D)	(D)	(2/)
5415	Computer systems design and related services	351	404,859	167,013	2,452
5416	Management, scientific, and technical consulting services	343	189,514	72,931	1,275
5417	Scientific research and development services	82	(D)	(D)	(3/)
5418	Advertising, public relations, and related services	138	90,327	38,592	1,051
5419	Other professional, scientific, and technical services	258	(D)	(D)	(3/)
	Exempt from Federal Income Tax				
54	Professional, scientific, and technical services	37	103,481	35,984	688
541	Professional, scientific, and technical services	37	103,481	35,984	688
5411	Legal services	18	(D)	(D)	(4/)
5417	Scientific research and development services	19	(D)	(D)	(5/)

Continued on next page.

Table 23.25-- PROFESSIONAL, SCIENTIFIC, AND TECHNICAL SERVICES ESTABLISHMENTS (NAICS 54), BY TYPE OF OPERATION OR KIND OF BUSINESS: 2007 -- Con.

D Withheld to avoid disclosing data for individual companies; data are included in higher level totals.

1/ 2,500 to 4,999 employees.

2/ 250 to 499 employees.

3/ 1,000 to 2,499 employees.

4/ 100 to 249 employees.

5/ 500 to 999 employees.

Source: U.S. Census Bureau, 2007 Economic Census, Sector 54: EC0754A1: Professional, Scientific, and Technical Services: Geographic Area Series, Summary Statistics for the United States, States, Metro Areas, Counties, and Places: 2007, Hawaii <http://factfinder.census.gov/servlet/IBQTable?_bm=y&-fds_name=EC0700A1&-geo_id=04000US15&-_skip=0&-ds_name=EC0744A1&-_lang=en> accessed April 8, 2010.

Table 23.26-- ADMINISTRATIVE AND SUPPORT AND WASTE MANAGEMENT AND REMEDIATION SERVICES ESTABLISHMENTS (NAICS 56), BY TYPE OF OPERATION OR KIND OF BUSINESS: 2007

[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	1,895	2,557,815	1,251,189	46,823
561	Administrative and support services	1,768	2,222,061	1,169,363	44,860
5611	Office administrative services	81	69,771	30,383	681
5612	Facilities support services	34	97,273	40,369	917
5613	Employment services	119	676,631	522,198	18,376
5614	Business support services	136	86,321	25,574	1,148
5615	Travel arrangement and reservation services	452	398,090	138,221	4,764
5616	Investigation and security services	158	277,284	168,787	8,202
5617	Services to buildings and dwellings	701	541,156	222,235	9,895
5619	Other support services	87	75,535	21,596	877
562	Waste management and remediation services	127	335,754	81,826	1,963
5621	Waste collection	39	145,119	33,361	905
5622	Waste treatment and disposal	15	81,292	16,161	307
5629	Remediation and other waste management services	73	109,343	32,304	751

Source: U.S. Census Bureau, 2007 Economic Census, Sector 56: EC0756A1: Administrative and Support and Waste Management and Remediation Services: Geographic Area Series, Summary Statistics for the United States, States, Metro Areas, Counties, and Places: 2007, <http://factfinder.census.gov/servlet/IBQTable?_bm=y&-geo_id=04000US15&-fds_name=EC0700A1&-_skip=100&-ds_name=EC0742A1&-_lang=en> accessed April 14, 2010.

**Table 23.27-- EDUCATIONAL SERVICES ESTABLISHMENTS (NAICS 61),
BY TYPE OF OPERATION OR KIND OF BUSINESS: 2007**

[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	297	108,502	32,009	1,808
611	Educational services	297	108,502	32,009	1,808
6114	Business schools and computer and management training	26	(D)	(D)	(1/)
6115	Technical and trade schools	40	(D)	(D)	(1/)
6116	Other schools and instruction	208	67,170	21,050	1,333
6117	Educational support services	23	13,921	2,331	107
	Exempt from Federal Income Tax				
61	Educational services	79	57,399	17,176	838
611	Educational services	79	57,399	17,176	838
6114	Business schools and computer and management training	4	(D)	(D)	(2/)
6115	Technical and trade schools	14	(D)	(D)	(3/)
6116	Other schools and instruction	49	22,581	7,681	484
6117	Educational support services	12	18,861	5,914	247

D Withheld to avoid disclosing data of individual companies.

1/ 100 to 249 employees.

2/ 0 to 19 employees.

3/ 20 to 99 employees.

Source: U.S. Census Bureau, 2007 Economic Census, Sector 61: EC0761A1: Educational Services: Geographic Area Series: Summary Statistics: 2007, Hawaii <http://factfinder.census.gov/servlet/IBQTable?_bm=y&-geo_id=04000US15&-fds_name=EC0700A1&-ds_name=EC0761A1&-_lang=en_id=04000US15&-_skip=0&-ds_name=EC0744A1&-_lang=en> accessed April 29, 2010.

**Table 23.28-- ARTS, ENTERTAINMENT, AND RECREATION ESTABLISHMENTS
(NAICS 71), BY KIND OF BUSINESS OR OPERATION: 2007**

[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	397	563,730	163,067	7,676
711	Performing arts, spectator sports, and related industries	138	144,861	39,416	1,740
7111	Performing arts companies	35	96,906	28,603	1,350
7112	Spectator sports	9	6,427	1,445	20
7113	Promoters of performing arts, sports, and similar events	18	16,020	1,422	61
7114	Agents and managers for public figures	6	5,741	816	50
7115	Independent artists, writers, and performers	70	19,767	7,130	259
712	Museums, historical sites, and similar institutions	10	31,186	7,089	349
7121	Museums, historical sites, and similar institutions	10	31,186	7,089	349
713	Amusement, gambling, and recreation industries	249	387,683	116,562	5,587
7131	Amusement parks and arcades	23	60,760	12,943	664
7139	Other amusement and recreation services	226	326,923	103,619	4,923
	Exempt from Federal Income Tax				
71	Arts, entertainment, and recreation	105	259,901	82,590	4,312
711	Performing arts, spectator sports, and related industries	24	39,858	11,665	597
7111	Performing arts companies	17	24,078	8,110	404
7113	Promoters of performing arts, sports, and similar events	7	15,780	3,555	193

Continued on next page.

**Table 23.28-- ARTS, ENTERTAINMENT, AND RECREATION ESTABLISHMENTS
(NAICS 71), BY KIND OF BUSINESS OR OPERATION: 2007 -- 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	46	147,963	45,921	2,505
7121	Museums, historical sites, and similar institutions	46	147,963	45,921	2,505
713	Amusement, gambling, and recreation industries	35	72,080	25,004	1,210
7139	Other amusement and recreation services	35	72,080	25,004	1,210

Source: U.S. Census Bureau, 2007 Economic Census, Sector 71: EC0771A1: Arts, Entertainment, and Recreation: Geographic Area Series: Summary Statistics: 2007 Hawaii <http://factfinder.census.gov/servlet/IBQTable?_bm=y&-geo_id=04000US15&-fds_name=EC0700A1&-ds_name=EC0771A1&-_lang=en> accessed March 22, 2010.

**Table 23.29-- OTHER SERVICES (EXCEPT PUBLIC ADMINISTRATION)
ESTABLISHMENTS (NAICS 81), BY KIND OF BUSINESS OR
OPERATION: 2007**

[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.)	1,615	908,634	279,369	11,669
811	Repair and maintenance	754	439,373	125,133	3,805
8111	Automotive repair and maintenance	535	331,492	93,921	2,910
8112	Electronic and precision equipment repair and maintenance	47	24,419	8,864	242
8113	Commercial machinery repair and maintenance	76	51,157	13,006	317
8114	Personal and household goods repair and maintenance	96	32,305	9,342	336
812	Personal and laundry services	861	469,261	154,236	7,864
8121	Personal care services	441	148,099	55,789	2,936
8122	Death care services	36	52,958	19,591	778
8123	Drycleaning and laundry services	87	120,477	46,135	2,124
8129	Other personal services	297	147,727	32,721	2,026
	Firms Exempt from Federal Income Tax				
81	Other services (except public admin.)	1,301	1,009,185	233,182	8,450
813	Religious/grantmaking/civic/professional and similar organization	1,301	1,009,185	233,182	8,450
8132	Grantmaking and giving services	80	236,838	25,975	730
8133	Social advocacy organizations	91	118,430	36,565	877
8134	Civic and social organizations	105	85,471	31,215	1,731
8139	Professional and similar organizations	1,025	568,446	139,427	5,112

Source: Sector 81: EC0781A1: Other Services (Except Public Administration): Geographic Area Series: Summary Statistics for the US, States, Metropolitan and Micropolitan Statistical Areas, Metropolitan Divisions, Consolidated Cities, Counties, and Economic Places: 2007 Hawaii <http://factfinder.census.gov/servlet/IBQTable?_bm=y&-geo_id=04000US15&-geo_id=NBS&-fds_name=EC0700A1&-skip=100&-ds_name=EC0781A1&-lang=en> accessed March 22, 2010.

**Table 23.30-- TRAVEL ARRANGEMENT AND RESERVATION SERVICES
(NAICS 5615): 2007**

[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	452	398,090	138,221	4,764
56151	Travel agencies	227	133,601	47,804	1,808
56152	Tour operators	172	146,235	50,416	1,867
56159	Other travel arrangement & reservation services 1/	53	118,254	40,001	1,089

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

Source: U.S. Census Bureau, 2007 Economic Census, Sector 56: EC0756A1: Administrative and Support and Waste Management and Remediation Services: Geographic Area Series: Summary Statistics for the United States, States, Metro and Micro Areas, Metro Divisions, Consolidated Cities, Counties, and Places: 2007

Hawaii <http://factfinder.census.gov/servlet/IBQTable?_bm=y&-geo_id=04000US15&-fds_name=EC0700A1&-ds_name=EC0756A1&-_lang=en> accessed March 22, 2010.

Table 23.31-- ACCOMMODATION AND FOOD SERVICES (NAICS 72), FOR COUNTY AND SELECTED URBAN PLACE: 2007

[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	3,528	8,042,210	2,209,803	98,353
Hawaii County	421	874,735	284,451	12,280
Hilo	149	132,024	36,289	2,616
Holualoa	11	10,339	2,533	100
Kailua	101	172,518	58,183	2,795
Kalaoa	3	(D)	(D)	(1/)
Waimea	28	22,656	6,303	476
Honolulu County	2,347	4,123,825	1,126,501	57,064
Ahuimanu	7	5,295	1,130	97
Aiea	32	22,399	6,905	453
Ewa Beach	12	14,797	3,380	274
Halawa	16	15,439	3,581	222
Honolulu	1,554	3,140,171	871,264	40,478
Kailua	95	69,940	19,255	1,510
Kaneohe	78	59,454	14,535	1,135
Kaneohe Station	2	(D)	(D)	(2/)
Maili	1	(D)	(D)	(3/)
Makaha	4	(D)	(D)	(2/)
Makakilo City	2	(D)	(D)	(3/)
Mililani Town	39	47,214	12,190	1,055
Nanakuli	5	5,493	1,238	110
Pearl City	43	36,799	9,740	716
Schofield Barracks	1	(D)	(D)	(1/)
Village Park	19	10,777	2,965	307
Wahiawa	42	41,827	11,830	876
Waianae	24	18,369	4,370	367
Waimalu	110	111,625	29,381	2,239
Waipahu	69	56,356	14,545	1,033
Waipio	14	27,151	6,808	517
Waipio Acres	1	(D)	(D)	(3/)

Continued on next page.

**Table 23.31-- ACCOMMODATION AND FOOD SERVICES (NAICS 72), FOR
COUNTY AND SELECTED URBAN PLACE: 2007 -- Con.**

Geographic area	Number of establishments	Sales (\$1,000)	Annual payroll (\$1000)	Paid employees for pay period including March 12 (number)
Kauai County	234	591,483	168,764	7,082
Kapaa	45	37,306	11,154	832
Lihue	40	107,683	28,851	1,189
Maui County	526	2,452,167	630,087	21,927
Haiku-Pauwela	7	3,612	915	62
Kahului	94	(D)	(D)	(4/)
Kihei	94	109,684	28,825	1,578
Lahaina	97	205,778	55,548	2,798
Makawao	11	13,256	4,442	262
Napili-Honokowai	16	30,672	7,772	409
Pukalani	8	6,234	1,389	122
Waihee-Waiehu	2	(D)	(D)	(3/)
Wailea-Makena	33	716,329	208,360	6,171
Wailuku	57	25,466	6,828	418
Lana'i	13	(D)	(D)	(4/)
Moloka'i	14	7,979	2,194	194

D Withheld to avoid disclosing data for individual companies; data are included in higher level totals.

1/ 20 to 99 employees.

2/ 100 to 249 employees.

3/ 0 to 19 employees.

4/ 1,000 to 2,499 employees.

Source: U.S. Census Bureau, 2007 Economic Census, Sector 72: EC0772A1: Accommodation and Food Services, Geographic Area Series, Summary Statistics for the United States, States, Metro Areas, Counties, and Places: 2007, <http://factfinder.census.gov/servlet/DatasetMainPageServlet?_program=ECN&_submenuId=&_lang=en&_ts=>> accessed February 24, 2010.

Table 23.32-- ACCOMMODATION AND FOODSERVICES (NAICS 72): 2007

[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	3,528	8,042,210	2,209,803	98,353
721	Accommodation	303	4,784,807	1,290,677	38,049
7211	Traveler accommodation	296	4,782,946	1,290,268	38,031
72111	Hotels (except casino hotels) and motels	253	4,769,497	1,287,040	37,834
72119	Other traveler accommodation	43	13,449	3,228	197
721191	Bed-and-breakfast inns	23	5,648	1,400	98
721199	All other traveler accommodation	20	7,801	1,828	99
7212	RV (recreational vehicle) parks and recreational camps	3	(D)	(D)	(1/)
7213	Rooming and boarding houses	4	(D)	(D)	(1/)
722	Food services and drinking places	3,225	3,257,403	919,126	60,304
7221	Full-service restaurants	1,156	1,623,477	533,212	32,241
7222	Limited-service eating places	1,675	1,255,734	291,913	22,668
7223	Special food services	130	257,264	66,446	3,289
72231	Food service contractors	73	213,872	53,886	2,563
72232	Caterers	45	40,497	11,890	678
72233	Mobile food services	12	2,895	670	48
7224	Drinking places (alcoholic beverages)	264	120,928	27,555	2,106

D Withheld to avoid disclosing data of individual companies; data are included in higher level totals.

1/ 0 to 19 employees.

Source: U.S. Census Bureau, 2007 Economic Census, Sector 72: EC0772A1: Accommodation and Food Services, Geographic Area Series, Summary Statistics for the United States, States, Metro Areas, Counties, and Places: 2007, Hawaii <http://factfinder.census.gov/servlet/IBQTable?_bm=y&-geo_id=04000US15&-fds_name=EC0700A1&-ds_name=EC0772A1&-_lang=en> accessed February 22, 2010.

**Table 23.33-- PRODUCT LINE SALES FOR ACCOMMODATION AND FOOD SERVICES
(NAICS 72): 2007**

Products and services code	Meaning of products and services code	Number of establishments	Sales (\$1,000)	Line sales as % of sales of establishments with line	Line sales as % of total sales of NAICS
20000	Industry total	3,528	8,042,210	(X)	100.0
20030	Telephone services	70	10,111	0.4	0.1
20060	Membership dues & fees	7	3,584	0.9	(1/)
20070	Room or unit accommodation for travelers and others	317	3,544,173	73.5	44.1
20090	Rental of residential space for principal residence	13	2,773	13.3	(1/)
20100	Groceries & other foods for human consumption off the premises	141	6,873	1.3	0.1
20130	Alcoholic beverages served for immediate consumption	1,238	511,655	11.8	6.4
20140	Packaged liquor, wine, & beer	21	2,252	0.6	(1/)
20150	Cigars, etc & smokers' accessories, excl sales from vending machines operated by others	26	2,431	2.3	(1/)
20850	All other merchandise	280	28,254	2.7	0.4
21100	Meals, snacks & nonalcoholic bvgs prepared for immediate consumption	3,057	3,057,036	49.2	38.0
21210	Meals, snacks & nonalcoholic bvgs prepared under long-term contract	75	184,615	85.3	2.3
21220	Meals, snacks & nonalcoholic bvgs prepared for catered event	400	241,827	9.0	3.0
29600	Other services	325	399,139	10.6	5.0
29810	All other merchandise	153	46,968	4.0	0.6

X Not applicable.

1/ Less than half the unit shown.

Source: U.S. Census Bureau, 2007 Economic Census, Subject series: Product lines, extracted from American FactFinder, <http://factfinder.census.gov/servlet/IBQTable?_bm=y&-ds_name=EC0772SLLS1&-geo_id=04000US15&-search_results=01000US&-lang=en&-fds_name=EC0700A1> accessed November 3, 2010.

Table 23.34-- VISITOR ACCOMMODATIONS, BY COUNTY: 1975 TO 2010

[Number of units]

Year	State total	City & County of Honolulu	Hawaii County	Kauai County	Maui County
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	70,579	35,541	9,478	7,257	18,303
2004	72,176	35,769	9,857	8,105	18,445
2005	72,307	33,926	10,940	8,221	19,220
2006	72,274	33,606	10,831	8,266	19,571
2007	73,220	33,588	11,061	8,692	19,879
2008	74,177	34,081	11,240	9,203	19,653
2009	75,188	34,027	11,541	9,469	20,151
2010	75,048	34,040	11,595	9,345	20,068

NA Not available.

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

Table 23.35-- VISITOR ACCOMMODATIONS, BY TYPE: 1986 TO 2010

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: 3/	1,057	837	220	70,742	54,209	16,533
2004: 3/	1,209	970	239	72,614	58,716	13,898
2005: 3/	1,266	1,035	231	73,126	57,879	15,247
2006:	1,281	1,046	235	72,274	54,800	17,474
2007:	1,777	1,605	172	73,220	58,334	14,886
2008:	1,697	1,481	216	74,177	57,777	16,400
2009:	1,615	1,434	181	75,188	60,757	14,431
2010:	1,805	1,633	172	75,048	60,522	14,526

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/ Data have been revised, but revised numbers are not available.

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*, 1999-2008; Hawaii Tourism Authority, *Visitor Plant Inventory*, 2009-2010 and records.

Table 23.36-- VISITOR ACCOMMODATIONS, BY TYPE AND BY ISLAND: 2010

[Figures may not add up to totals due to rounding]

Year and island	Properties			Units		
	Total	Hotels 1/	Condo-miniums 2/	Total	Hotels 1/	Condo-miniums 2/
State total	1,805	1,633	172	75,048	60,522	14,526
Oahu	224	191	33	34,040	28,763	5,277
Waikiki/Honolulu	114	87	27	28,546	24,889	3,657
Rest of Oahu	110	104	6	5,494	3,874	1,620
Other islands	1,581	1,442	139	41,008	31,759	9,249
Hawaii	443	424	19	11,595	10,723	872
Maui	461	377	84	19,324	13,383	5,941
Lanai	5	5	-	352	352	-
Molokai	44	40	4	392	135	257
Kauai	628	596	32	9,345	7,166	2,179

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 Tourism Authority, *2010 Visitor Plant Inventory*, calculation by the Hawaii State Department of Business, Economic Development & Tourism.

Table 23.37-- VISITOR ACCOMMODATIONS, BY TYPE AND GEOGRAPHIC AREA: 2010

[Figures may not add up to totals due to rounding]

Type of accommodation	Properties			Units		
	State total	Oahu	Other islands	State total	Oahu	Other islands
All types	1,805	224	1,581	75,048	34,040	41,008
Apartment-hotel	7	4	3	87	83	4
Bed and breakfast	191	27	164	659	88	571
Condominium hotel	172	33	139	14,526	5,277	9,249
Hostels	11	7	4	325	247	78
Hotel	136	61	75	42,619	25,527	17,092
Individual vacation units	1,192	74	1,118	6,719	370	6,349
Timeshare	83	16	67	9,909	2,369	7,540
Other	13	2	11	204	79	125

Source: Hawaii Tourism Authority, *2010 Visitor Plant Inventory*.

**Table 23.38-- HOTELS AND OTHER LODGING PLACES (NAICS 721),
BY COUNTY: 2002 TO 2008**

[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]

County	2002	2003	2004	2005	2006	2007	2008
State total	269	296	313	326	334	314	312
Hawaii	48	52	59	59	64	65	63
Honolulu	122	121	125	134	129	117	113
Kauai	38	44	46	50	55	46	47
Maui	61	79	83	83	86	86	89

Source: U.S. Census Bureau, *County Business Patterns, Hawaii* (annual). Also see <http://factfinder.census.gov/> accessed January 10, 2011.

Table 23.39-- VISITOR ACCOMMODATIONS, BY NIGHTLY PRICE: 2010

Island and type of accommodation	Total	\$100 or less	\$101 to \$250	\$251 to \$500	Over \$500
Available Units	75,048	5,706	24,941	28,348	16,053
Island					
Oahu	35,125	2,543	12,252	14,879	5,451
Hawaii	11,680	1,526	3,813	4,711	1,630
Kauai	8,485	643	2,763	3,259	1,820
Maui	18,974	864	5,829	5,302	6,979
Molokai	413	127	272	12	2
Lanai	371	3	12	185	171
Type of unit					
Apartment/Hotel	102	85	16	1	-
Bed and breakfast	772	203	525	43	1
Condominium hotel	14,458	1,336	7,601	4,612	909
Hostel	338	338	-	-	-
Hotel	43,249	2,214	10,819	18,675	11,541
Individual vacation unit	6,206	727	3,499	1,596	383
Timeshare	9,775	702	2,440	3,418	3,216
Other	147	101	41	3	2

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

**Table 23.40-- HOTEL ROOMS, OCCUPANCY RATES, AND DAILY ROOM
AND GUEST RATES: 1989 TO 2010**

[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	70,579	35,541	35,038	72.7	144.16	2.09
2004	72,176	35,769	36,407	77.7	152.17	2.13
2005	72,307	33,926	38,381	81.1	166.16	2.15
2006	72,274	33,606	38,668	79.5	187.19	(NA)
2007	73,220	33,588	39,632	75.0	199.96	(NA)
2008	74,177	34,081	40,096	70.5	201.85	(NA)
2009	75,188	34,027	41,161	4/ 64.8	4/ 177.10	(NA)
2010	75,048	34,040	41,008	70.7	174.33	(NA)

NA Not available.

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

2/ Annual averages for hotels in PKF sample for 1989-1994, Smith Travel Research for 1995-2010.

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: 2010**

Geographic area	Percent occupied	Average daily room rate (dollars)	Revenue per available room (dollars)
State total	70.7	174.33	123.25
Oahu	78.2	149.67	117.04
Waikiki	79.4	149.64	118.81
Other Oahu	70.3	149.90	105.38
Maui	68.1	226.07	153.95
Wailea	68.1	358.24	243.96
Lahaina-Kaanapali-Kapalua	69.7	201.86	140.70
Other Maui	66.2	256.29	169.66
Hawaii	56.4	183.63	103.57
Kohala Coast	55.4	255.10	141.33
Kauai	59.2	184.52	109.24

Source: Smith Travel Research, Hospitality Advisors LLC, *Hawaii Hotel Flash Report, (December/Year-End 2010 Highlights)*.

**Table 23.42-- GENERAL EXCISE TAX BASE FOR RENTALS:
1985 TO 2010**

[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	7,639,189	2,834,838	4,804,351
2006	8,107,018	3,097,961	5,009,057
2007	9,171,835	3,406,579	5,765,256
2008	9,170,330	3,130,759	6,039,571
2009	8,566,148	2,618,860	5,947,287
2010	8,525,923	2,755,013	5,770,910

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). see also <http://www6.hawaii.gov/tax/a5_3txcolrpt.htm>.

Table 23.43-- COMPUTER AND SOFTWARE STORES AND SERVICES: 2007

[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 software merchant wholesalers (NAICS 42343)	30	84,396	15,575	199
Retail trade Computer and software stores (NAICS 44312)	45	192,434	17,598	857
Services				
Computer and office machine repair and maintenance (NAICS 811212)	27	9,554	3,207	110
Computer systems design and related services (NAICS 5415)	351	404,859	167,013	2,452
Data processing, hosting, and related services (NAICS 5182)	73	109,373	44,057	797
Software Publishers (NAICS 5112)	15	46,775	12,889	69

Source: U.S. Census Bureau, *2007 Economic Census*, <http://factfinder.census.gov/servlet/DatasetMainPageServlet?_lang=en&_ts=290626397128&_ds_name=EC0700A1&_program=> accessed April 29, 2010.

Table 23.44-- MOTION PICTURE AND VIDEO SERVICES: 1987 TO 2007

[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 (\$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)				
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
2007	71	(1/)	(2/)	(3/)
Motion picture and video exhibition (NAICS 51213)				
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
2007	31	89,283	8,850	806
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
2007	64	37,655	6,947	506

Continued on next page.

Table 23.44-- MOTION PICTURE AND VIDEO SERVICES: 1987 TO 2007
-- Con.

D Withheld to avoid disclosing data for individual companies.

1/ Revenue not collected at this level of detail for multiestablishment firms for NAICS 51211 and 51212, and withheld to avoid disclosing data for individual for NAICS 51219.

2/ 5,297 for NAICS 51211 and withheld to avoid disclosing data for individual companies for NAICS 51212 and 51219.

3/ 20 to 99 employees for NAICS 51212 and 0 to 10 employees for NAICS 51219. There were 160 paid employees for NAICS 51211.

Source: U.S. Bureau of the Census, *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); 2007 Economic Census, Sector 53: EC0753A1: Real Estate and Rental and Leasing: Geographic Area Series: Summary Statistics for the United States, States, Metro Areas, Counties, and Places: 2007 <http://factfinder.census.gov/servlet/IBQTable?_bm=y&-geo_id=04000US15&-fds_name=EC0700A1&-ds_name=EC0753A1&-_lang=en> accessed May 21, 2010; '2007 Economic Census, Sector 51: EC0751A1: Information: Geographic Area Series: Summary Statistics for the United States, States, Metro and Micro Areas, Metro Divisions, Consolidated Cities, Counties, and Places: 2007 <http://factfinder.census.gov/servlet/IBQTable?_bm=y&-fds_name=EC0700A1&-geo_id=04000US15&-ds_name=EC0751A1&-_lang=en> accessed April 29, 2010.*

Table 23.45 -- FILM AND TELEVISION PRODUCTION: 2006 TO 2010

[In millions of dollars, except for employment which is in number of jobs]

Category	2006	2007	2008	2009	2010
Total production expenditures	107.2	236.5	152.4	159.4	393.6
Permit application	35.3	52.4	32.9	18.3	35.1
Expenditures qualified for tax credit	37.4	151.6	82.1	108.3	329.6
Expenditures not qualified for tax credit	34.5	32.4	37.4	32.8	28.9
Economic Impact					
Output	173.6	383.1	246.9	258.2	637.6
Earnings	36.4	80.4	51.8	54.2	133.8
State taxes	10.3	22.7	14.6	15.3	37.8
Employment	1,352	2,885	1,798	1,817	4,330

Source: Hawaii Department of Business, Economic Development & Tourism, Creative Industry Division, records.