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Section 23

DOMESTIC TRADE AND SERVICES

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

The major sources of these data are the U.S. Census Bureau, *2012 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: 2012*, 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: 1986 TO 2017**

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

Year reported 1/	Retailing	Services 2/	Amusement, etc. 3/	Intermediary services	Wholesaling
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
2011	27,750,265	12,460,801	388,277	590,955	14,157,437
2012	29,976,425	12,898,627	399,355	676,615	14,687,369
2013	29,667,015	13,341,442	391,118	614,317	14,795,784
2014	30,766,185	13,527,677	398,887	689,539	15,282,809
2015	31,062,710	13,989,090	397,833	723,071	14,793,349
2016	29,039,437	13,511,064	397,992	735,140	13,484,817
2017	32,727,278	15,097,644	460,606	949,174	15,729,763

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://tax.hawaii.gov/stats/a5_3txcolrptarchive/> accessed May 9, 2018.

**Table 23.02-- RETAIL ESTABLISHMENTS, BY PAYROLL STATUS:
1972 TO 2012**

[Statistics currently 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]

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
2012	14,155	4,643	9,512	19,331	18,902	430

1/ Excludes food services (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: Retail Trade: Geographic Area Series: Summary Statistics for the United States, States, Metro Areas, Counties, and Places: 2007" (EC0744A1) <<http://factfinder.census.gov>> accessed January 21, 2010; *Nonemployer Statistics, Hawaii*, 2007 Retail Trade Hawaii <http://www.census.gov/epcd/nonemployer/2007/hi/HI000_44.HTM> accessed January 21, 2010; *2012 Economic Census*, "Sector 44-45: Retail Trade: Geographic Area Series: Summary Statistics for the U.S., States, Metro Areas, Counties, and Places: 2012" (EC1244A) <<http://factfinder.census.gov>> accessed June 10, 2015; and *Nonemployer Statistics, Hawaii*, 2012 Retail Trade Hawaii <<http://www.census.gov/econ/nonemployer/index.html>> accessed June 10, 2015.

**Table 23.03-- CHARACTERISTICS OF RETAIL ESTABLISHMENTS
(NAICS 44-45) WITH PAYROLL, BY BROAD GEOGRAPHIC AREA: 2012**

[Includes establishments with payroll. Statistics based on the 2012 North American Industry Classification System (NAICS)]

Subject	State total	Oahu	Other islands
Number of establishments	4,643	2,889	1,754
Sales (\$1,000)	18,901,745	13,036,448	5,865,297
Annual payroll (\$1,000)	1,835,021	1,233,102	601,919
First quarter payroll (\$1,000)	451,327	303,670	147,657
Paid employees for pay period including March 12	68,360	46,165	22,195

Source: U.S. Census Bureau, *2012 Economic Census*, "Sector 44-45: Retail Trade: Geographic Area Series, Summary Statistics for the U.S., States, Metro Areas, Counties, and Places: 2012" (EC1244A1) <<http://factfinder.census.gov>> accessed May 22, 2015 and calculations by the Hawaii State Department of Business, Economic Development & Tourism.

Table 23.04-- RETAIL ESTABLISHMENTS (NAICS 44-45), BY COUNTY AND SELECTED PLACE: 2012

[Includes establishments with payroll. Statistics based on the 2012 North American Industry Classification System (NAICS)]

Geographic area	Number of establishments	Sales (\$1,000)	Annual payroll (\$1,000)	Number of employees 1/
State total	4,643	18,901,745	1,835,021	68,360
Hawaii County	648	2,390,830	241,327	9,084
Captain Cook	9	30,185	3,599	128
Hilo	228	969,620	101,573	3,849
Holualoa	12	15,027	795	32
Honaunau-Napoopoo	4	3,571	371	18
Kahaluu-Keauhou	7	41,578	4,287	166
Kailua	145	526,481	60,443	2,239
Kalaoa	30	304,739	21,134	570
Mountain View	4	6,210	384	22
Waikoloa Village	14	23,524	2,110	68
Waimea	28	97,106	9,167	350
Balance of Hawaii County 2/	167	372,789	37,464	1,642
Honolulu County	2,889	13,036,448	1,233,102	46,165
Aiea	45	100,683	9,842	477
East Honolulu	55	343,330	27,898	962
Ewa Beach	12	50,966	5,181	373
Ewa Gentry	7	30,166	2,802	128
Halawa	16	18,589	1,569	64
Haleiwa	34	92,528	9,964	398
Hauula	3	3,613	332	24
Kahaluu	3	4,187	400	26
Kailua	96	322,096	32,694	1,388
Kaneohe	119	481,466	46,461	1,597
Kaneohe Station	6	6,899	840	26
Kapolei	21	373,649	27,470	1,067
Laie	8	34,426	3,475	178
Maili	6	8,156	534	30
Makakilo	5	(D)	(D)	(3/)
Mililani Mauka	5	(D)	(D)	(4/)
Mililani Town	34	253,019	25,466	974
Nanakuli	14	39,270	3,101	171
Ocean Pointe	6	31,571	809	43
Pearl City	65	672,495	49,906	2,081
Pupukea	9	21,976	2,537	110

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**Table 23.04-- RETAIL ESTABLISHMENTS (NAICS 44-45), BY COUNTY AND
SELECTED PLACE: 2012 -- Con.**

Geographic area	Number of establishments	Sales (\$1,000)	Annual payroll (\$1,000)	Number of employees 1/
Honolulu County - Con.				
Royal Kunia	8	101,689	11,686	458
Schofield Barracks	5	6,578	842	39
Urban Honolulu	1,851	7,684,234	748,593	26,485
Wahiawa	43	114,150	10,338	461
Waialua	9	13,121	983	46
Waianae	20	120,609	9,669	430
Waikele	53	274,822	25,986	1,614
Waimalu	115	429,286	44,100	2,144
Waimanalo	10	22,974	2,281	87
Waimanalo Beach	4	6,170	537	31
Waipahu	106	866,132	76,833	2,248
Waipio	15	54,655	4,562	164
Balance of Honolulu County 2/	81	(D)	(D)	(D)
Kalawao County	1	(D)	(D)	(3/)
Kalawao County	1	(D)	(D)	(3/)
Kauai County	347	1,013,489	102,373	3,937
Hanamaulu	6	8,086	625	44
Hanapepe	10	14,603	2,061	61
Kalaheo	9	11,670	838	31
Kapaa	50	137,980	14,713	572
Kilauea	14	22,489	2,046	95
Lihue	93	576,031	55,222	1,847
Puhi	11	17,173	1,876	67
Balance of Kauai County 2/	154	225,457	24,992	1,220
Maui County	758	(D)	(D)	(5/)
Haiku-Pauwela	7	11,384	1,477	47
Kaanapali	73	187,001	21,427	732
Kahului	194	1,252,291	124,760	4,127
Kaunakakai	18	50,691	5,361	182
Kihei	68	234,893	20,687	867
Kula	13	13,786	1,263	60
Lahaina	166	249,107	29,938	1,247
Lanai City	10	14,147	1,946	75
Makawao	19	17,722	1,797	72

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**Table 23.04-- RETAIL ESTABLISHMENTS (NAICS 44-45), BY COUNTY AND
SELECTED PLACE: 2012 -- Con.**

Geographic area	Number of establishments	Sales (\$1,000)	Annual payroll (\$1,000)	Number of employees 1/
Maui County - Con.				
Napili-Honokowai	9	32,525	2,517	95
Paia	27	52,578	6,304	231
Pukalani	8	88,540	9,450	344
Waihee/Waiehu	1	(D)	(D)	(3/)
Wailea	57	99,284	14,146	458
Wailuku	58	132,004	16,169	502
Balance of Maui County	30	24,846	2,965	131

D Withheld to avoid disclosing data for individual companies.

1/ For week including March 12.

2/ This table displays fewer economic places within each county than the source document. Therefore, the balance of county figures were recalculated by DBEDT and differ from figures shown in the original source.

3/ 0 to 19 employees.

4/ 20 to 99 employees.

5/ 5,000 to 9,999 employees.

Source: U.S. Census Bureau, *2012 Economic Census*, "Sector 44-45: Retail Trade: Geographic Area Series: Summary Statistics for the U.S., States, Metro Areas, Counties, and Places: 2012" (EC1244A1) <<http://factfinder.census.gov>> accessed May 18, 2015 and calculations by the Hawaii State Department of Business, Economic Development & Tourism.

Table 23.05-- RETAIL ESTABLISHMENTS (NAICS 44-45) WITH PAYROLL, BY KIND OF BUSINESS: 2012

[Includes establishments with payroll. Statistics based on the 2012 North American Industry Classification System (NAICS)]

NAICS code	Kind of business	Number of establishments	Sales (\$1,000)	Annual payroll (\$1,000)	Number of employees 1/
44-45	Retail trade	4,643	18,901,745	1,835,021	68,360
441	Motor vehicle and parts dealers	322	2,742,825	278,726	5,981
442	Furniture and home furnishings stores	161	265,204	35,872	1,198
443	Electronics and appliance stores	158	411,831	38,448	1,706
444	Building material and garden equipment and supplies dealers	253	1,093,488	133,489	4,394
445	Food and beverage stores	676	3,208,071	327,056	13,474
446	Health and personal care stores	384	1,610,027	160,269	5,105
447	Gasoline stations	285	1,509,032	63,424	2,995
448	Clothing and clothing accessories stores	1,248	2,546,443	274,296	13,170
451	Sporting goods, hobby, book, and music stores	238	344,764	44,850	2,094
452	General merchandise stores	93	4,319,272	351,728	12,784
453	Miscellaneous store retailers	636	624,077	101,923	4,636
454	Nonstore retailers	189	226,711	24,940	823

1/ For week including March 12.

Source: U.S. Census Bureau, *2012 Economic Census*, "Sector 44-45: Retail Trade: Geographic Area Series: Summary Statistics for the U.S., States, Metro Areas, Counties, and Places: 2012" (EC1244A1) <<http://factfinder.census.gov>> accessed May 21, 2015.

**Table 23.06-- PRIVATE INDUSTRY RETAIL EMPLOYMENT AND WAGES,
ANNUAL AVERAGES (NAICS 44-45): 2016**

[Statistics based on the North American Industry Classification System (NAICS) which replaced the Standard Industrial Classification (SIC) system. Components may not sum to totals, but are as reported by source]

NAICS code	Retail trade	Average establishments	Average employment	Total wages (\$1,000)	Wages per employee
	Total	4,392	70,639	2,210,217	31,289
441	Motor vehicle and parts dealers	335	6,921	371,353	53,655
442	Furniture and home furnishings stores	155	1,547	55,717	36,016
443	Electronics and appliance stores	104	1,260	53,720	42,635
444	Building material and garden supply stores	193	4,278	142,978	33,426
445	Food and beverage stores	634	15,013	427,142	28,451
446	Health and personal care stores	456	5,513	192,149	34,857
447	Gasoline stations	232	2,198	60,628	27,584
448	Clothing and clothing accessories stores	1,112	11,045	277,973	25,167
451	Sporting goods, hobby, book and music stores	246	2,697	60,522	22,439
452	General merchandise stores	126	14,448	405,493	28,066
453	Miscellaneous store retailers	652	5,260	144,544	27,478
454	Nonstore retailers	149	459	17,998	39,248

Source: U.S. Bureau of Labor Statistics, *Employment and Wages Annual Averages*, <https://data.bls.gov/cew/apps/data_views/data_views.htm#tab=Tables> accessed May 25, 2018.

**Table 23.07-- RETAIL TRADE AND FOOD SERVICES AND DRINKING PLACES
SALES, BY TYPE OF STORE: 2012**

[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	2012
Total retail sales and food and drink	44, 45, 722	22,700
All retail stores 1/	44, 45	18,902
Motor vehicle and parts dealers	441	2,743
Furniture and home furnishings	442	265
Electronics and appliances	443	412
Building material and garden equipment and supply dealers	444	1,093
Food and beverage stores	445	3,208
Health and personal care	446	1,610
Gasoline stations	447	1,509
Clothing and clothing accessories	448	2,546
Sporting goods, hobby, book, & music stores	451	345
General merchandise	452	4,319
Miscellaneous store	453	624
Nonstore retailers	454	227
Food services & drinking places	722	3,798

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

Source: U.S. Census Bureau, *2012 Economic Census*, "All sectors: Geographic Area Series: Economy-Wide Key Statistics: 2012" <<http://factfinder.census.gov>> accessed June 21, 2016.

**Table 23.08-- CHARACTERISTICS OF SHOPPING CENTERS FOR HAWAII
AND THE UNITED STATES: 2016 AND 2017**

Subject	Hawaii		United States	Hawaii as percent of U.S.
	2016 1/	2017	2017	2017
Number of shopping centers 2/	279	279	116,161	0.2
Gross leasable area (millions of square feet) 2/	29.3	29.3	7,680.3	0.4
Shopping center space per capita (square feet)	20.5	20.6	23.6	(X)
Number of shopping center jobs	61,898	63,282	17,772,186	0.4
Jobs per center	221.9	226.8	153.0	(X)
Jobs per 1,000 square feet	2.1	2.2	2.3	(X)
Share of total employment (percent)	9.6	9.7	12.1	(X)
Shopping center retail sales (billions of dollars)	8.0	8.2	2,313	0.4
Per capita shopping center sales (dollars)	5,591	5,770	7,102	(X)
Retail sales per square feet (dollars)	272.3	280.7	301.2	(X)
Shopping center state sales tax rev. (billions of dollars)	0.3	0.3	130.5	0.3
Shopping center prop. tax revenue (millions of dollars)	106.2	(NA)	(NA)	(NA)

X Not applicable.

NA Not available.

1/ Revised from previous *Data Book*.

2/ Copyright, CoStar Realty Information, Inc., <www.costar.com>.

Source: International Council of Shopping Centers, "Hawaii Impact Study," (annual)

<<http://quickstats.icsc.org/>> accessed July 13, 2017, and calculations by Hawaii State Department of Business, Economic Development and Tourism.

Table 23.09-- SHOPPING CENTERS AND GROSS LEASABLE AREA BY CENTER TYPE: 2016 AND 2017

Shopping center type	2016		2017	
	Number	Gross leasable area (sq ft)	Number	Gross leasable area (sq ft)
Total	278	29,317,432	279	29,340,886
Convenience center	100	1,528,260	99	1,518,943
Neighborhood center 1/	121	9,184,044	122	9,309,483
Community center 2/	36	7,106,015	36	6,874,792
Power center 3/	6	2,177,165	6	2,177,171
Regional mall 4/	8	4,605,704	8	4,730,954
Super regional mall 5/	2	3,808,352	2	3,811,352
Outlet/value center	3	603,997	3	532,796
Lifestyle center	1	135,000	1	135,000
Theme/festival center 6/	1	168,895	2	250,395
Airport retail	-	-	-	-

1/ Provides for the sale of daily living needs of the immediate area. Typical area is 30,000 to 150,000 square feet with at least one anchor tenant.

2/ In addition to convenience goods, provides for the sale of goods such as apparel or furniture. Typical area is 100,000 to 350,000 square feet with two or more anchor tenants.

3/ Typically 250,000 to 600,000 square feet with three or more anchor stores which occupy 75-90% of the total area. Anchor stores are "category-dominant" home improvement stores, discount department stores, warehouse clubs and off-price stores.

4/ Provides a variety of goods comparable to those of a central business district in a small city, including general merchandise, apparel and home furnishings, as well as a variety of services and perhaps recreational facilities. Two or more full-line department stores anchor a total area of 400,000 to 800,000 square feet.

5/ Provides an extensive variety of shopping goods comparable to those of the central business district of a major metropolitan area. The anchors are three or more full-line department stores, with total area in excess of 800,000 square feet.

6/ Anchored by restaurants or other entertainment facilities, and oriented toward leisure and tourist-oriented goods and services. Typical area is 80,000 to 250,000 square feet.

Source: International Council of Shopping Centers, Hawaii Council of Shopping Centers, "U.S. Shopping Center Count and GLA by Center Type: State, Region and Division Geographic Levels" (annual), <<http://quickstats.icsc.org/>> accessed May 9, 2018.

Table 23.10-- CHARACTERISTICS OF EATING AND DRINKING PLACES: 2012

[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	1,086	1,160	11	209
Sales, calendar year (million dollars)	1968.9	1162.7	(D)	120.4
Seats, Dec. 31	116,136	36,444	(D)	11,955
Average cost per meal (establishments)				
Less than \$5.00	2	25	-	(X)
\$5.00 to \$6.99	25	182	-	(X)
\$7.00 to \$9.99	244	685	1	(X)
\$10.00 to \$14.99	309	270	2	(X)
\$15.00 to \$19.99	195	49	4	(X)
\$20.00 to \$29.99	260	4	5	(X)
\$30.00 to \$49.99	116	44	-	(X)
\$50.00 or more	53	-	-	(X)
Menu type or specialty (establishments)				
Italian	53	3	-	(X)
Mexican	17	82	-	(X)
Chinese	166	135	9	(X)
Other ethnic	453	237	1	(X)
Seafood	77	59	1	(X)
Steak	58	18	-	(X)
Pizza	27	64	-	(X)
Chicken	2	48	-	(X)
Hamburger	22	227	-	(X)
Sandwich (sub shop)	36	178	-	(X)
Other food specialty	86	101	-	(X)
Establishments with no food specialty	207	107	1	(X)

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

X Not applicable.

Source: U.S. Census Bureau, *2012 Economic Census*, Accommodation and Food Services, Subject Series: Misc Subjects <<http://factfinder.census.gov>> accessed on June 17, 2016.

Table 23.11-- DUTY-FREE STORE REVENUES: 1985 TO 2017

[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	2002	149,962,722
1986	270,891,959	2003	158,854,936
1987	369,788,429	2004	168,305,421
1988	445,072,755	2005	189,517,794
1989	451,185,041	2006	174,632,693
1990	413,932,037	2007	147,125,047
1991	378,587,469	2008	130,749,679
1992	421,953,644	2009	116,402,544
1993	397,322,968	2010	119,377,140
1994	413,417,555	2011	152,849,776
1995	419,548,514	2012	199,596,711
1996	425,824,748	2013	201,060,547
1997	355,636,355	2014	166,411,033
1998	271,692,798	2015	135,602,039
1999	192,429,772	2016	105,331,886
2000	229,392,900	2017	100,801,831
2001	215,257,193		

Source: For 1985-1994 data DFS Hawaii, records; and for 1995-2016 data Hawaii State Department of Transportation, Airport Division, records.

Table 23.12-- ALCOHOLIC BEVERAGE SALES, BY TYPE AND COUNTY: 2016

[Fiscal year ending June 30]

Category	State	Hawaii	Maui	Honolulu	Kauai
All types (dollars)	649,959,564	72,436,595	96,844,063	443,819,759	36,859,147
Distilled spirits	165,159,582	9,742,766	14,726,604	134,758,514	5,931,699
Sparkling wine	21,710,635	1,133,853	1,650,719	18,385,310	540,753
Still wine	180,029,185	16,180,323	24,241,888	131,286,665	8,320,309
Cooler beverage	448,482	91,410	65,867	266,817	24,388
Beer other than draft	247,720,623	40,604,657	50,838,564	136,553,816	19,723,586
Draft beer	34,891,057	4,683,586	5,320,421	22,568,638	2,318,412
All types (wine gallons 1/)	37,696,403	5,642,759	6,994,478	22,384,273	2,674,893
Distilled spirits	2,550,838	218,398	294,858	1,929,710	107,872
Sparkling wine	321,324	20,930	37,085	251,951	11,358
Still wine	4,488,145	469,894	573,797	3,240,364	204,090
Cooler beverage	39,696	7,190	5,971	24,254	2,281
Beer other than draft	26,737,012	4,459,699	5,532,682	14,622,231	2,122,400
Draft beer	3,559,388	466,648	550,085	2,315,763	226,892

1/ 128 fluid ounces.

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

Table 23.13-- PRODUCT LINE SALES FOR RETAIL TRADE (NAICS 44-45): 2012

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	4,643	18,901,745	(X)	100.0
20100	Groceries & other food for human consumption off the premises	1,314	3,893,586	36.1	20.6
20140	Packaged liquor, wine, & beer	790	509,365	5.8	2.7
20150	Cigars, cigarettes, etc & smokers' access, excluding sls from vending	836	380,597	4.9	2.0
20160	Drugs, health aids, beauty aids, including cosmetics	1,172	1,830,256	18.5	9.7
20180	Soaps, detergents, & household cleaners	554	197,064	2.7	1.0
20190	Paper & related products, including paper towels, toilet tissue, wraps, etc.	495	193,309	2.8	1.0
20200	Men's wear, including accessories	961	572,843	7.6	3.0
20220	Women's, juniors', & misses' wear, including accessories	1,218	1,179,243	17.7	6.2
20240	Children's wear, including boys, girls, & infants & toddlers	624	170,554	4.5	0.9
20250	Costumes & unisex clothing	167	8,834	0.7	(1/)
20260	Footwear, including accessories	834	382,191	6.4	2.0
20270	Sewing, knitting materials & supplies, needlework goods	73	25,466	2.8	0.1
20280	Curtains, draperies, blinds, slipcovers, bed & table coverings	155	99,443	2.7	0.5
20300	Major household appliances	134	150,492	5.8	0.8
20310	Small electric appliances & personal care appliances	204	46,985	0.9	0.2
20320	TVs, video recorders, video cameras, video tapes, DVDs, etc	233	148,356	3.0	0.8
20330	Audio equipment, musical instruments, radios, stereos, CDs, records, etc	323	78,029	2.4	0.4
20340	Furniture, sleep equipment & outdoor/patio furniture	266	211,317	4.1	1.1
20360	Flooring & floor coverings	101	110,784	5.1	0.6
20370	Computer hardware, software, & supplies	128	240,019	6.7	1.3
20380	Kitchenware & home furnishings	588	250,219	4.6	1.3

Continued on next page.

**Table 23.13-- PRODUCT LINE SALES FOR RETAIL TRADE (NAICS 44-45):
2012 -- 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	1,047	774,616	15.4	4.1
20420	Books	216	32,809	1.2	0.2
20440	Photographic equipment & supplies	227	45,016	0.9	0.2
20460	Toys, hobby goods, & games	382	116,951	3.1	0.6
20490	Optical goods, including eyeglasses, contact lenses, sunglasses, etc	295	97,631	1.9	0.5
20530	Sporting goods & recreational equip.	481	229,845	6.0	1.2
20590	Boats & other sport vehicles, parts & accessories	51	35,318	4.4	0.2
20600	Hardware, tools, & plumbing & electrical supplies	360	319,219	7.4	1.7
20620	Lawn, garden, & farm equipment & supplies	451	224,573	4.4	1.2
20640	Dimensional lumber & other building/ structural materials & supplies	138	346,260	36.9	1.8
20670	Paint & sundries	115	110,357	7.1	0.6
20690	Wallpaper & other flex. wallcoverings	22	2,171	0.4	(1/)
20700	Automobiles, cars, vans, trucks, motorcycles, motor scooters, etc	148	2,007,568	82.8	10.6
20720	Automotive fuels	306	1,380,117	42.9	7.3
20730	Automotive lubricants, including oil, greases, etc	317	31,196	1.1	0.2
20740	Automotive tires, tubes, batteries, parts, accessories	440	459,061	6.6	2.4
20780	Household fuels, including oil, LP gas, wood, coal	108	96,380	8.3	0.5
20800	Pets, pet foods, & pet supplies	319	131,264	2.2	0.7
20810	Baby goods not elsewhere classified, incl. bottles, monitors, carriers, swings, etc.	42	20,550	2.3	0.1
20830	Used books, clothing, furniture, & other used items not elsewhere classified	89	35,945	21.1	0.2
20850	All other merchandise	1,440	910,109	11.2	4.8

Continued on next page.

**Table 23.13-- PRODUCT LINE SALES FOR RETAIL TRADE (NAICS 44-45):
2012 -- 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
21100	Meals, unpackaged snacks, sandwiches, unpackaged ice cream & yogurt, bakery items, other food items & nonalcoholic bvg's prepared for immediate consumption	445	172,096	3.1	0.9
21220	Meals, snacks, & beverages prepared for catered events	89	51,622	2.1	0.3
29810	All other merchandise	636	112,561	1.9	0.6
29900	All nonmerchandise receipts	873	473,431	5.0	2.5

X Not applicable.

1/ Less than half the unit shown.

Source: U.S. Census Bureau, *2012 Economic Census*, "Sector 44: Retail Trade: Subject Series - Product Lines: Product Lines Statistics by Kind of Business for the United States and States: 2012" (EC1244SLLS1) <<http://factfinder.census.gov>> accessed June 17, 2016.

**Table 23.14-- WHOLESALE TRADE ESTABLISHMENTS AND SALES
(NAICS 42): 1939 TO 2012**

[Statistics currently 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]

Year	Number	Sales (\$1,000)	Year	Number	Sales (\$1,000)
1939	704	97,045	1982	1,737	4,084,369
1948	702	480,734	1987	1,998	5,362,490
1954	594	581,940	1992	2,202	8,001,621
1958	793	618,155	1997	1,872	7,147,462
1963	974	735,205	2002	1,876	9,986,355
1967	1,030	1,013,813	2007	1,844	12,672,267
1972	1,336	1,538,429	2012	1,751	13,466,008
1977	1,569	2,571,489			

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; *2007 Economic Census*, "Sector 42: Wholesale Trade, Geographic Area Series, Summary Statistics for the United States, States, Metro Areas, Counties, and Places: 2007" (EC0742A1) <<http://factfinder.census.gov>> accessed April 12, 2010; *2012 Economic Census*, "Sector 42: Wholesale Trade, Geographic Area Series: Summary Statistics for the U.S., States, Metro Areas, Counties, and Places: 2012" (EC1242A1) <<http://factfinder.census.gov>> accessed May 22, 2015.

**Table 23.15-- CHARACTERISTICS OF WHOLESALE ESTABLISHMENTS
(NAICS 42), BY BROAD GEOGRAPHIC AREA: 2012**

[Includes establishments with payroll. Merchant wholesalers, except manufacturers' sales branches and offices. Statistics based on the 2012 North American Industry Classification System (NAICS)]

Subject	State total	Oahu	Neighbor islands
Number of establishments	1,561	1,167	394
Sales (\$1,000)	9,607,982	8,052,799	1,555,183
Annual payroll (\$1,000)	724,517	596,874	127,643
First quarter payroll (\$1,000)	175,328	145,092	30,236
Paid employees for pay period including March 12 (number)	16,686	13,446	3,240
Operating expenses (\$1,000)	1,430,907	1,173,325	257,582
Inventories (\$1,000)			
Beginning of year	936,940	799,816	137,124
End of year	995,699	849,305	146,394

Source: U.S. Census Bureau, *2012 Economic Census*, "Sector 42: Wholesale Trade, Geographic Area Series, Summary Statistics for the U.S., States, Metro Areas, Counties, and Places: 2012" (EC1242A1) <<http://factfinder.census.gov>> accessed May 26, 2015; and calculations by the Hawaii State Department of Business, Economic Development & Tourism.

Table 23.16-- WHOLESALE TRADE (NAICS 42), BY KIND OF BUSINESS: 2012

[Includes establishments with payroll. Statistics based on the 2012 North American Industry Classification System (NAICS)]

NAICS codes	Kind of business	Number of establishments	Sales (\$1,000)	Annual payroll (\$1000)	Number of employees 1/
42	Wholesale trade	1,751	13,466,008	844,540	18,761
4231	Motor vehicles and parts	55	642,691	38,170	818
4232	Furniture and home furnishings	58	136,694	19,601	439
4233	Lumber and other construction materials	74	377,075	32,060	641
4234	Commercial equipment	135	602,866	77,058	1,322
4235	Metals and minerals, except petroleum	23	104,522	9,887	202
4236	Electrical and electrical goods	104	511,356	50,599	828
4237	Hardware, and plumbing	82	438,736	42,609	702
4238	Machinery, equipment, and supplies	113	344,330	50,308	908
4239	Miscellaneous durable goods	182	331,695	43,883	1,252
4241	Paper and paper products	70	1,064,062	28,735	669
4242	Drugs and druggists' sundries	64	1,172,410	34,505	772
4243	Apparel, piece goods, and notions	95	138,777	21,029	652
4244	Grocery and related products	309	2,984,713	227,482	5,776
4245	Farm product raw materials	3	1,634	379	14
4246	Chemical and allied products	37	(D)	(D)	(2/)
4247	Petroleum and petroleum products	26	(D)	(D)	(2/)
4248	Beer, wine, and distilled alcoholic beverages	34	698,177	62,698	1,248
4249	Miscellaneous nondurable goods	184	(D)	(D)	(3/)
4251	Wholesale electronic markets and agents and brokers	103	901,175	19,789	477

D Withheld to avoid disclosing data for individual companies.

1/ For week including March 12.

2/ 250 to 499 employees.

3/ 1,000 to 2,499 employees.

Source: U.S. Census Bureau, *2012 Economic Census*, "Sector 42: Wholesale Trade, Geographic Area Series, Summary Statistics for the U.S., States, Metro Areas, Counties, and Places: 2012" (EC1242A1) <<http://factfinder.census.gov>> accessed May 27, 2015.

Table 23.17-- WHOLESALE TRADE (NAICS 42), BY COUNTY AND SELECTED PLACE: 2012

[Includes establishments with payroll. Merchant wholesalers, except manufacturers' sales and offices. Statistics based on the 2012 North American Industry Classification System (NAICS)]

Geographic area	Number of establishments	Sales (\$1,000)	Annual payroll (\$1,000)	Number of employees 1/
Hawaii	1,561	9,607,982	724,517	16,686
Hawaii County	178	(D)	(D)	(2/)
Hawaiian Paradise Park	2	(D)	(D)	(3/)
Hilo	71	328,057	31,409	839
Honaunau/Napoopoo	2	(D)	(D)	(3/)
Kailua	26	55,801	5,986	138
Kalaoa	22	96,548	8,841	218
Balance of Hawaii County 4/	55	(D)	(D)	(D)
Honolulu County	1,167	8,052,799	596,874	13,446
Aiea	10	15,547	1,659	48
East Honolulu	33	22,461	2,354	65
Ewa Beach	2	(D)	(D)	(3/)
Halawa	28	162,428	11,532	258
Haleiwa	3	9,907	359	20
Kahaluu	4	2,920	275	7
Kailua	17	21,389	2,769	62
Kaneohe	12	11,469	986	19
Kapolei	7	92,258	7,857	149
Laie	2	(D)	(D)	(5/)
Maili	2	(D)	(D)	(3/)
Makakilo	5	2,163	299	14
Mililani Mauka	5	(D)	(D)	(5/)
Mililani Town	9	2,862	495	16
Pearl City	38	261,860	19,264	463
Pupukea	2	(D)	(D)	(3/)
Urban Honolulu	782	5,712,767	399,801	9,002
Wahiawa	6	7,233	1,019	30
Waialua	3	1,024	209	11
Waimalu	10	51,941	5,871	125
Waimanalo	6	20,326	1,559	61
Waipahu	56	292,465	35,089	790
Waipio	27	383,578	33,430	741
Balance of Honolulu County 4/	98	(D)	(D)	(D)

Continued on next page.

Table 23.17-- WHOLESALE TRADE (NAICS 42), BY COUNTY AND SELECTED PLACE: 2012 -- Con.

Geographic area	Number of establishments	Sales (\$1,000)	Annual payroll (\$1,000)	Number of employees 1/
Kauai County	76	(D)	(D)	(6/)
Hanapepe	2	(D)	(D)	(3/)
Kalaheo	2	(D)	(D)	(3/)
Kapaa	11	20,715	1,862	80
Lihue	37	153,004	11,577	323
Puhi	14	73,164	7,221	138
Balance of Kauai County 4/	10	(D)	(D)	(D)
Maui County	140	714,580	50,414	1,141
Haiku-Pauwela	10	9,059	2,022	36
Kaanapali	2	(D)	(D)	(3/)
Kahului	52	513,480	31,802	637
Kaunakakai	4	6,015	470	8
Kihei	12	22,473	2,056	65
Kula	3	(D)	(D)	(5/)
Lahaina	5	(D)	(D)	(5/)
Lanai City	1	(D)	(D)	(3/)
Makawao	3	(D)	(D)	(3/)
Pukalani	5	(D)	(D)	(3/)
Waihee/Waiehu	2	(D)	(D)	(3/)
Wailuku	36	124,547	10,918	285
Balance of Maui County 4/	5	(D)	(D)	(D)

D Withheld to avoid disclosing data for individual companies.

1/ For week including March 12.

2/ 1,000 to 2,499 employees.

3/ 0 to 19 employees.

4/ This table displays fewer economic places within each county than the source document. Therefore, the balance of county figures were recalculated and differ from figures shown in the original source.

5/ 20 to 99 employees.

6/ 500 to 999 employees.

Source: U.S. Census Bureau, 2012 Economic Census, "Sector 42: Wholesale Trade: Geographic Area Series: Summary Statistics for the U.S., States, Metro Areas, Counties, and Places: 2012" (EC1242A1) <<http://factfinder.census.gov>> accessed May 27, 2015; and calculations by the Hawaii State Department of Business, Economic Development & Tourism.

Table 23.18-- PROFESSIONAL, SCIENTIFIC, AND TECHNICAL SERVICES ESTABLISHMENTS (NAICS 54), BY COUNTY AND SELECTED PLACE: 2012

[Includes establishments with payroll. Statistics based on the 2012 North American Industry Classification System (NAICS)]

Geographic area	Number of establishments	Receipts/ revenue (\$1,000)	Annual payroll (\$1,000)	Number of employees 1/
State total	3,226	3,334,059	1,265,631	21,629
Hawaii County	294	193,315	72,089	1,502
Captain Cook	3	(D)	(D)	(2/)
Hawaiian Paradise Park	3	(D)	(D)	(2/)
Hilo	101	79,436	30,978	653
Holualoa	10	1,170	365	17
Kahaluu-Keauhou	6	1,428	557	10
Kailua	62	27,010	9,806	233
Kalaoa	22	11,254	2,507	125
Waikoloa Village	8	1,440	498	20
Waimea	31	50,466	21,249	282
Balance of Hawaii County 3/	48	(D)	(D)	(D)
Honolulu County	2,399	2,895,066	1,105,443	18,234
Ahuimanu	7	990	374	10
Aiea	16	9,676	3,265	108
East Honolulu	110	33,806	12,233	282
Ewa Beach	3	(D)	(D)	(2/)
Ewa Gentry	3	(D)	(D)	(2/)
Halawa	16	5,884	2,270	42
Haleiwa	3	(D)	(D)	(2/)
Heeia	5	1,143	322	12
Hickam Housing	3	(D)	(D)	(4/)
Kahaluu	6	639	236	6
Kailua	96	(D)	(D)	(5/)
Kaneohe	51	28,938	11,140	299
Kaneohe Station	15	10,303	4,889	74
Kapolei	11	4,887	1,748	102
Laie	3	(D)	(D)	(4/)
Makakilo	7	1,675	461	15
Mililani Mauka	15	13,348	7,485	58
Mililani Town	18	6,220	2,534	81
Nanakuli	3	713	259	15
Ocean Pointe	6	2,642	763	40
Pearl City	36	27,585	10,307	224

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Table 23.18-- PROFESSIONAL, SCIENTIFIC, AND TECHNICAL SERVICES ESTABLISHMENTS (NAICS 54), BY COUNTY AND SELECTED PLACE: 2012 -- Con.

Geographic area	Number of establishments	Receipts/revenue (\$1,000)	Annual payroll (\$1,000)	Number of employees 1/
Honolulu County - Con.				
Pupukea	6	761	151	8
Royal Kunia	6	(D)	(D)	(4/)
Schofield Barracks	20	39,089	15,213	244
Urban Honolulu	1,709	2,414,461	914,628	14,263
Wahiawa	22	20,856	8,324	149
Waialua	3	1,300	432	15
Waianae	9	3,135	1,112	43
Waikele	3	481	127	15
Waimalu	24	20,599	9,853	193
Waimanalo	7	19,513	7,762	154
Waipahu	20	15,240	5,422	226
Waipio	15	9,977	5,539	121
West Loch	3	363	164	3
Balance of Honolulu County 3/	119	(D)	(D)	(D)
Kauai County	143	59,283	21,110	512
Kalaheo	9	2,450	727	32
Kapaa	17	3,581	974	49
Kekaha	7	6,490	2,223	33
Kilauea	14	1,575	371	16
Lihue	46	21,217	8,244	245
Puhi	5	2,824	1,490	29
Wailua Homesteads	7	3,199	1,034	39
Balance of Kauai County 3/	38	17,947	6,047	69
Maui County	390	186,395	66,989	1,381
Haiku-Pauwela	24	4,635	892	24
Kaanapali	9	4,708	1,295	41
Kahului	43	27,726	9,515	258
Kihei	51	44,605	19,721	258
Kula	29	7,451	2,689	60
Lahaina	21	7,122	1,646	80
Lanai City	2	(D)	(D)	(2/)
Makawao	13	3,568	987	25
Napili-Honokowai	4	969	293	4
Paia	11	2,070	506	14
Pukalani	13	2,243	895	37

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Table 23.18-- PROFESSIONAL, SCIENTIFIC, AND TECHNICAL SERVICES ESTABLISHMENTS (NAICS 54), BY COUNTY AND SELECTED PLACE: 2012 -- Con.

Geographic area	Number of establishments	Receipts/ revenue (\$1,000)	Annual payroll (\$1,000)	Number of employees 1/
Maui County - Con.				
Waikapu	3	276	98	2
Wailea	22	4,353	886	25
Wailuku	129	71,070	26,081	524
Balance of Maui County 3/	16	(D)	(D)	(D)

D Withheld to avoid disclosing data for individual companies.

1/ For week including March 12.

2/ 0 to 19 employees.

3/ This table displays fewer economic places within each county than the source document. Therefore, the balance of county figures were recalculated and differ from figures shown in the original source.

4/ 20 to 99 employees.

5/ 500 to 999 employees.

Source: U.S. Census Bureau, *2012 Economic Census*, "Sector 54: Professional, Scientific, and Technical Services: Geographic Area Series, Summary Statistics for the U.S., States, Metro Areas, Counties, and Places: 2012" (EC1254A1) <<http://factfinder.census.gov>> accessed June 3, 2015 and calculations by the Hawaii State Department of Business, Economic Development & Tourism.

Table 23.19-- ADMINISTRATIVE AND SUPPORT AND WASTE MANAGEMENT AND REMEDIATION SERVICES ESTABLISHMENTS (NAICS 56), BY COUNTY AND SELECTED PLACE: 2012

[Includes establishments with payroll. Statistics based on the 2012 North American Industry Classification System (NAICS)]

Geographic area	Number of establishments	Receipts (\$1,000)	Annual payroll (\$1,000)	Number of employees 1/
State total	1,799	2,893,771	1,355,113	47,307
Hawaii County	235	275,783	143,164	5,616
Hawaiian Paradise Park	3	(D)	(D)	(2/)
Hilo	62	73,968	40,185	1,669
Holualoa	12	10,193	2,949	89
Kahaluu-Keauhou	6	2,102	602	15
Kailua	41	(D)	(D)	(3/)
Kalaoa	28	39,926	18,817	727
Waikoloa Village	14	6,766	966	32
Waimea	15	4,029	1,464	40
Balance of Hawaii County 4/	54	(D)	(D)	(5/)
Honolulu County	1,169	2,203,990	1,022,281	34,800
Aiea	13	8,804	2,702	100
East Honolulu	50	(D)	(D)	(6/)
Ewa Beach	8	766	350	22
Ewa Gentry	9	(D)	(D)	(7/)
Halawa	19	31,435	6,957	187
Haleiwa	7	(D)	(D)	(7/)
Hauula	3	(D)	(D)	(2/)
Heeia	4	(D)	(D)	(7/)
Kahaluu	4	(D)	(D)	(2/)
Kahuku	3	845	279	11
Kailua	43	26,395	12,008	348
Kaneohe	28	11,673	3,606	186
Kaneohe Station	3	(D)	(D)	(7/)
Kapolei	12	9,534	5,486	297
Maili	4	83	49	2
Makaha	3	162	59	4
Makakilo	10	6,892	1,899	72
Mililani Mauka	11	4,040	1,392	67
Mililani Town	16	4,868	1,563	70
Nanakuli	5	(D)	(D)	(7/)
Pearl City	29	30,447	12,636	488
Pupukea	4	(D)	(D)	(7/)
Royal Kunia	8	(D)	(D)	(7/)

Continued on next page.

Table 23.19-- ADMINISTRATIVE AND SUPPORT AND WASTE MANAGEMENT AND REMEDIATION SERVICES ESTABLISHMENTS (NAICS 56), BY COUNTY AND SELECTED PLACE: 2012 -- Con.

Geographic area	Number of establishments	Receipts (\$1,000)	Annual payroll (\$1,000)	Number of employees 1/
Honolulu County - Con.				
Schofield Barracks	5	4,748	2,999	132
Urban Honolulu	706	1,539,531	717,840	25,562
Wahiawa	16	(D)	(D)	(5/)
Waianae	5	(D)	(D)	(7/)
Waimalu	17	27,150	11,915	423
Waimanalo	9	(D)	(D)	(8/)
Waipahu	32	40,924	12,895	572
Waipio	14	15,165	7,493	283
Waipio Acres	4	(D)	(D)	(7/)
Balance of Honolulu County 4/	65	(D)	(D)	(D)
Kauai County	124	110,789	52,290	1,990
Kapaa	11	(D)	(D)	(9/)
Kekaha	7	8,046	3,462	103
Kilauea	10	10,128	5,817	286
Lihue	23	26,119	8,427	366
Puhi	6	3,392	1,590	66
Wailua Homesteads	10	3,917	1,361	54
Balance of Kauai County 4/	57	(D)	(D)	(D)
Maui County	271	303,209	137,378	4,901
Haiku-Pauwela	18	5,880	1,698	54
Kaanapali	6	1,303	658	21
Kahului	53	97,251	56,866	2,052
Kaunakakai	3	1,439	143	11
Kihei	41	28,642	11,969	307
Kula	11	7,564	2,542	109
Lahaina	20	46,539	27,982	969
Lanai City	4	(D)	(D)	(7/)
Makawao	11	5,630	3,207	175
Napili-Honokowai	8	4,747	1,721	56
Paia	4	474	142	6
Pukalani	9	(D)	(D)	(8/)
Waihee/Waiehu	3	(D)	(D)	(2/)
Waikapu	3	538	150	7
Wailea	12	9,449	1,086	57
Wailuku	48	70,854	20,474	746
Balance of Maui County 4/	17	(D)	(D)	(D)

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Table 23.19-- ADMINISTRATIVE AND SUPPORT AND WASTE MANAGEMENT AND REMEDIATION SERVICES ESTABLISHMENTS (NAICS 56), BY COUNTY AND SELECTED PLACE: 2012 -- Con.

D Withheld to avoid disclosing data for individual companies.

1/ For week including March 12.

2/ 0 to 19 employees.

3/ 1,000 to 2,499 employees.

4/ This table displays fewer economic places within each county than the source document. Therefore, the balance of county figures were recalculated by DBEDT and differ from figures shown in the original source.

5/ 250 to 499 employees.

6/ 2,500 to 4,999 employees.

7/ 20 to 99 employees.

8/ 100 to 249 employees.

9/ 500 to 999 employees.

Source: U.S. Census Bureau, *2012 Economic Census*, "Sector 56: Administrative and Support and Waste Management and Remediation Services: Geographic Area Series, Summary Statistics for the U.S., States, Metro Areas, Counties, and Places: 2012" (EC1256A1) <<http://factfinder.census.gov>> accessed June 3, 2015; and calculations by the Hawaii State Department of Business, Economic Development & Tourism.

**Table 23.20-- EDUCATIONAL SERVICES ESTABLISHMENTS (NAICS 61),
BY COUNTY AND SELECTED PLACE: 2012**

[Includes establishments with payroll. Statistics based on the 2012 North American
Industry Classification System (NAICS)]

Geographic area	Number of establishments	Receipts/ revenue (\$1,000)	Annual payroll (\$1,000)	Number of employees 1/
State total	347	158,389	51,088	2,410
Hawaii County	29	17,307	5,186	195
Hilo	7	1,080	340	36
Kahaluu-Keauhou	3	1,337	472	12
Kailua	9	7,940	2,323	87
Waimea	4	(D)	(D)	(2/)
Balance of Hawaii County 3/	6	(D)	(D)	(D)
Honolulu County	255	119,855	39,539	1,909
Ahuimanu	2	(D)	(D)	(4/)
Aiea	6	804	224	26
East Honolulu	9	806	269	14
Haleiwa	4	1,114	166	4
Kailua	7	3,081	1,532	39
Kaneohe	7	2,379	1,011	45
Kapolei	2	(D)	(D)	(4/)
Mililani Mauka	3	1,455	459	35
Mililani Town	4	522	143	22
Pearl City	3	798	255	25
Urban Honolulu	163	83,320	29,225	1,399
Wahiawa	6	659	161	34
Waimalu	9	3,020	889	70
Waipahu	6	853	325	32
Waipio	4	1,790	307	48
Balance of Honolulu County 3/	20	(D)	(D)	(D)
Kauai County	16	4,502	1,311	76
Kalaheo	2	(D)	(D)	(4/)
Kapaa	3	495	133	14
Lihue	4	831	277	18
Balance of Kauai County 3/	7	(D)	(D)	(D)

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**Table 23.20-- EDUCATIONAL SERVICES ESTABLISHMENTS (NAICS 61),
BY COUNTY AND SELECTED PLACE: 2012 -- Con.**

Geographic area	Number of establishments	Receipts/ revenue (\$1,000)	Annual payroll (\$1,000)	Number of employees 1/
Maui County	47	16,725	5,052	230
Haiku/Pauwela	2	(D)	(D)	(4/)
Kahului	10	2,106	738	39
Kihei	9	2,332	682	45
Lahaina	5	4,154	1,214	31
Makawao	4	3,031	726	27
Pukalani	3	139	37	3
Wailea	3	(D)	(D)	(2/)
Wailuku	3	(D)	(D)	(4/)
Balance of Maui County 3/	8	(D)	(D)	(D)

D Withheld to avoid disclosing data for individual companies.

1/ For week including March 12.

2/ 20 to 99 employees.

3/ This table displays fewer economic places within each county than the source document. Therefore, the balance of county figures were recalculated by DBEDT and differ from figures shown in the original source.

4/ 0 to 19 employees.

Source: U.S. Census Bureau, *2012 Economic Census*, "Sector 61: Educational Services: Geographic Area Series: Summary Statistics for the U.S., States, Metro Areas, Counties, and Places: 2012" (EC1261A1) <<http://factfinder.census.gov>> accessed June 3, 2015; and calculations by the Hawaii State Department of Business, Economic Development & Tourism.

**Table 23.21-- ARTS, ENTERTAINMENT, AND RECREATION
ESTABLISHMENTS (NAICS 71), BY COUNTY AND
SELECTED PLACE: 2012**

[Includes establishments with payroll. Statistics based on the 2012 North American
Industry Classification System (NAICS)]

Geographic area	Number of establishments	Receipts/ revenue (\$1,000)	Annual payroll (\$1,000)	Number of employees 1/
State total	495	843,628	249,168	10,623
Hawaii County	69	89,358	29,355	1,149
Captain Cook	3	726	282	22
Hilo	11	6,874	1,930	144
Kailua	12	38,708	15,609	538
Waikoloa Village	3	(D)	(D)	(2/)
Waimea	4	464	197	11
Balance of Hawaii County 3/	36	(D)	(D)	(D)
Honolulu County	259	537,106	145,031	6,495
Aiea	4	(D)	(D)	(4/)
East Honolulu	14	32,847	10,313	434
Halawa	4	(D)	(D)	(4/)
Kahaluu	3	(D)	(D)	(5/)
Kailua	13	14,292	4,601	194
Kaneohe	14	13,766	3,553	236
Kapolei	9	20,606	4,609	266
Laie	2	(D)	(D)	(6/)
Mililani Town	3	8,793	1,800	119
Pearl City	3	11,922	2,452	146
Pupukea	6	7,997	2,437	67
Urban Honolulu	137	224,074	59,976	2,747
Wahiawa	3	(D)	(D)	(5/)
Waimalu	4	10,509	2,948	165
Waimanalo Beach	2	(D)	(D)	(5/)
Waipahu	4	(D)	(D)	(4/)
Balance of Honolulu County 3/	34	(D)	(D)	(D)
Kauai County	47	76,112	27,163	951
Hanapepe	3	1,067	178	10
Kalaheo	3	(D)	(D)	(2/)
Kapaa	4	(D)	(D)	(4/)
Lihue	12	13,814	5,918	242
Balance of Kauai County 3/	25	(D)	(D)	(D)

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**Table 23.21-- ARTS, ENTERTAINMENT, AND RECREATION
ESTABLISHMENTS (NAICS 71), BY COUNTY AND
SELECTED PLACE: 2012 -- Con.**

Geographic area	Number of establishments	Receipts/ revenue (\$1,000)	Annual payroll (\$1,000)	Number of employees 1/
Maui County	120	141,052	47,619	2,028
Haiku-Pauwela	9	3,486	1,100	39
Kaanapali	5	(D)	(D)	(2/)
Kahului	13	19,370	6,839	478
Kaunakakai	1	(D)	(D)	(5/)
Kihei	14	9,403	3,539	185
Kula	7	2,875	398	16
Lahaina	14	(D)	(D)	(7/)
Makawao	3	1,123	326	28
Napili/Honokowai	3	(D)	(D)	(5/)
Pukalani	9	(D)	(D)	(2/)
Wailea	11	17,128	4,622	134
Wailuku	9	4,494	1,660	85
Balance of Maui County 3/	22	(D)	(D)	(D)

D Withheld to avoid disclosing data for individual companies.

1/ For week including March 12.

2/ 100 to 249 employees.

3/ This table displays fewer economic places within each county than the source document. Therefore, the balance of county figures were recalculated by DBEDT and differ from figures shown in the original source.

4/ 20 to 99 employees.

5/ 0 to 19 employees.

6/ 500 to 999 employees.

7/ 250 to 499 employees.

Source: U.S. Census Bureau, *2012 Economic Census*, "Sector 71: Arts, Entertainment, and Recreation: Geographic Area Series: U.S., States, Metro Areas, Counties, and Places: 2012" (EC1271A1) <<http://factfinder.census.gov>> accessed June 3, 2015 and calculations by the Hawaii State Department of Business, Economic Development & Tourism.

**Table 23.22-- OTHER SERVICES (EXCEPT PUBLIC ADMINISTRATION)
ESTABLISHMENTS (NAICS 81), BY COUNTY AND SELECTED
PLACE: 2012**

[Includes establishments with payroll. Statistics based on the 2012
North American Industry Classification System (NAICS)]

Geographic area	Number of establishments	Receipts/ revenue (\$1,000)	Annual payroll (\$1,000)	Number of employees 1/
State total	2,808	2,004,775	538,698	19,348
Hawaii County	288	166,086	41,012	1,387
Hilo	96	57,096	11,261	464
Holualoa	16	(D)	(D)	(2/)
Honaunau/Napoopoo	3	(D)	(D)	(3/)
Kahaluu/Keauhou	16	5,327	1,118	35
Kailua	59	39,556	11,825	391
Kalaoa	9	3,562	749	38
Waikoloa Village	14	7,219	1,653	45
Waimea	15	7,941	1,595	47
Balance of Hawaii County 4/	60	(D)	(D)	(D)
Honolulu County	2,012	1,522,364	411,766	14,967
Ahuimanu	4	1,269	348	18
Aiea	26	9,437	2,828	149
East Honolulu	49	28,220	6,222	252
Ewa Beach	13	(D)	(D)	(2/)
Ewa Gentry	6	(D)	(D)	(2/)
Halawa	18	12,279	3,335	145
Haleiwa	6	1,089	348	13
Hickam Housing	3	(D)	(D)	(2/)
Kailua	65	35,683	9,037	440
Kaneohe	67	32,883	9,885	352
Kaneohe Station	5	(D)	(D)	(3/)
Kapolei	20	12,322	4,063	164
Makaha	5	5,847	1,727	70
Makakilo	11	(D)	(D)	(2/)
Mililani Mauka	11	5,246	1,206	47
Mililani Town	32	19,520	7,371	480
Nanakuli	7	895	206	17
Ocean Pointe	5	2,202	514	20
Pearl City	61	33,131	8,690	292
Royal Kunia	8	2,290	380	33
Urban Honolulu	1,346	1,130,500	302,607	10,410
Wahiawa	25	11,396	3,045	146

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**Table 23.22-- OTHER SERVICES (EXCEPT PUBLIC ADMINISTRATION)
ESTABLISHMENTS (NAICS 81), BY COUNTY AND SELECTED
PLACE: 2012 -- Con.**

Geographic area	Number of establishments	Receipts/ revenue (\$1,000)	Annual payroll (\$1,000)	Number of employees 1/
Honolulu County - con.				
Waianae	8	(D)	(D)	(2/)
Waimalu	40	37,990	10,525	363
Waimanalo	5	(D)	(D)	(3/)
Waipahu	70	35,325	9,722	474
Waipio	19	16,741	4,381	133
Waipio Acres	5	3,477	454	19
West Loch Estate	3	697	194	7
Balance of Honolulu County 4/	69	(D)	(D)	(D)
Kauai County	125	78,197	23,881	809
Kalaheo	3	(D)	(D)	(3/)
Kapaa	15	11,443	3,531	113
Lihue	40	25,626	8,247	280
Puhi	7	(D)	(D)	(2/)
Balance of Kauai County 4/	60	(D)	(D)	(D)
Maui County	383	238,128	62,039	2,185
Haiku-Pauwela	7	1,400	465	21
Kaanapali	18	24,627	5,144	149
Kahului	60	43,119	12,823	501
Kaunakakai	7	5,445	1,815	54
Kihei	71	29,979	7,453	270
Kula	9	1,690	479	17
Lahaina	45	22,246	1,707	191
Lanai City	1	(D)	(D)	(3/)
Makawao	5	(D)	(D)	(3/)
Napili-Honokawai	21	(D)	(D)	(2/)
Pukalani	9	(D)	(D)	(2/)
Waihee/Waiehu	3	(D)	(D)	(2/)
Wailea	31	35,203	9,175	274
Wailuku	59	31,796	7,650	273
Balance of Maui County 4/	37	(D)	(D)	(D)

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**Table 23.22-- OTHER SERVICES (EXCEPT PUBLIC ADMINISTRATION)
ESTABLISHMENTS (NAICS 81), BY COUNTY AND SELECTED
PLACE: 2012 -- Con.**

D Withheld to avoid disclosing data for individual companies.

1/ For week including March 12.

2/ 20 to 99 employees.

3/ 0 to 19 employees.

4/ This table displays fewer economic places within each county than the source document. Therefore, the balance of county figures were recalculated by DBEDT and differ from figures shown in the original source.

Source: U.S. Census Bureau, *2012 Economic Census*, "Sector 81: Other Services (Except Public Administration): Geographic Area Series: U.S., States, Metro Areas, Counties, and Places: 2012" (EC1281A1) <<http://factfinder.census.gov>> accessed June 3, 2015; and calculations by the Hawaii State Department of Business, Economic Development & Tourism.

Table 23.23-- PROFESSIONAL, SCIENTIFIC, AND TECHNICAL SERVICES ESTABLISHMENTS (NAICS 54), BY TYPE OF OPERATION OR KIND OF BUSINESS: 2012

[Includes establishments with payroll. Statistics based on the 2012 North American Industry Classification System (NAICS)]

NAICS code	Type of operation or kind of business	Number of establishments	Receipts/revenue (\$1,000)	Annual payroll (\$1,000)	Number of employees 1/
	Subject to Federal Income Tax				
54	Professional, scientific, and technical services	3,188	3,229,357	1,225,011	20,998
541	Professional, scientific, and technical services	3,188	3,229,357	1,225,011	20,998
5411	Legal services	668	(D)	(D)	(2/)
5412	Accounting, tax preparation, bookkeeping, and payroll services	618	299,122	126,367	3,385
5413	Architectural, engineering, and related services	549	1,057,649	382,804	5,251
5414	Specialized design services	98	45,774	10,480	256
5415	Computer systems design and related services	389	464,803	200,373	2,847
5416	Management, scientific, and technical consulting services	383	327,642	123,926	2,049
5417	Scientific research and development services	75	115,997	58,672	770
5418	Advertising, public relations, and related services	126	99,215	33,879	1,008
5419	Other professional, scientific, and technical services	282	(D)	(D)	(3/)
	Exempt from Federal Income Tax				
54	Professional, scientific, and technical services	38	104,702	40,620	631
541	Professional, scientific, and technical services	38	104,702	40,620	631
5411	Legal services	17	12,124	5,698	144
5417	Scientific research and development services	21	92,578	34,922	487

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**Table 23.23-- PROFESSIONAL, SCIENTIFIC, AND TECHNICAL SERVICES
ESTABLISHMENTS (NAICS 54), BY TYPE OF OPERATION
OR KIND OF BUSINESS: 2012 -- Con.**

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

1/ For week including March 12.

2/ 2,500 to 4,999 employees.

3/ 1,000 to 2,499 employees.

Source: U.S. Census Bureau, *2012 Economic Census*, "Sector 54: Professional, Scientific, and Technical Services: Geographic Area Series: Summary Statistics for the U.S., States, Metro Areas, Counties, and Places: 2012" (EC1254A1) <<http://factfinder.census.gov>> accessed May 29, 2015.

Table 23.24-- ADMINISTRATIVE AND SUPPORT AND WASTE MANAGEMENT AND REMEDIATION SERVICES ESTABLISHMENTS (NAICS 56), BY KIND OF BUSINESS: 2012

[Includes establishments with payroll. Statistics based on the 2012 North American Industry Classification System (NAICS)]

NAICS code	Kind of business	Number of establishments	Receipts (\$1,000)	Annual payroll (\$1,000)	Number of employees 1/
56	Administrative and support and waste management and remediation services	1,799	2,893,771	1,355,113	47,307
561	Administrative and support services	1,663	2,543,083	1,267,472	45,401
5611	Office administrative services	55	79,867	29,717	677
5612	Facilities support services	32	58,870	29,302	879
5613	Employment services	141	859,261	628,191	21,757
5614	Business support services	105	59,280	17,626	757
5615	Travel arrangement and reservation services	395	587,493	147,143	3,836
5616	Investigation and security services	158	249,170	153,277	6,588
5617	Services to buildings and dwellings	706	566,245	240,156	10,171
5619	Other support services	71	82,897	22,060	736
562	Waste management and remediation services	136	350,688	87,641	1,906
5621	Waste collection	37	128,390	27,602	704
5622	Waste treatment and disposal	16	114,262	23,651	301
5629	Remediation and other waste management services	83	108,036	36,388	901

1/ For week including March 12.

Source: U.S. Census Bureau, *2012 Economic Census*, "Sector 56: Administrative and Support and Waste Management and Remediation Services: Geographic Area Series: Summary Statistics for the U.S., States, Metro Areas, Counties, and Places: 2012" (EC1256A1) <<http://factfinder.census.gov>> accessed June 1, 2015.

**Table 23.25-- EDUCATIONAL SERVICES ESTABLISHMENTS (NAICS 61),
BY TYPE OF OPERATION OR KIND OF BUSINESS: 2012**

[Includes establishments with payroll. Statistics based on the 2012 North American Industry Classification System (NAICS)]

NAICS code	Type of operation or kind of business	Number of establishments	Receipts/revenue (\$1,000)	Annual payroll (\$1,000)	Number of employees 1/
	Subject to Federal Income Tax				
61	Educational services	274	121,724	37,201	1,877
611	Educational services	274	121,724	37,201	1,877
6114	Business schools and computer and management training	25	10,578	4,477	130
6115	Technical and trade schools	33	19,570	5,694	185
6116	Other schools and instruction	202	84,890	24,465	1,492
6117	Educational support services	14	6,686	2,565	70
	Exempt from Federal Income Tax				
61	Educational services	73	36,665	13,887	533
611	Educational services	73	36,665	13,887	533
6114	Business schools and computer and management training	5	772	348	15
6115	Technical and trade schools	12	8,898	3,264	87
6116	Other schools and instruction	47	16,814	5,864	342
6117	Educational support services	9	10,181	4,411	89

1/ For week including March 12.

Source: U.S. Census Bureau, *2012 Economic Census*, "Sector 61: Educational Services: Geographic Area Series: Summary Statistics for the U.S., States, Metro Areas, Counties, and Places: 2012" (EC1261A1) <<http://factfinder.census.gov>> accessed June 1, 2015.

**Table 23.26-- ARTS, ENTERTAINMENT, AND RECREATION ESTABLISHMENTS
(NAICS 71), BY TYPE OF OPERATION OR KIND OF BUSINESS: 2012**

[Includes establishments with payroll. Statistics based on the 2012 North American Industry Classification System (NAICS)]

NAICS code	Type of operation or kind of business	Number of establishments	Receipts/revenue (\$1,000)	Annual payroll (\$1,000)	Number of employees 1/
	Subject to Federal Income Tax				
71	Arts, entertainment, and recreation	398	571,145	168,184	7,327
711	Performing arts, spectator sports, and related industries	133	128,322	37,878	1,581
7111	Performing arts companies	32	(D)	(D)	(2/)
7112	Spectator sports	12	4,489	779	16
7113	Promoters of performing arts, sports, and similar events	12	(D)	(D)	(3/)
7114	Agents and managers for public figures	8	5,768	391	17
7115	Independent artists, writers, and performers	69	17,716	4,126	125
712	Museums, historical sites, and similar institutions	10	49,495	11,555	465
7121	Museums, historical sites, and similar institutions	10	49,495	11,555	465
713	Amusement, gambling, and recreation industries	255	393,328	118,751	5,281
7131	Amusement parks and arcades	25	30,017	5,741	259
7139	Other amusement and recreation services	230	363,311	113,010	5,022
	Exempt from Federal Income Tax				
71	Arts, entertainment, and recreation	97	272,483	80,984	3,296
711	Performing arts, spectator sports, and related industries	23	28,294	9,028	508
7111	Performing arts companies	18	(D)	(D)	(4/)
7113	Promoters of performing arts, sports, and similar events	5	(D)	(D)	(3/)

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Table 23.26-- ARTS, ENTERTAINMENT, AND RECREATION ESTABLISHMENTS (NAICS 71), BY TYPE OF OPERATION OR KIND OF BUSINESS: 2012 -- Con.

NAICS code	Type of operation or kind of business	Number of establishments	Receipts/revenue (\$1,000)	Annual payroll (\$1,000)	Number of employees 1/
712	Museums, historical sites, and similar institutions	43	167,043	46,162	1,735
7121	Museums, historical sites, and similar institutions	43	167,043	16,162	1,735
713	Amusement, gambling, and recreation industries	31	77,146	25,794	1,053
7139	Other amusement and recreation services	31	77,146	25,794	1,053

D Withheld to avoid disclosing data of individual companies.

1/ For week including March 12.

2/ 1,000 to 2,499 employees.

3/ 100 to 249 employees.

4/ 250 to 499 employees.

Source: U.S. Census Bureau, *2012 Economic Census*, "Sector 71: Arts, Entertainment, and Recreation: Geographic Area Series: Summary Statistics for the U.S., States, Metro Areas, Counties, and Places: 2012" (EC1271A1) <<http://factfinder.census.gov>> accessed June 1, 2015.

Table 23.27-- OTHER SERVICES (EXCEPT PUBLIC ADMINISTRATION) ESTABLISHMENTS (NAICS 81), BY TYPE OF OPERATION OR KIND OF BUSINESS: 2012

[Includes establishments with payroll. Statistics based on the 2012 North American Industry Classification System (NAICS)]

NAICS code	Type of operation or kind of business	Number of establishments	Receipts/revenue (\$1,000)	Annual payroll (\$1,000)	Number of employees 1/
	Firms Subject to Federal Income Tax				
81	Other services (except public admin.)	1,519	877,528	278,979	11,014
811	Repair and maintenance	657	378,279	110,707	3,202
8111	Automotive repair and maintenance	473	302,023	85,022	2,507
8112	Electronic and precision equipment repair and maintenance	40	14,115	5,599	145
8113	Commercial machinery repair and maintenance	60	39,012	13,150	295
8114	Personal and household goods repair and maintenance	84	23,129	6,936	255
812	Personal and laundry services	862	499,249	168,272	7,812
8121	Personal care services	462	145,554	58,767	3,030
8122	Death care services	34	47,694	14,298	538
8123	Drycleaning and laundry services	92	139,609	46,785	1,945
8129	Other personal services	274	166,392	48,422	2,299
	Firms Exempt from Federal Income Tax				
81	Other services (except public admin.)	1,289	1,127,247	259,719	8,334
813	Religious/grantmaking/civic/professional and similar organization	1,289	1,127,247	259,719	8,334
8132	Grantmaking and giving services	78	195,649	30,209	694
8133	Social advocacy organizations	93	121,533	35,695	846
8134	Civic and social organizations	88	69,644	26,635	1,487
8139	Professional and similar organizations	1,030	740,421	167,180	5,307

1/ For week including March 12.

Source: U.S. Census Bureau, *2012 Economic Census*, "Sector 81: Other Services (Except Public Administration): Geographic Area Series: Summary Statistics for the U.S., States, Metro Areas, Counties and Places: 2012" (EC1281A1) <<http://factfinder.census.gov>> accessed June 2, 2015.

**Table 23.28-- TRAVEL ARRANGEMENT AND RESERVATION SERVICES
ESTABLISHMENTS (NAICS 5615), BY KIND OF BUSINESS: 2012**

[Includes establishments with payroll. Statistics based on the 2012 North American
Industry Classification System (NAICS)]

NAICS code	Kind of business	Number of establishments	Receipts (\$1,000)	Annual payroll (\$1,000)	Number of employees 1/
5615	Travel arrangement and reservation services	395	587,493	147,143	3,836
56151	Travel agencies	176	173,650	53,043	1,358
56152	Tour operators	156	288,329	54,269	1,646
56159	Other travel arrangement & reservation services 2/	63	125,514	39,831	832

1/ For week including March 12.

2/ Includes convention & visitors bureaus (NAICS 561591; 10 establishments). Excludes convention and trade show organizers (NAICS 56192; 23 establishments).

Source: U.S. Census Bureau, *2012 Economic Census*, "Sector 56: Administrative and Support and Waste Management and Remediation Services, Geographic Area Series, Summary Statistics for the U.S., States, Metro Areas, Counties, and Places: 2012" (EC1256A1) <<http://factfinder.census.gov>> accessed June 22, 2015.

**Table 23.29-- ACCOMMODATION AND FOOD SERVICES ESTABLISHMENTS
(NAICS 72), BY COUNTY AND SELECTED PLACE: 2012**

[Includes establishments with payroll. Statistics based on the 2012 North American Industry Classification System (NAICS)]

Geographic area	Number of establishments	Sales (\$1,000)	Annual payroll (\$1000)	Number of employees 1/
State total	3,518	9,536,706	2,535,950	98,364
Hawaii County	430	1,124,494	324,743	12,297
Captain Cook	5	(D)	(D)	(2/)
Hilo	146	133,782	33,243	2,239
Holualoa	11	(D)	(D)	(3/)
Kahaluu-Keauhou	18	88,700	28,737	1,089
Kailua	103	382,777	95,755	3,508
Kalaoa	3	(D)	(D)	(2/)
Volcano	5	4,464	1,242	77
Waikoloa Village	14	(D)	(D)	(4/)
Waimea	26	22,466	6,235	362
Balance of Hawaii County 5/	99	(D)	(D)	(D)
Honolulu County	2,355	5,273,221	1,333,021	57,486
Ahuimanu	7	6,707	1,210	93
Aiea	42	34,939	8,969	567
East Honolulu	65	(D)	(D)	(6/)
Ewa Beach	10	10,021	2,218	172
Ewa Gentry	7	5,604	1,414	104
Halawa	12	11,740	2,714	160
Haleiwa	23	33,591	8,092	494
Kailua	86	81,291	20,913	1,446
Kaneohe	74	76,836	17,457	1,140
Kapolei	33	58,742	14,642	915
Laie	8	(D)	(D)	(3/)
Makakilo	4	671	220	13
Mililani Mauka	6	6,348	1,297	87
Mililani Town	41	60,130	15,025	1,055
Nanakuli	6	6,205	1,447	134
Ocean Pointe	16	15,919	3,678	268
Pearl City	74	79,707	19,277	1,346
Pupukea	6	(D)	(D)	(2/)
Royal Kunia	18	13,992	3,019	223
Urban Honolulu	1,471	3,943,956	955,430	38,426
Wahiawa	44	44,497	11,549	704
Waianae	24	20,713	4,540	353

Continued on next page.

**Table 23.29-- ACCOMMODATION AND FOOD SERVICES ESTABLISHMENTS
(NAICS 72), BY COUNTY AND SELECTED PLACE: 2012 -- Con.**

Geographic area	Number of establishments	Sales (\$1,000)	Annual payroll (\$1000)	Number of employees 1/
Honolulu County - con.				
Waikele	14	24,763	6,239	424
Waimalu	70	91,316	23,950	1,480
Waimanalo	6	3,570	661	53
Waimanalo Beach	4	2,946	684	54
Waipahu	77	64,518	15,016	1,007
Waipio	15	29,426	7,541	492
Balance of Honolulu County 5/	92	(D)	(D)	(D)
Kauai County	234	831,487	252,470	8,638
Hanapepe	4	765	75	6
Kalaheo	6	(D)	(D)	(2/)
Kapaa	39	52,758	10,855	619
Kekaha	3	(D)	(D)	(2/)
Kilauea	4	4,532	1,192	104
Lihue	57	143,312	48,092	1,876
Wailua Homesteads	4	321	75	5
Balance of Kauai County 5/	117	(D)	(D)	(D)
Maui County	499	2,307,504	625,716	19,943
Haiku/Pauwela	4	3,625	1,152	75
Kaanapali	49	718,764	160,067	3,870
Kahului	84	123,307	31,165	1,703
Kaunakakai	8	(D)	(D)	(3/)
Kihei	91	136,593	35,137	1,622
Kula	5	4,945	1,297	82
Lahaina	93	343,924	105,653	3,748
Lanai City	9	(D)	(D)	(7/)
Makawao	10	10,293	4,058	265
Napili/Honokowai	17	55,210	7,734	289
Paia	16	38,935	12,599	509
Pukalani	7	7,026	1,310	123
Wailea	31	554,353	161,090	4,349
Wailuku	47	28,023	7,098	438
Balance of Maui County 5/	28	(D)	(D)	(D)

Continued on next page.

**Table 23.29-- ACCOMMODATION AND FOOD SERVICES ESTABLISHMENTS
(NAICS 72), BY COUNTY AND SELECTED PLACE: 2012 -- Con.**

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

1/ For week including March 12.

2/ 20 to 99 employees.

3/ 100 to 249 employees.

4/ 250 to 499 employees.

5/ This table displays fewer economic places within each county than the source document. Therefore, the balance of county figures were recalculated by DBEDT and differ from figures shown in the original source.

6/ 1,000 to 2,499 employees.

7/ 500 to 999 employees.

Source: U.S. Census Bureau, *2012 Economic Census*, "Sector 72: Accommodation and Food Services, Geographic Area Series: Summary Statistics for the United States, States, Metro Areas, Counties, and Places: 2012" (EC1272A1) <<http://factfinder.census.gov>> accessed June 10, 2015 and calculations by the Hawaii State Department of Business, Economic Development & Tourism.

**Table 23.30-- ACCOMMODATION AND FOOD SERVICES ESTABLISHMENTS
(NAICS 72), BY KIND OF BUSINESS: 2012**

[Includes establishments with payroll. Statistics based on the 2012 North American Industry Classification System (NAICS)]

NAICS codes	Kind of business	Number of establishments	Receipts (\$1,000)	Annual payroll (\$1,000)	Number of employees 1/
72	Accommodation and food services	3,518	9,536,706	2,535,950	98,364
721	Accommodation	309	5,738,872	1,529,385	38,426
7211	Traveler accommodation	300	5,735,924	1,528,665	38,393
72111	Hotels (except casino hotels) and motels	260	5,722,307	1,525,390	38,221
72119	Other traveler accommodation	40	13,617	3,275	172
721191	Bed-and-breakfast inns	20	4,196	1,417	73
721199	All other traveler accommodation	20	9,421	1,858	99
7212	RV (recreational vehicle) parks and recreational camps	4	(D)	(D)	(2/)
7213	Rooming and boarding houses	5	(D)	(D)	(2/)
722	Food services and drinking places	3,209	3,797,834	1,006,565	59,938
7223	Special food services	140	287,277	69,896	3,085
72231	Food service contractors	75	244,449	60,037	2,567
72232	Caterers	39	30,394	7,839	410
72233	Mobile food services	26	12,434	2,020	108
7224	Drinking places (alcoholic beverages)	228	120,448	26,169	1,830
7225	Restaurants and other eating places	2,841	3,390,109	910,500	55,023
72251	Restaurants and other eating places	2,841	3,390,109	910,500	55,023
722511	Full-service restaurants	1,204	1,968,924	595,675	32,893
722513	Limited-service restaurants	1,259	1,162,683	256,867	17,989
722514	Cafeterias, grill buffets, and buffets	12	(D)	(D)	(3/)
722515	Snack & nonalcoholic beverage bars	366	(D)	(D)	(4/)

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

1/ For week including March 12.

2/ 0 to 19 employees.

3/ 250 to 499 employees.

4/ 2,500 to 4,999 employees.

Source: U.S. Census Bureau, *2012 Economic Census*, "Sector 72: Accommodation and Food Services, Geographic Area Series: Summary Statistics for the U.S., States, Metro Areas, Counties, and Places: 2012" (EC1272A1) <<http://factfinder.census.gov>> accessed June 12, 2015.

Table 23.31-- PRODUCT LINE SALES FOR ACCOMMODATION AND FOOD SERVICES (NAICS 72): 2012

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	3,209	3,797,834	(X)	100.0
20070	Room or unit accommodation for travelers and others	6	3,403	8.4	0.1
20100	Groceries & other foods for human consumption off the premises	144	7,894	5.0	0.2
20130	Alcoholic beverages served for immediate consumption	1,116	424,294	23.8	11.2
20140	Packaged liquor, wine, & beer	17	655	4.2	(1/)
20150	Cigars, etc & smokers' accessories, excl sales from vending machines operated by others	22	348	1.7	(1/)
20850	All other merchandise	323	19,687	3.1	0.5
21100	Meals, snacks & nonalcoholic bvgvs prepared for immediate consumption	3,063	3,023,612	85.6	79.6
21210	Meals, snacks & nonalcoholic bvgvs prepared under long-term contract	79	201,985	81.0	5.3
21220	Meals, snacks & nonalcoholic bvgvs prepared for catered event	397	80,820	16.5	2.1
29600	Other services	156	23,838	8.6	0.6
29810	All other merchandise	68	9,146	5.4	0.2

X Not applicable.

1/ Less than half the unit shown.

Source: U.S. Census Bureau, *2012 Economic Census*, "Sector 72: Accommodation and Food Services: Subject Series - Product Lines: Product Lines Statistics by Kind of Business for the United States and States: 2012" (EC1272SLLS1) <<http://factfinder.census.gov>> accessed June 22, 2016.

Table 23.32-- VISITOR ACCOMMODATIONS, BY COUNTY: 1981 TO 2017

[Number of units]

Year	State total	City & County of Honolulu	Hawaii County	Kauai County	Maui County
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	74,988	33,782	11,479	9,344	20,383
2011	77,731	35,001	11,113	9,872	21,745
2012	74,650	35,326	10,594	8,289	20,441
2013	73,959	35,690	10,903	8,675	18,691
2014	73,716	35,864	10,666	8,492	18,694
2015	77,138	36,058	11,085	8,582	21,413
2016	79,092	37,400	11,349	8,444	21,899
2017	80,336	38,508	11,284	8,821	21,723

NA Not available.

Source: Hawaii State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, *Visitor Plant Inventory* (annual) <<http://hawaii.gov/dbedt/info/visitor-stats/visitor-plant/>>; Hawaii Tourism Authority, *Visitor Plant Inventory* (annual) <<http://www.hawaiitourismauthority.org/research/reports/visitor-plant-inventory/>> accessed May 9, 2018.

Table 23.33-- VISITOR ACCOMMODATIONS, BY TYPE: 1987 TO 2017

Year and month	Properties			Units		
	Total	Hotels 1/	Condo-miniums 2/	Total	Hotels 1/	Condo-miniums 2/
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	1,632	173	74,988	60,462	14,526
2011	1,974	1,853	121	77,731	65,211	12,520
2012	1,792	1,658	134	74,650	62,462	12,188
2013	1,931	1,832	99	73,959	62,475	11,484
2014	1,700	1,604	96	73,716	63,156	10,560
2015	2,165	2,041	124	77,138	66,196	10,942
2016	1,712	1,595	117	79,092	68,174	10,918
2017	1,635	1,517	118	80,336	69,461	10,875

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*; Hawaii State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, *Visitor Plant Inventory* (annual) <<http://hawaii.gov/dbedt/info/visitor-stats/visitor-plant/>>; Hawaii Tourism Authority, *Visitor Plant Inventory* (annual) <<http://www.hawaii-tourismauthority.org/research/reports/visitor-plant-inventory/>> accessed May 9, 2018.

Table 23.34-- VISITOR ACCOMMODATIONS, BY TYPE AND BY ISLAND: 2017

Island	Properties			Units		
	Total	Hotels 1/	Condo-miniums 2/	Total	Hotels 1/	Condo-miniums 2/
State total	1,635	1,517	118	80,336	69,461	10,875
Oahu	281	251	30	38,508	34,262	4,246
Waikiki/Honolulu	166	140	26	30,789	27,906	2,883
Rest of Oahu	115	111	4	7,719	6,356	1,363
Other islands	1,354	1,266	88	41,828	35,199	6,629
Hawaii	480	467	13	11,284	10,785	499
Maui	478	426	52	21,250	16,848	4,402
Lanai	4	4	-	229	229	-
Molokai	23	21	2	244	173	71
Kauai	369	348	21	8,821	7,164	1,657

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, *Visitor Plant Inventory* (2017)

<<http://www.hawaiitourismauthority.org/research/reports/visitor-plant-inventory/>> accessed May 9, 2018; and calculations by the Hawaii State Department of Business, Economic Development & Tourism.

**Table 23.35-- VISITOR ACCOMMODATIONS, BY TYPE AND GEOGRAPHIC AREA:
2017**

Type of accommodation	Properties			Units		
	State total	Oahu	Other islands	State total	Oahu	Other islands
All types	1,635	281	1,354	80,336	38,508	41,828
Apartment-hotel	4	2	2	101	50	51
Bed and breakfast	134	24	110	507	47	460
Condominium hotel	118	30	88	10,875	4,246	6,629
Hostels	12	6	6	311	239	72
Hotel	153	71	82	44,431	27,102	17,329
Individual vacation units	1,123	128	995	12,659	3,270	9,389
Timeshare	73	16	57	11,062	3,329	7,733
Other	18	4	14	390	225	165

Source: Hawaii Tourism Authority, *Visitor Plant Inventory* (2017)
 <<http://www.hawaiitourismauthority.org/research/reports/visitor-plant-inventory/>> accessed May 9, 2018;
 and calculations by Hawaii State Department of Business, Economic Development & Tourism.

**Table 23.36-- HOTELS AND OTHER LODGING PLACES (NAICS 721),
BY COUNTY: 2010 TO 2016**

[Statistics based on the North American Industry Classification System (NAICS)]

County	2010	2011	2012	2013	2014	2015	2016
State total	294	295	307	326	306	312	341
Hawaii	61	61	60	69	65	65	65
Honolulu	98	100	108	107	104	114	120
Kauai	43	46	49	54	47	46	54
Maui	92	88	90	96	90	87	102

Source: U.S. Census Bureau, *County Business Patterns, Hawaii* (annual)
<<http://factfinder.census.gov/>> accessed May 9, 2018.

Table 23.37-- VISITOR ACCOMMODATIONS, BY NIGHTLY PRICE: 2017

[Based on a sample of 47,233 units (58.8 percent of the total units in 2017) for which information on the class of units was available. Figures may not add up to totals due to rounding in original source]

Island and type of accommodation	Total	\$100 or less	\$101 to \$250	\$251 to \$500	Over \$500
Available units	80,336	2,731	19,281	29,644	28,680
Island					
Oahu	38,508	886	9,781	16,520	11,321
Hawaii	11,284	1,083	2,223	4,683	3,295
Kauai	8,821	370	3,158	1,808	3,484
Maui	21,250	319	4,016	5,504	11,411
Molokai	244	18	215	9	3
Lanai	229	-	6	9	214
Type of unit					
Apartment/hotel	101	34	62	4	-
Bed and breakfast	507	89	360	55	2
Condominium hotel	10,875	250	4,198	4,655	1,773
Hostel	311	295	16	-	-
Hotel	44,431	977	8,397	18,483	16,573
Individual vacation unit	12,659	2,139	6,216	2,418	1,874
Timeshare	11,062	144	2,942	918	7,058
Other	390	160	208	14	9

Source: Hawaii Tourism Authority, *Visitor Plant Inventory* (2017)
 <<http://www.hawaii tourism authority.org/research/reports/visitor-plant-inventory/>> accessed May 9, 2018.
 and calculations by Hawaii State Department of Business, Economic Development & Tourism.

Table 23.38-- HOTEL UNITS, OCCUPANCY RATES, AND DAILY ROOM AND GUEST RATES: 1989 TO 2017

[Includes condominium units in rental pools for transient occupancy]

Year	Hotel units 1/			Percent occupied 2/	Daily rate per room 2/ (dollars)	Guests per room 3/
	State total	Oahu	Neighbor 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	64.8	177.10	(NA)
2010	74,988	33,782	41,206	70.7	174.84	(NA)
2011	77,731	35,001	42,730	73.2	189.83	(NA)
2012	74,650	35,326	39,324	76.9	204.93	(NA)
2013	73,959	35,690	38,269	76.5	229.90	(NA)
2014	73,716	35,864	37,852	77.0	234.85	(NA)
2015	77,138	36,058	41,080	78.7	244.64	(NA)
2016 4/	79,092	37,400	41,692	79.0	254.03	(NA)
2017	80,336	38,508	41,828	80.0	264.43	(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 and thereafter.

3/ Annual averages for hotels in PKF sample.

4/ "Percent occupied" and "Daily rate per room" revised from previous *Data Book*.

Source: Hawaii State Department of Business, Economic Development, and Tourism, *Visitor Plant Inventory*, (annual); Hawaii Tourism Authority, *Visitor Plant Inventory*, (annual) and *Hawaii Hotel Performance Report*, (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 23.39-- HOTEL ROOM OCCUPANCY AND ROOM RATES, BY
GEOGRAPHIC AREA: 2017**

Geographic area	Percent occupied	Average daily room rate (dollars)	Revenue per available room (dollars)
State total	80.0	264.43	211.60
Oahu	83.3	233.11	194.08
Waikiki	84.4	228.55	192.95
Other Oahu	76.3	263.06	200.79
Maui	77.1	353.04	272.15
Wailea	84.6	538.22	455.52
Lahaina-Kaanapali-Kapalua	77.5	296.48	229.67
Other Maui	76.6	424.56	325.27
Hawaii	74.4	249.26	185.35
Kohala Coast	73.3	348.88	255.62
Kauai	75.7	263.97	199.83

Source: Hawaii Tourism Authority, *December 2017 Hawaii Hotel Performance Report* (January 25, 2018) <<http://www.hawaiiitourismauthority.org/research/research/infrastructure-research/>> accessed May 23, 2018.

**Table 23.40-- GENERAL EXCISE TAX BASE FOR RENTALS:
1985 TO 2017**

[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
2011	9,308,705	3,185,483	6,123,222
2012	9,878,662	3,666,325	6,212,337
2013	10,557,258	4,069,865	6,487,392
2014	10,796,148	4,314,087	6,482,060
2015	11,311,388	4,492,983	6,818,405
2016	10,822,607	4,502,385	6,320,222
2017	12,462,775	5,186,494	7,276,281

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) <http://tax.hawaii.gov/stats/a5_3txcolrptarchive/> accessed May 9, 2018, and calculations by Hawaii State Department of Business, Economic Development & Tourism.

Table 23.41-- COMPUTER AND SOFTWARE STORES AND SERVICES: 2012

[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	Establishments (number)	Receipts/ revenue or sales (\$1,000)	Annual payroll (\$1,000)	Paid employees, pay period including March 12 (number)
Wholesale trade				
Computer and software merchant wholesalers (NAICS 42343)	21	(D)	(D)	(1/)
Services				
Computer and office machine repair and maintenance (NAICS 811212)	27	9,473	2,753	99
Computer systems design and related services (NAICS 5415)	389	464,803	200,373	2,847
Data processing, hosting, and related services (NAICS 5182)	62	167,053	56,866	771
Software publishers (NAICS 5112)	21	73,298	22,615	204

D Withheld to avoid disclosing data for individual companies.

1/ 250 to 499 employees.

Source: U.S. Census Bureau, *2012 Economic Census*, "All sectors: Geographic Area Series: Economy-Wide Key Statistics: 2012" (EC1200A1) <<http://factfinder.census.gov/>> accessed April 20, 2015.

Table 23.42-- MOTION PICTURE AND VIDEO SERVICES: 1987 TO 2012

[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, 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/)
2012	59	(1/)	(4/)	(5/)
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
2012	26	94,582	8,817	781
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
2012	37	9,152	2,364	189

Continued on next page.

**Table 23.42-- MOTION PICTURE AND VIDEO SERVICES:
1987 TO 2012 -- 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.

4/ 6,273 for NAICS 51211 and withheld to avoid disclosing data for individual companies for NAICS 51212 and 51219.

5/ 0 to 19 employees for NAICS 51212 and NAICS 51219. There were 159 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: Real Estate and Rental and Leasing: Geographic Area Series: Summary Statistics for the United States, States, Metro Areas, Counties, and Places: 2007" (EC0753A1) <<http://factfinder.census.gov>> accessed May 21, 2010; *2007 Economic Census*, "Sector 51: Information: Geographic Area Series: Summary Statistics for the United States, States, Metro and Micro Areas, Metro Divisions, Consolidated Cities, Counties, and Places: 2007" (EC0751A1) <<http://factfinder.census.gov>> accessed April 29, 2010; *2012 Economic Census*, "All sectors: Geographic Area Series: Economy-Wide Key Statistics: 2012" (EC1200A1) <<http://factfinder.census.gov/>> accessed April 20, 2015.

Table 23.43-- FILM AND TELEVISION PRODUCTION: 2012 TO 2017

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

Category	2012	2013	2014	2015	2016 1/	2017
Total production expenditures	245.6	228.5	221.5	243.5	244.6	319.9
Expenditures qualified for tax credit	189.1	163.7	162.3	199.6	199.0	268.6
Expenditures not qualified for tax credit	56.5	64.8	59.2	43.9	45.6	51.3
Economic impact						
Output	425.8	396.2	384.0	422.2	423.2	553.4
Earnings	98.4	91.6	88.8	97.6	97.8	128.0
State taxes	26.9	25.1	24.3	26.7	26.4	34.5
Employment	2,963	2,670	2,506	2,668	2,593	3,295

1/ Revised from previous *Data Book*.

Source: Hawaii Department of Business, Economic Development & Tourism, Creative Industries Division, records; and calculations by the Hawaii State Department of Business, Economic Development, & Tourism.