

DISTRIBUTION AND SERVICES

This section presents statistics relating to retail and wholesale trade; hotels; and selected personal, business, automotive, repair, and amusement services.

These activities have undergone rapid growth in recent decades. Retail sales increased from \$121 million in 1939 to \$522 million in 1958 and \$1.1 billion in 1967. Wholesale sales rose from \$97 million to \$1.0 billion in the same 28-year period. Hotels, amusements, and other services reported receipts of \$295 million in 1967, compared with \$101 million in 1958 and only \$15 million in 1939. General excise and use tax base data for more recent years indicate continued increases; between 1967 and 1973, the retailing tax base rose 101 percent, the wholesaling base by 128 percent, and the base for services by 114 percent.

Growth has been especially rapid for hotels. The number of units in the State rose from 1,572 late in 1946 to 9,522 in 1960 and 37,319 in February 1974. There were 280 hotels, motels and apartment-hotels in the State on the latter date, including 151 on the Neighbor Islands—the first time in modern history that these islands surpassed Oahu on this score. Occupancy rates averaged 81.5 percent in Waikiki and 70.2 percent on the Neighbor Islands during 1973. The average daily room rate was \$21.83 in 1972. The hotel payroll in 1972 totaled \$94 million, compared with \$15 million ten years earlier.

The major source for these data is the United States Census of Business, most recently conducted in 1972. Statistics on the retailing, wholesaling, and services tax base are available from the Hawaii State Department of Taxation. Data on hotel room counts and occupancy are published by the Hawaii Visitors Bureau. The *Statistical Abstract of the United States: 1973*, Section 29, presents similar data for the nation as a whole.

**Table 274.—RETAIL TRADE, WHOLESALE TRADE, AND SELECTED SERVICES:
1939 TO 1972**

(Coverage varies somewhat from year to year)

Year	Retail trade		Wholesale trade		Selected services ¹	
	Establishments	Sales (\$1,000)	Establishments	Sales (\$1,000)	Establishments	Receipts (\$1,000)
1939	4,256	120,681	704	97,045	2,186	15,340
1948	4,881	382,680	702	480,734	2,337	44,617
1954	4,807	426,115	594	581,940	2,595	64,726
1958	4,760	521,877	793	618,155	3,070	101,142
1963	4,578	751,411	974	735,205	3,431	163,094
1967	5,212	1,083,458	1,030	1,013,813	4,057	294,828
1972	6,392	1,864,985	1,336	1,538,429	6,348	683,201
ESTABLISHMENTS WITH PAYROLL						
1963	3,354	725,977	974	735,205	1,837	153,272
1967	3,537	1,041,540	1,030	1,013,813	1,947	278,556
1972	4,491	1,819,883	1,336	1,538,429	3,031	648,164

¹Includes hotels; personal services; miscellaneous business services; automobile repair, services, and garages; miscellaneous repair services; and motion pictures and other amusement and recreation services.

Source: U.S. Bureau of the Census, *U.S. Census of Business: 1948*, Bulletin No. 1-RWS-51; *U.S. Census of Business: 1958*, Bulletins BC58-RA52, BC58-SA52, and BC58-WA52; *U.S. Census of Business: 1967*, Bulletins BC67-RA13, BC67-SA13, and BC67-WA13; *U.S. Census of Business: 1972*, Reports RC72-A-12, WC72-A-12, and SC72-A-12.

274a. Retail Sales in Major Retail Centers on Oahu: 1948-1972

✓ Table 275.—RETAIL TRADE, BY KIND OF BUSINESS AND GEOGRAPHIC AREA: 1972

Geographic area and kind of business	All establishments		Establishments with payroll				
	Number	Sales (\$1,000)	Number	Sales (\$1,000)	Payroll (\$1,000)		Paid employees, mid-March
					Entire year	First quarter	
Retail trade, total	6,392	1,864,985	4,491	1,819,883	270,112	63,935	59,887
GEOGRAPHIC AREA							
City and Co. of Honolulu	4,733	1,508,305	3,303	1,475,981	223,910	52,900	49,150
Honolulu	3,487	1,160,092	2,547	1,136,921	179,533	42,563	39,002
Kailua	186	57,128	128	55,924	7,441	1,822	1,739
Kaneohe	146	47,760	89	46,853	5,847	1,557	1,282
Pearl City	103	34,531	47	33,596	4,023	925	965
Wahiawa	141	29,724	88	28,459	4,226	1,023	970
Waipahu	163	87,160	118	86,186	10,505	2,503	2,205
Remainder of county	507	91,910	286	88,042	12,335	2,507	2,987
Hawaii County	763	167,199	540	161,508	22,253	5,298	4,957
Hilo	396	118,378	304	116,012	16,316	3,784	3,476
Remainder of county	367	48,821	236	45,496	5,937	1,514	1,481
Kauai County	362	73,458	254	70,038	9,243	2,290	2,183
Lihue	110	36,577	88	35,884	5,265	1,221	1,040
Remainder of county	252	36,881	166	34,154	3,978	1,069	1,143
Maui County	534	116,023	394	112,356	14,706	3,447	3,597
Kahului	80	37,897	67	37,767	4,291	994	970
Lahaina	143	25,704	117	25,038	4,001	922	999
Wailuku	128	28,257	94	27,319	3,494	829	804
Remainder of county	183	24,165	116	22,232	2,920	702	824
KIND OF BUSINESS							
Bldg. mat., hardware, garden	126	34,572	81	33,692	5,199	1,331	756
General merchandise stores	261	334,702	194	332,101	47,524	10,358	9,977
Food stores	774	414,771	569	404,552	38,625	9,421	7,817
Automotive dealers	246	269,794	192	268,298	30,545	7,324	3,602
Gasoline service stations	480	106,688	427	104,217	13,729	3,269	4,086
Apparel and accessory stores	579	107,766	504	105,667	16,814	3,867	3,765
Furniture, home furnishings	409	83,545	290	80,315	12,113	2,810	1,937
Eating and drinking places	1,418	261,375	1,255	258,337	74,450	17,956	21,634
Drug and proprietary stores	107	90,117	96	89,491	8,982	2,296	1,641
Miscellaneous retail stores	1,992	161,655	883	143,213	22,131	5,303	4,672

Source: U.S. Bureau of the Census, *Census of Retail Trade, 1972, Hawaii*, RC72-A-12.

Table 276.—MERCHANDISE LINE SALES OF RETAIL ESTABLISHMENTS: 1967

Merchandise line	The State		Oahu	
	Establishments	Sales (\$1,000)	Establishments	Sales (\$1,000)
All lines	3,537	1,041,540	2,644	869,784
Groceries, other foods	807	217,420	540	166,248
Meals, snacks	1,047	107,012	815	96,349
Alcoholic drinks	454	35,627	350	32,782
Packaged alcoholic beverages	392	22,913	244	18,700
Cigars, cigarettes, tobacco	613	14,601	406	11,862
Cosmetics, drugs, cleaners	501	42,223	317	37,655
Men's, boys' clothing, exc. footwear	382	39,779	227	34,507
Women's, girls' clothing, exc. footwear	493	75,472	317	67,150
All footwear	286	17,719	187	15,746
Curtains, draperies, dry goods	252	23,298	133	19,878
Major appl., radio, TV, musical inst.	264	35,400	172	30,177
Furniture, sleep equip., floor cov.	164	19,978	105	17,323
Kitchenware, home furnishings	306	15,728	196	14,090
Jewelry, optical goods	323	17,195	221	15,241
Sporting, recreation equipment	176	9,577	112	8,587
Hardware, gardening equipment	251	11,890	132	9,365
Lumber, building materials	129	15,515	72	8,175
Automobiles, trucks	100	128,359	72	106,807
Auto fuels, lubricants	477	57,175	337	47,018
Auto tires, batteries, access.	479	28,426	354	21,789
Farm equipment machinery	16	1,766	6	1,462
Hay, grain, feed, farm supplies	103	7,278	36	4,952
All other merchandise	764	57,334	519	49,484
Nonmerchandise receipts	1,074	39,479	828	34,188
Miscellaneous merchandise	—	376	—	248

Source: U.S. Bureau of the Census, *Census of Business, 1967. Retail Trade. Merchandise Line Sales. Hawaii*, BC67-MLS-13, pp. 3 and 12.

276 A. Department Stores, for Oahu:
1958 to 1974

276 b. Shopping Centers: 1958 to 1974

276 c. Characteristics of Selected Shopping Centers

276 d. Characteristics of Retail Establishments
Operated by the Armed Forces: 1970-1974

Table 277.—WHOLESALE TRADE: 1972

SIC Code	Selected kinds of business	Total			Merchant wholesalers		Other operating types ¹		Percentage change, 1967 to 1972 ² (total)	
		Estab-lish-ments (number)	Sales (\$1,000)	Payroll entire year (\$1,000)	Estab-lish-ments (number)	Sales (\$1,000)	Estab-lish-ments (number)	Sales (\$1,000)	Sales	Payroll entire year
	Wholesale trade, total	1,185	1,520,231	113,328	949	990,283	236	529,948	50	49
	DURABLE GOODS									
50	Total ³	589	661,830	65,394	493	515,332	96	146,498	(NA)	(NA)
501	Motor vehicles and automotive parts and supplies	78	107,969	10,582	(NA)	(NA)	(NA)	(NA)	72	97
502	Furniture and home furnishings	37	51,048	4,087	(NA)	(NA)	(NA)	(NA)	206	99
504	Sporting, recreational, photographic and hobby goods, toys and supplies	50	39,935	4,524	(NA)	(NA)	(NA)	(NA)	85	93
	NONDURABLE GOODS									
51	Total ³	596	858,401	47,934	456	474,951	140	383,450	(NA)	(NA)
513	Apparel, piece goods, and notions	53	76,471	6,178	(NA)	(NA)	(NA)	(NA)	158	212
514	Groceries and related products . .	226	313,776	17,448	175	218,803	51	94,973	28	47
517	Petroleum and petroleum products	42	212,301	2,885	15	4,495	27	207,806	(NA)	(NA)

(NA) Not available.

¹Includes merchandise agents and brokers, and manufacturers' sales branches and sales offices.²Percentage change may be affected by the shifting of some establishments from retail to wholesale because of classification rule changes in the lumber; paint, glass, and wallpaper; electrical supply; farm equipment and supply; hay, grain, and feed; and plumbing, heating, and air-conditioning kinds of business.³Not all kinds-of-business classifications are shown separately; therefore, the detail will not add to the total.

Source: U.S. Department of Commerce, News Release WC72(P)-12, December 17, 1973.

Table 278.—SELECTED SERVICES: 1972
(Data shown only for establishments with payroll)

SIC Code	Kind of business ¹	Estab-lish-ments (number)	Receipts (\$1,000)	Payroll entire year (\$1,000)	Paid employees for week including March 12 (number)	Percent change 1967 to 1972		Approximate percent of total receipts covered ²
						Receipts	Payroll entire year	
	Selected services, total	2,725	587,762	189,552	35,159	78	72	94
701, 3	Hotels, motels, trailering parks, camps, total	173	225,259	67,078	13,414	100	105	100
701	Hotels, motor hotels, and motels	171	225,071	67,038	13,408	(D)	(D)	(NA)
72	Personal services, total	698	43,620	17,819	4,447	24	19	87
721	Laundry, cleaning, and other garment services	137	19,729	8,122	1,928	22	12	93
722	Photographic studios, portrait	29	1,787	490	93	(NA)	(NA)	(NA)
723	Beauty shops	341	10,863	5,418	1,212	22	32	89
724	Barber shops	117	2,513	1,265	320	-7	-11	67
726	Funeral service and crematories	20	3,336	772	160	32	22	100
73	Business services, total	554	93,366	33,739	6,804	30	12	94
731	Advertising	37	21,961	3,056	318	72	87	97
734	Services to dwellings and other buildings	131	12,704	6,518	2,016	93	75	92
737	Computer and data processing services	28	7,825	3,694	425	(NA)	(NA)	(NA)
7392	Management, consulting, public relations services	66	6,211	2,473	332	(NA)	(NA)	(NA)
7394	Equipment rental and leasing services	63	9,217	2,331	303	(NA)	(NA)	(NA)
75	Automotive repair, services, and garages, total	357	66,279	15,789	2,620	79	102	94
753	Automotive repair shops	233	25,407	7,979	1,200	42	61	90
751	Automotive rental and leasing, without drivers	81	35,150	6,232	1,044	104	162	(NA)
752	Automobile parking	22	3,626	893	236	(D)	(D)	(D)
754	Automotive services, except repair	22	2,023	685	140	(D)	(D)	(D)
76	Miscellaneous repair services, total	170	16,053	5,477	863	120	130	75
762	Electrical and electronic repair shops	57	5,680	2,194	266	206	261	66
78, 79	Amusement and recreation services, including motion pictures, total	375	60,512	20,881	4,339	101	138	95
783	Motion picture theaters	54	10,757	2,058	648	(D)	(D)	(D)
792	Producers, orchestras, entertainers	127	7,850	3,887	715	95	83	90
7933	Bowling alleys	25	4,761	1,374	418	36	16	95
8072	Dental laboratories	17	1,697	853	116	100	110	91
81	Legal services	186	26,118	5,665	644	(NA)	(NA)	87
891	Architectural, engineering, and land-surveying services	195	54,858	22,251	1,912	(NA)	(NA)	92

NA Not available.

D Withheld to avoid disclosure of data for individual companies.

¹All kind-of-business classifications are not shown separately; therefore the detail will not add to the total.

²Percent that establishments with payroll represented of total receipts of all establishments in the 1967 census.

Source: U.S. Department of Commerce, News Release SC72(P)-12, December 3, 1973.

Table 279.—HOTEL UNITS, OCCUPANCY RATES, EMPLOYMENT, AND PAYROLL: 1940 TO 1973

Year	Number of hotel units ¹			Percent occupied ²		Hotel employment ²	Payroll (\$1,000)
	State total	Oahu	Neighbor islands	Waikiki	Neighbor islands		
1940	2,634	2,101	533	(NA)	(NA)	1,735	1,742
1946	1,572	1,006	566	(NA)	(NA)	1,313	2,675
1950	2,003	1,415	588	(NA)	(NA)	1,830	4,219
1955	4,115	3,300	815	81.5	(NA)	2,913	7,784
1960	9,522	8,118	1,404	75.3	(NA)	4,235	13,364
1961	10,193	8,720	1,473	70.1	(NA)	4,666	14,227
1962	10,915	9,098	1,817	74.2	65.5	4,629	15,158
1963	11,403	9,203	2,200	77.4	66.0	5,621	19,070
1964	12,903	10,031	2,872	74.5	68.0	5,834	21,080
1965	14,827	11,083	3,744	82.1	68.2	6,308	23,438
1966	17,217	12,598	4,619	83.7	67.1	7,316	28,173
1967	18,235	13,004	5,231	90.0	72.8	8,944	34,927
1968	21,243	15,138	6,105	89.2	75.2	10,783	46,730
1969	25,822	18,209	7,613	81.3	69.3	12,546	58,212
1970	30,323	21,217	9,106	74.1	64.8	13,613	66,924
1971	35,349	24,612	10,737	58.9	63.5	15,550	78,222
1972	35,653	24,441	11,212	70.0	66.4	17,619	93,915
1973	37,319	24,969	12,350	81.5	70.2	(NA)	(NA)

NA Not available.

¹Month unspecified, 1940 to 1955; December, 1960 to 1967; November, 1968; October, 1969 and later years.

²Annual averages.

Source: Hawaii State Department of Labor and Industrial Relations, *Employment and Payrolls in Hawaii* (annual), and records; Hawaii State Department of Planning and Economic Development, *Hawaii Tourism Data Book 1969*, pp. 25 and 28; Hawaii Visitors Bureau, *Annual Research Report* (annual), *Visitor Plant Inventory* (periodic), and records; U.S. Office of Business Economics, *Income of Hawaii* (1953), pp. 19-20.

Table 280.—HOTELS AND RELATED FACILITIES, BY GEOGRAPHIC AREA: 1970 TO 1974

Geographic area	Visitor plants ¹			Units		
	Feb. 1970	Feb. 1973	Feb. 1974	Feb. 1970	Feb. 1973	Feb. 1974
State total	275	276	280	26,923	36,608	38,675
Oahu	152	139	129	18,449	25,108	25,365
Waikiki ²	124	109	101	16,590	21,540	21,843
Hotels	55	59	60	13,825	18,265	18,793
Apt. hotels	63	45	40	2,488	2,985	3,012
Other ³	6	5	1	277	290	38
Rest of Oahu	28	30	28	1,859	3,568	3,522
Other islands	123	137	151	8,474	11,500	13,310
Hawaii	41	44	47	3,166	4,796	5,234
Kauai	31	33	35	2,565	2,629	2,868
Maui	48	57	66	2,643	3,976	5,109
Molokai	2	2	2	89	88	88
Lanai	1	1	1	11	11	11

¹Hotels, apartment-hotels, motels, cottages, etc.

²Includes Diamond Head and Kahala.

³Motels, cottages, etc.

Source: Hawaii Visitors Bureau, *Visitor Plant Inventory* for months specified.

280a Hotel Units, by County

Table 281.—HOTEL UNITS, 1973 AND 1974, AND OCCUPANCY RATES, 1972 AND 1973, BY GEOGRAPHIC AREA

Geographic area	Number of units			Percent occupied ¹	
	Feb. 1973 (existing)	February 1974		1972	1973
		Existing	Planned ²		
State total	36,608	38,675	14,407 †	(NA)	(NA)
Oahu	25,108	25,365	3,770	(NA)	(NA)
Waikiki and Kahala ³	21,540	21,843	3,112	70.0	81.5
Ala Moana	1,629	1,629	—	} (NA)	(NA)
Central Honolulu	127	128	—		
Airport	496	491	210		
Leeward Oahu	703	675	400		
Windward Oahu	613	599	48		
Hawaii	4,796	5,234	4,239	61.9	62.3
Hilo and Honokaa	1,817	1,782	349	65.1	63.2
Volcano	37	37	—	} 72.4	70.1
Ka'u	21	13	120		
North and South Kohala	339	393	—		
North and South Kona	2,582	3,009	3,770	57.8	60.3
Maui	3,796	5,109	2,837	70.6	75.8
Wailuku and Kahului	384	397	—	78.5	78.4
Lahaina to Napili	2,954	3,784	1,746	71.4	62.1
Kihei and Maalaea	526	817	1,051	} 59.4	76.5
Kula, Makawao, and Paia	25	25	40		
Hana	87	86	—		
Kauai	2,629	2,868	2,557	67.7	75.9
Kapaa and Wailua	1,333	1,582	645	} 67.8	75.8
Lihue	661	618	170		
Poipu and Kukuiula	422	548	635	73.1	81.9
Kalaheo	23	17	3	} 53.7	59.0
Kokee	12	12	—		
Hanalei	178	91	1,104		
Molokai	88	88	1,004	(NA)	(NA)
Lanai	11	11	—	(NA)	(NA)

NA Not available.

¹Annual averages.

²Under construction or announced for future construction. Includes 1,571 to be completed in 1974, 2,838 in 1975, 3,044 in 1976, and 6,954 indefinite.

³Occupancy data limited to Waikiki and Diamond Head.

Source: Hawaii Visitors Bureau, 1972 *Annual Research Report*, pp. 25-28; *Visitor Plant Inventory, February 1974*; and records.

✓ **Table 282.—OPERATIONS OF SELECTED RESORT HOTELS: 1967 TO 1973**

Year	Average number of rooms	Percentage of occupancy	Guests per occupied room	Average daily rate (dollars)		Total sales and income per guest day (dollars)	Gross operating profit (percent)
				Per room	Per guest		
1967	281	87.0	1.81	22.38	12.37	23.12	28.4
1968	269	84.6	1.87	23.85	12.72	23.08	28.7
1969	298	75.6	1.87	23.98	12.84	22.65	30.4
1970	356	72.6	1.88	25.74	13.71	24.61	27.9
1971	409	67.1	1.88	24.28	12.93	23.44	25.1
1972	595	72.3	1.90	21.83	11.49	21.17	25.1
1973	595	80.1	1.91	23.64	12.36	22.67	30.2

Source: Harris, Kerr, Forster & Company, *Trends in the Hotel-Motel Business* (annual).

see Table 300 (1975)

✓ ✓ **Table 283.—LIQUOR AND TOBACCO TAX BASES: 1949 TO 1973**
(Bases are the wholesale values of alcoholic beverages and tobacco products sold in Hawaii)

Year	Liquor tax base (\$1,000)	Tobacco tax base (\$1,000)	Year	Liquor tax base (\$1,000)	Tobacco tax base (\$1,000)
1949	17,731	7,503	1964	24,981	11,909
1950	14,733	6,970	1965	26,537	12,567
1951	16,038	7,493	1966	28,801	10,785
1952	16,342	7,451	1967	30,075	12,051
1953	16,381	7,530	1968	33,040	12,825
1954	17,245	7,816			
1955	17,386	8,259	1969	35,506	14,341
1956	17,525	8,396	1970	40,509	15,565
1957	18,504	8,849	1971	43,535	16,617
1958	17,683	8,622	1972	47,077	15,643
			1973	54,917	19,887
1959	19,827	9,532			
1960	21,250	10,573			
1961	22,064	11,469			
1962	22,639	11,888			
1963	23,063	11,928			

Source: Hawaii State Department of Taxation, annual reports and tabular releases.

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Table 284.—GENERAL EXCISE TAX BASE FOR TRADE AND SERVICE ACTIVITIES: 1936 TO 1973

Year reported ¹	Retailing	Services ²	Theater, amusement, broadcasting, etc.	Wholesaling
1936	105,714	15,310	3,115	(NA)
1940	144,795	20,566	5,038	91,707
1945	427,387	56,425	15,425	219,110
1950	480,472	69,271	13,293	219,924
1955	588,987	108,527	16,686	264,297
1960	846,729	188,752	21,940	354,598
1961	859,563	203,354	21,911	359,725
1962	920,956	228,420	22,654	386,135
1963	928,895	231,777	22,919	396,462
1964	998,510	240,909	25,095	435,707
1965	1,097,826	260,693	27,681	482,563
1966	1,184,736	276,833	29,425	547,031
1967	1,271,932	305,691	30,924	570,678
1968	1,423,835	358,852	36,203	651,512
1969	1,670,288	451,814	39,220	747,204
1970	1,895,089	504,191	43,588	854,660
1971	2,030,170	523,824	48,503	918,425
1972	2,213,704	578,260	53,108	1,002,214
1973	2,560,799	697,419	60,079	1,220,818

NA Not available.

¹Calendar 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.

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

Source: *Report of the Tax Commissioner* for 1940, 1941-1947, and 1954; Hawaii State Department of Taxation, "General Excise and Use Tax Base" (annual tabular release) for 1955 and later years.