

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 \$522 million in 1958 to \$1,083 million in 1967 and \$1,865 million in 1972. Wholesale sales rose from \$618 million to \$1.5 billion in the same 14-year period. Hotels, amusements, and other services reported receipts of \$683 million in 1972, compared with \$295 million in 1967 and only \$101 million in 1958. General excise and use tax base data for more recent years indicate continued increases; between 1972 and 1974, the retailing tax base rose 34 percent, the wholesaling base by 41 percent, and the base for services by 36 percent. Major retail concentrations included Ala Moana Center (\$219 million in sales in 1972), Waikiki (\$169 million), and downtown Honolulu (\$65 million).

Growth has been especially rapid for hotels. The number of units in the State rose from 5,500 in 1958 to 18,200 in 1967 and 39,600 in February 1975. There were 294 hotels, motels and apartment-hotels in the State on the latter date, including 168 on the Neighbor Islands. Occupancy rates averaged 82.0 percent in Waikiki and 69.4 percent on the Neighbor Islands during 1974. The average daily room rate was \$23.64 in 1973. The hotel payroll in 1973 totaled \$107.5 million, compared with \$19.1 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, occupancy and other characteristics are published by the Hawaii Visitors Bureau and the firm of Harris, Kerr, Forster and Company. The *Statistical Abstract of the United States: 1974*, Section 29, presents similar data for the nation as a whole.

**Table 286.—RETAIL TRADE, WHOLESALE TRADE, AND SELECTED SERVICES:
1958 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)
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: 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.

Table 287.—GENERAL EXCISE TAX BASE FOR TRADE AND SERVICE ACTIVITIES: 1958 TO 1974
(In thousands of dollars)

Year reported ¹	Retailing	Services ²	Theater, amusement, broadcasting, etc.	Wholesaling
1958	664,973	135,730	19,305	282,734
1959	756,003	165,402	21,174	320,194
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
1974	2,959,201	783,771	66,557	1,414,899

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

Table 288.—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
Maui	479	108,333	359	104,813	13,677	3,199	3,334
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 island	128	16,475	81	14,689	1,891	454	561
Molokai	39	5,826	26	5,597	797	188	191
Lanai	13	1,669	8	(D)	(D)	(D)	(D)
Island not reported	3	195	1	(D)	(D)	(D)	(D)
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

D Withheld to avoid disclosure.

Source: U.S. Bureau of the Census, *Census of Retail Trade, 1972, Hawaii*, RC72-A-12, and special tabulation of data by island for Maui County.

Table 289.—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.

Table 290.—DEPARTMENT STORES, FOR OAHU: 1958 TO 1974

Source and year	Number of department stores, end of year	Annual sales ¹ (\$1,000)
Census data:		
1958	7	30,629
1963	13	71,776
1967	15	131,843
1972	15	205,619
Survey data:		
1967	(NA)	100,795
1968	(NA)	117,200
1969	(NA)	133,057
1970	(NA)	172,644
1971 ²	19	223,361
1972	22	248,986
1973	22	281,790
1974	23	304,721

NA Not available.

¹Survey data for 1967-1969 are not directly comparable to survey data for later years.

²Number of stores as of February 1972.

Source: U.S. Bureau of the Census, *U.S. Census of Business: 1958*, BC58-RA52; *U.S. Census of Business: 1963*, BC63-RA13; *U.S. Census of Business: 1967*, BC67-RA13; *U.S. Census of Retail Trade: 1972*, RC72-A-12; *Current Business Reports, Monthly Retail Trade, Sales and Accounts Receivable* (monthly); and records.

Table 291.—SHOPPING CENTERS: 1958 TO 1974

Year (Dec. 31)	Number of stores			Gross leasable area (1,000 square feet)		
	State total	Oahu	Other islands	State total	Oahu	Other islands
1958	250	187	63	844	653	191
1959	382	319	63	1,666	1,475	191
1960	382	319	63	1,666	1,475	191
1961	406	319	87	1,746	1,475	271
1962	444	339	105	1,861	1,551	310
1963	497	392	105	2,104	1,794	310
1964	530	425	105	2,259	1,947	310
1965	592	455	137	2,509	2,134	375
1966	719	557	162	3,565	3,025	539
1967	742	580	162	3,771	3,232	539
1968	772	603	169	4,014	3,448	566
1969	786	617	169	4,043	3,477	566
1970	938	739	199	4,742	3,999	743
1971	970	743	227	4,987	4,201	786
1972	1,212	931	281	5,789	4,837	953
1973	1,425	993	432	6,498	5,091	1,407
1974	1,510	1,032	478	6,672	5,208	1,464

Source: Bank of Hawaii, Department of Business Research, records.

Table 292.—CHARACTERISTICS OF SELECTED SHOPPING CENTERS: 1975

Island and name of center	Location	Year opened	Site area (acres)	Building area (1,000 square feet)	Parking spaces	Number of stores
Oahu:¹						
Ala Moana Center	Honolulu	1959	50	1,380	7,500	155
Kahala Mall	Honolulu	1954	20	417	1,500	55
Koko Marina S.C.	Honolulu	1963	15	256	859	84
Pearl City S.C.	Pearl City	1965	15	244	900	36
Pearl Ridge Center	Aiea	1972	48	849	3,505	85
Windward City S.C.	Kaneohe	1958	15	161	774	35
Hawaii:²						
Hilo Mall S.C.	Hilo	1970	14	220	950	33
Maui:²						
Kaahumanu Center	Kahului	1973	25	230	1,400	50
Kahului S.C.	Kahului	1951	25	104	1,000	32
Maui Mall	Kahului	1971	25	170	1,400	40
Kauai:²						
Lihue S.C.	Lihue	1966	9	142	551	24

¹Includes centers with more than 150,000 square feet of building area.

²Includes centers with more than 100,000 square feet of building area.

Source: Chamber of Commerce of Hawaii, *Shopping Centers in Hawaii* (May 1975).

Table 293.—RETAIL SALES IN MAJOR RETAIL CENTERS ON OAHU: 1948 TO 1972
(In thousands of dollars)

Geographic area or shopping center ¹	1948 ²	1954 ²	1958	1963	1967 ²	1972
Oahu	275,477	323,872	415,471	605,832	899,741	1,489,602
Honolulu	240,278	274,422	346,094	494,540	734,546	1,144,892
Central business district ³	67,173	63,771	64,059	55,321	55,138	65,471
Ala Moana Center	65,538	122,051	218,844
Pawaa ⁴	26,443
Waikiki ⁵	14,824	...	31,881	45,897	84,005	169,084
Kahala Mall	4,152	...	15,984	41,625
Dillingham Blvd.	23,896	20,094
Remainder of Oahu	35,199	49,450	69,377	111,292	165,195	344,710
Kailua Shopping Center	8,835	22,630	22,769	44,641
Wahiawa business district	10,509	18,883	...
Pearl Ridge Shopping Center	18,606
Waipahu and Westgate Shopping Centers	33,768

¹For exact boundaries, see source.

²As later revised.

³Bounded by Nuuanu Stream, Beretania St., Richards St., Halekauwila St., and Honolulu Harbor.

⁴South Beretania St., from Piikoi St. to Kalakaua Ave.; Kalakaua Ave. from South Beretania St. to South King St.

⁵Bounded by Ala Wai Canal, Kapahulu Ave., and the ocean.

Source: Honolulu Redevelopment Agency, "Retail Trade and Substandard Housing in Honolulu Census Tracts," *Redevelopment and Housing Research*, No. 7, January 1957, pp. 21-28. U.S. Bureau of the Census, *1954 Census of Business*, Bull. CBD-47; *1958 Census of Business*, BC58-CBD36; *1963 Census of Business*, BC 63-MRC-43; *1967 Census of Business*, BC67-MRC-12; *1972 Census of Retail Trade*, RC72-C-12.

Table 294.—CHARACTERISTICS OF RETAIL ESTABLISHMENTS OPERATED BY THE ARMED FORCES: 1970 TO 1974

Branch of service and type of operation	Annual sales (\$1,000)					Civilian employment				
	1970 ¹	1971 ¹	1972	1973	1974 ²	1970 ³	1971 ³	1972 ⁴	1973	1974 ²
Total	75,761	78,737	136,088	144,857	107,326	2,325	2,197	3,563	4,124	2,492
By branch:										
Army	60,152	62,575	66,746	69,452	22,678	1,843	1,737	1,820	2,439	808
Air Force										
Marine Corps	15,609	16,162	18,346	19,337	19,057	482	460	485	508	465
Navy	(NA)	(NA)	50,996	56,068	65,591	(NA)	(NA)	1,258	1,177	1,219
By operation:										
Commissaries	14,117	15,532	37,618	41,017	45,682	57	59	440	392	395
Exchanges	53,201	54,544	87,702	92,014	49,972	2,046	1,946	2,830	2,626	1,026
Clubs	8,443	8,661	10,768	11,826	11,672	222	192	350	1,106	1,071

NA Not available.

¹Excludes Navy establishments.

²Excludes Army and Air Force Exchange.

³Excludes Air Forces club employment and all Navy employment.

⁴Excludes Air Force club employment.

Source: Data submitted to the Hawaii State Department of Planning and Economic Development by the Department of the Air Force, Hdq., 15th Air Base Wing (PACAF); Departments of the Army and Air Force, Hdq., Army and Air Force Exchange Service, Pacific; U.S. Marine Corps, Hdq., Marine Corps Bases, Pacific; and Hdq., U.S. Naval Base, Pearl Harbor.

**Table 295.—WHOLESALE TRADE, BY TYPE OF OPERATION, KIND OF BUSINESS,
AND GEOGRAPHIC AREA: 1972**

Geographic area, type of operation, and kind of business	Number of estab- lishments	Sales (\$1,000)	Inventories, end of year (\$1,000)	Operating expenses (\$1,000)		Paid employees, week including March 12
				Total	Payroll	
Wholesale trade, total	1,336	1,538,429	169,425	220,877	122,302	14,518
GEOGRAPHIC AREA						
City and County of Honolulu	1,071	1,318,371	145,732	(NA)	105,742	12,117
City of Honolulu	991	1,262,298	138,923	(NA)	101,991	11,683
Rest of Oahu	80	56,073	6,809	(NA)	3,751	434
Hawaii County	138	129,677	15,441	(NA)	11,061	1,537
Kauai County	40	30,254	2,847	(NA)	1,965	316
Maui County	87	60,127	5,405	(NA)	3,534	548
Lanai	1	(D)	(D)	(NA)	(D)	(D)
Maui	82	(D)	(D)	(NA)	(D)	(D)
Molokai	4	(D)	(D)	(NA)	(D)	(D)
TYPE OF OPERATION						
Merchant wholesalers	1,067	1,001,772	138,582	176,237	95,660	12,025
Manufacturers' sales branches	143	417,674	28,096	35,341	22,362	1,914
Merchandise agents and brokers	126	118,983	2,747	9,299	4,280	579
KIND OF BUSINESS						
Durable goods	679	594,150	90,699	118,167	69,210	7,805
Motor vehicles, parts, supplies	89	96,427	13,602	21,523	12,357	1,506
Furniture, home furnishings	45	29,964	4,146	5,195	2,688	301
Lumber, other const. materials	85	116,389	18,727	23,053	12,808	1,676
Sporting, recreational goods	42	(D)	(D)	(D)	(D)	(D)
Metals, minerals, exc. petroleum	12	24,438	1,988	3,219	1,526	128
Electrical goods	85	97,149	12,877	12,685	8,120	837
Hardware, plumbing, heating	52	42,089	9,195	8,707	4,264	514
Machinery, equipment	202	121,736	21,661	30,758	19,831	2,006
Miscellaneous durable goods	67	(D)	(D)	(D)	(D)	(D)
Nondurable goods	657	944,279	78,726	102,710	53,092	6,713
Paper and paper products	42	33,578	5,101	7,654	4,684	535
Drugs, drug proprietaries	36	(D)	(D)	(D)	(D)	(D)
Apparel, piece goods	52	(D)	(D)	(D)	(D)	(D)
Groceries	265	388,655	23,996	44,171	21,650	2,929
Farm product raw materials	5	(D)	(D)	(D)	(D)	(D)
Chemicals	21	(D)	(D)	(D)	(D)	(D)
Petroleum	42	224,070	10,683	(NA)	3,058	290
Beer, wine, alcoholic beverages	26	65,201	7,979	8,009	3,579	393
Miscellaneous nondurable goods	168	89,223	9,987	17,208	8,866	1,219

D Withheld to avoid disclosure.

NA Not available.

Source: U.S. Bureau of the Census, *Census of Wholesale Trade: 1972, Area Series, Hawaii*, WC72-A-12, tables 1 and 4, and special tabulation of data by island for Maui County.

Table 296.—SELECTED SERVICES, BY KIND OF BUSINESS AND GEOGRAPHIC AREA: 1972

Geographic area and kind of business	All establishments		Establishments with payroll			
	Number	Receipts (\$1,000)	Number	Receipts (\$1,000)	Payroll (\$1,000)	Paid employees, March
Selected services, total	6,348	683,201	3,031	648,164	216,310	39,743
GEOGRAPHIC AREA						
City and County of Honolulu	5,023	543,334	2,443	515,326	175,070	31,470
City of Honolulu	3,975	485,768	2,064	463,278	157,337	27,224
Rest of Oahu	1,048	57,566	379	52,048	17,733	4,246
Hawaii County	651	63,812	271	60,074	19,664	3,847
Kauai County	252	25,855	123	24,661	7,882	1,643
Maui County	422	50,200	194	48,103	13,694	2,783
Lanai	6	97	1	(D)	(D)	(D)
Maui	378	49,214	183	47,327	13,485	2,706
Molokai	34	808	8	656	179	62
Island not reported	4	81	2	(D)	(D)	(D)
KIND OF BUSINESS						
Hotels, motels, camps	224	241,832	192	241,279	75,945	15,324
Hotels	187	230,972	168	230,620	72,677	14,479
Motels	33	10,634	22	10,659	3,268	845
Camps and trailer parks	4	226	2			
Personal services	1,675	53,390	745	46,490	18,623	4,730
Laundry, cleaning	227	21,950	145	20,696	8,568	2,142
Beauty and barber shops	897	18,572	474	15,692	7,072	1,592
Funeral service, crematories	24	3,764	21	3,728	869	158
Other personal services	527	9,104	105	6,374	2,114	838
Business services	1,763	120,075	658	109,609	40,206	7,444
Advertising	101	24,170	41	23,457	3,299	338
Services to dwellings, bldgs.	305	18,741	158	17,821	8,973	2,183
Other business services	1,357	77,164	459	68,331	27,934	4,923
Automotive repair, services	633	77,671	390	74,251	18,341	2,986
Automotive repair shops	461	31,526	249	28,485	9,083	1,317
Automotive rental, parking, wash ..	172	46,145	141	45,766	9,258	1,669
Miscellaneous repair services	439	20,244	180	17,239	5,776	829
Amusement, recreation services	849	71,556	407	66,940	22,583	5,244
Motion picture theaters	66	12,152	59	11,982	2,305	762
Other amusement, recreation	783	59,404	348	54,958	20,278	4,482
Dental laboratories	33	2,309	22	2,150	1,115	160
Legal services	333	35,149	218	33,180	8,093	885
Architect., engineer., land-survey ..	399	60,955	219	57,026	25,628	2,141

D Withheld to avoid disclosure.

Source: U.S. Bureau of the Census, *Census of Selected Service Industries: 1972, Area Series, Hawaii*, SC72-A-12, tables 1 and 5, and special tabulation of data by island for Maui County.

Table 297.—HOTEL UNITS, OCCUPANCY RATES, EMPLOYMENT, AND PAYROLL: 1958 TO 1974

Year	Number of hotel units ¹			Percent occupied ²		Hotel employ-ment ²	Payroll ³ (\$1,000)
	State total	Oahu	Neighbor islands	Waikiki	Neighbor islands		
1958	5,494	4,454	1,040	78.9	(NA)	3,611	9,859
1959	6,802	5,657	1,145	88.3	(NA)	3,669	10,944
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	16,820	12,520	4,300	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	18,857	107,525
1974	39,558	25,352	14,206	82.0	69.4	19,139	115,599

NA Not available.

¹Month unspecified for 1958 and 1959; December, 1960 to 1965; September, 1966; December, 1967; November, 1968; and October, 1969 and later years.

²Annual averages, for workers covered by the Hawaii Employment Security Law.

³Wage and salary payments to workers covered by the Hawaii Employment Security Law.

Source: Hawaii Visitors Bureau, *Visitor Plant Inventory* (periodic), *Annual Research Report* (annual), and records; Hawaii State Department of Labor and Industrial Relations, *Employment and Payrolls in Hawaii* (annual).

Table 298.—HOTELS AND RELATED FACILITIES, BY GEOGRAPHIC AREA: 1970 TO 1975

Geographic area	Visitor plants ¹			Units		
	Feb. 1970	Feb. 1974	Feb. 1975	Feb. 1970	Feb. 1974	Feb. 1975
State total	275	280	294	26,923	38,675	39,632
Oahu	152	129	126	18,449	25,365	25,352
Waikiki ²	124	101	99	16,590	21,843	21,812
Hotels	55	60	64	13,825	18,793	19,980
Apt. hotels	63	40	32	2,488	3,012	1,664
Other ³	6	1	3	277	38	168
Rest of Oahu	28	28	27	1,859	3,522	3,540
Other islands	123	151	168	8,474	13,310	14,280
Hawaii	41	47	49	3,166	5,234	5,348
Kauai	31	35	36	2,565	2,868	3,102
Maui	48	66	80	2,643	5,109	5,731
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.

**Table 299.—HOTEL UNITS, 1974 AND 1975, AND OCCUPANCY RATES, 1973 AND 1974
BY GEOGRAPHIC AREA**

Geographic area	Number of units			Percent occupied ¹	
	Feb. 1974 (existing)	February 1975		1973	1974
		Existing	Planned ²		
State total	38,675	39,632	14,371	(NA)	(NA)
Oahu	25,365	25,352	4,398	(NA)	(NA)
Waikiki and Kahala ³	21,843	21,812	3,688	81.5	82.0
Ala Moana	1,629	1,681	—	} (NA)	(NA)
Central Honolulu	128	130	—		
Airport	491	492	210		
Leeward Oahu	675	655	400		
Windward Oahu	599	582	100		
Hawaii	5,234	5,348	3,869	62.3	61.2
Hilo and Honokaa	1,782	1,850	349	63.2	60.6
Volcano	37	38	—	} 70.1	77.5
Ka'u	13	13	150		
North and South Kohala	393	392	—		
North and South Kōna	3,009	3,055	3,370		
Maui	5,109	5,731	2,676	76.5	74.6
Wailuku and Kahului	397	355	—	82.9	80.3
Lahaina to Napili	3,784	4,252	1,458	78.4	77.4
Kihei and Maalaea	817	1,015	1,128	} 62.1	58.5
Kula, Makawao, and Paia	25	23	90		
Hana	86	86	—		
Kauai	2,868	3,102	2,570	75.9	78.1
Kapaa and Wailua	1,582	1,586	645	} 75.8	77.9
Lihue	618	605	170		
Poipu and Kuku'i'u'a	548	557	500	81.9	80.7
Kalaheo	17	20	—	} 59.0	63.0
Kokee	12	12	—		
Hanalei	91	322	1,255		
Molokai	88	88	808	(NA)	(NA)
Lanai	11	11	50	(NA)	(NA)

NA Not available.

¹Annual averages.

²Under construction or announced for future construction. Includes 2,387 to be completed in 1975, 3,926 in 1976, 750 in 1977, and 7,308 indefinite.

³Occupancy data limited to Waikiki and Diamond Head.

Source: Hawaii Visitors Bureau, *1973 Annual Research Report*, pp. 25-28; *Visitor Plant Inventory, February 1975*; and records.

Table 300.—OPERATIONS OF SELECTED RESORT HOTELS: 1967 TO 1974

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
1974	566	82.6	1.88	26.56	14.10	25.78	31.9

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

Table 301.—NUMBER AND GROSS SALES OF LIQUOR LICENSEES, FOR OAHU: 1950 TO 1974

Year ¹	All types	Dispensers	Cabarets	Retail stores	Tour vessels	Private clubs	Wholesalers	Manufacturers
NUMBER OF LICENSEES								
1950 ²	547	214	—	283	—	14	27	5
1960	629	269	14	305	—	15	18	8
1970	797	415	19	321	5	14	17	6
1971	832	431	22	330	10	14	19	6
1972	856	451	21	336	12	13	18	5
1973	897	480	26	346	9	13	18	5
1974	922	488	36	352	10	13	18	5
GROSS SALES (\$1,000)³								
1960	22,056
1970	132,764	48,598	6,385	25,754	51	1,038	39,327	11,611
1971	144,728	51,072	6,692	28,761	120	1,082	45,237	11,764
1972	160,749	56,065	7,195	32,393	162	1,156	53,053	10,726
1973	173,983	66,811	9,726	35,837	241	1,247	53,205	6,915
1974	187,536	73,210	11,401	41,366	294	1,357	55,872	4,035

¹Calendar years, 1950 and 1960; fiscal years ended June 30, 1970 and thereafter.

²Total includes 4 miscellaneous licenses.

³Not available for dispensers and cabarets for 1950 and other types for 1960 or earlier.

Source: City and County of Honolulu Liquor Commission, records.

Table 302.—LIQUOR AND TOBACCO TAX BASES: 1970 TO 1974

(Wholesale value, in thousands of dollars. Excludes sales on military bases.)

Year ¹	Liquor tax base	Tobacco tax base
1970	40,509	15,565
1971	43,535	16,617
1972	47,077	15,643
1973	54,917	19,887
1974	60,724	21,573

¹Calendar year in which reported; data accordingly refer in general to liquor and tobacco sales for 12-month periods ended November 30.

Source: Hawaii State Department of Taxation, "Liquor Tax Base, Collections and Permits; Tobacco Tax Base, Collections and Licenses" (annual release).