

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 \$1.54 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 1975, the retailing tax base rose 53 percent, the wholesaling base by 52 percent, and the base for services by 59 percent. Major retail concentrations included Ala Moana Center (\$219 million in sales in 1972), Waikiki (\$169 million), and downtown Honolulu (\$65 million). The 23 department stores on Oahu reported sales of \$329 million in 1975, triple their 1967 volume. In addition to civilian outlets, there are 54 commissaries, exchanges, and clubs maintained by the armed forces; these facilities had sales of \$216 million in 1975.

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 42,600 in February 1976. There were 314 hotels, motels and apartment-hotels in the State on the latter date, including 188 on the Neighbor Islands. Occupancy rates averaged 78.3 percent in Waikiki and 68.3 percent on the Neighbor Islands during 1975. The average daily room rate was \$26.56 in 1974. The hotel payroll in 1974 totaled \$115.6 million, compared with \$21.1 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 bases 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: 1975*, Section 29, presents similar data for the nation as a whole.

**Table 310.—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 311.—GENERAL EXCISE TAX BASE FOR TRADE AND SERVICE ACTIVITIES: 1958 TO 1975
(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 ³	2,959,201	783,771	66,557	1,374,819
1975	3,378,817	919,912	74,561	1,527,057

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.

³Wholesaling figure revised.

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

Table 312.—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 313.—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 314.—DEPARTMENT STORES, FOR OAHU: 1958 TO 1975

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
1975	23	328,992

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 315.—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 316.—CHARACTERISTICS OF SELECTED SHOPPING CENTERS: 1976

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	60
Koko Marina S.C.	Honolulu	1963	15	256	859	84
Pearl City S.C.	Pearl City	1965	15	244	900	36
Pearlridge Center	Aiea	1972	59	1,200	4,950	140
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	172	1,400	40
Kauai:²						
Lihue S.C.	Lihue	1966	9	142	551	24

¹Includes centers with more than 200,000 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 1976).

Table 317.—MAJOR RETAIL CENTERS ON OAHU: 1972

Center ¹	Number of retail stores	Retail sales (\$1,000)	Payroll, entire year (\$1,000)	Paid employees, March 12
Oahu, total	4,235	1,489,602	221,329	48,605
Honolulu, total	3,215	1,144,892	177,097	38,482
Honolulu central business district	353	65,471	12,254	2,771
Ala Moana Center	224	218,844	39,137	7,738
Waikiki	597	169,084	26,804	6,420
Kahala Mall	60	41,625	5,284	1,374
Dillingham Blvd.	14	20,094	2,530	678
Kailua Shopping Center	105	44,641	6,120	1,427
Waipahu and Westgate Shopping Centers ...	42	33,768	4,125	1,040
Pearlridge Center	32	18,606	2,880	476

¹For boundaries, see source.

Source: U.S. Bureau of the Census, *Census of Retail Trade, 1972*, RC72-C-12 (1974).

Table 318.—COMMISSARIES, EXCHANGES, AND CLUBS OPERATED BY THE ARMED FORCES: 1974 AND 1975

Type of operation	Number of establishments, Dec. 31, 1975	Annual sales (\$1,000)		Civilian employment, Dec. 31	
		1974 ¹	1975	1974 ¹	1975
Total	54	158,481	215,947	3,584	4,339
Commissaries	6	45,682	67,459	395	533
Exchanges	15	101,127	129,495	2,118	2,709
Clubs	33	11,672	18,993	1,071	1,097

¹Revised from 1975 edition, table 294.

Source: Department of the Air Force, Headquarters, 15th Air Base Wing (PACAF); Department of the Army, Headquarters, U.S. Army Support Command, Hawaii; Departments of the Army and Air Force, Headquarters, Army and Air Force Exchange Service, Pacific; U.S. Marine Corps, Headquarters, Marine Corps Bases, Pacific; Department of the Navy, Headquarters, U.S. Naval Base, Pearl Harbor, and Naval Air Station, Barbers Point.

Table 319.—WHOLESALE TRADE, BY TYPE OF OPERATION, KIND OF BUSINESS, AND GEOGRAPHIC AREA: 1972

Geographic area, type of operation, and kind of business	Number of establishments	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 320.—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 321.—HOTEL UNITS, OCCUPANCY RATES, EMPLOYMENT, AND PAYROLL: 1958 TO 1975

Year	Number of hotel units ¹			Percent occupied ²		Hotel employment ³	Payroll ⁴ (\$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
1975	40,691	25,699	14,992	78.3	68.3	19,885	128,659

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.

³Annual averages, for workers covered by the Hawaii Employment Security Law.

⁴Wage 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 322.—HOTELS AND RELATED FACILITIES, BY GEOGRAPHIC AREA: 1970 TO 1976

Geographic area	Visitor plants ¹			Units		
	Feb. 1970	Feb. 1975	Feb. 1976	Feb. 1970	Feb. 1975	Feb. 1976
State total	275	294	314	26,923	39,632	42,648
Oahu	152	126	126	18,449	25,352	25,851
Waikiki ²	124	99	100	16,590	21,812	22,117
Hotels	55	64	64	13,825	19,980	20,294
Apt.-hotels	63	32	33	2,488	1,664	1,655
Other ³	6	3	3	277	168	168
Rest of Oahu	28	27	26	1,859	3,540	3,734
Other islands	123	168	188	8,474	14,280	16,797
Hawaii	41	49	52	3,166	5,348	6,045
Kauai	31	36	40	2,565	3,102	3,520
Maui	48	80	92	2,643	5,731	7,007
Molokai	2	2	3	89	88	214
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 323.—HOTEL UNITS, 1975 AND 1976, AND OCCUPANCY RATES, 1974 AND 1975,
BY GEOGRAPHIC AREA**

Geographic area	Number of units			Percent occupied ¹	
	Feb. 1975 (existing)	February 1976		1974	1975
		Existing	Planned ²		
State total	39,632	42,648	11,928	(NA)	(NA)
Oahu	25,352	25,851	4,617	(NA)	(NA)
Waikiki and Kahala ³	21,812	22,117	4,467	82.0	78.3
Ala Moana	1,681	1,681	—	} (NA)	(NA)
Central Honolulu	130	129	—		
Airport	492	702	—		
Leeward Oahu	655	620	—		
Windward Oahu	582	602	150		
Hawaii	5,348	6,045	3,224	61.2	59.9
Hilo and Honokaa	1,850	2,167	—	60.6	57.3
Volcano	38	38	—	} 77.5	74.3
Ka'u	13	13	200		
North and South Kohala	392	404	3,000		
North and South Kona	3,055	3,423	24		
Maui	5,731	7,007	1,595	74.6	72.3
Wailuku and Kahului	355	370	60	80.3	78.7
Lahaina to Napili	4,252	4,631	600	77.4	74.9
Kihei and Maalaea	1,015	1,900	845	} 58.5	58.4
Kula, Makawao, and Paia	23	19	90		
Hana	86	87	—		
Kauai	3,102	3,520	1,810	78.1	77.2
Kapaa and Wailua	1,586	1,554	795	} 77.9	79.0
Lihue	605	712	4		
Poipu and Kukuiula	557	730	—	80.7	74.0
Kalaheo	20	20	—	} 63.0	55.5
Kokee	12	12	—		
Hanalei	322	492	1,011		
Molokai	88	214	682	(NA)	(NA)
Lanai	11	11	—	(NA)	(NA)

NA Not available.

¹Annual averages.

²Under construction or announced for future construction. Includes 1,871 to be completed in 1976, 1,546 in 1977, 772 in 1978, and 7,739 indefinite.

³Occupancy data limited to Waikiki and Diamond Head.

Source: Hawaii Visitors Bureau, *1974 Annual Research Report*, pp. 25-28; *Visitor Plant Inventory, February 1976*; and records.

Table 324.—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 325.—CHARACTERISTICS OF HOTELS AND MOTELS: 1972

Subject	Hotels, motels, motor hotels, and tourist courts	Hotels			Motels, motor hotels, and tourist courts
		All hotels	25 or more guestrooms	Fewer than 25 guestrooms	
ALL ESTABLISHMENTS					
Number of establishments	220	187	(NT)	(NT)	33
Receipts from customers (\$1,000)	241,606	230,972	(NT)	(NT)	10,634
ESTABLISHMENTS WITH PAYROLL					
Number of establishments	190	168	144	24	22
Guestrooms	31,381	29,440	29,032	408	1,941
Receipts from customers (\$1,000)	(D)	230,620	228,713	1,907	(D)
Guestroom rentals	142,456	126,244	124,337	(V)	6,911
Meals and nonalcoholic beverages	67,279	65,067	65,067	(V)	2,212
Alcoholic beverages	27,950	26,912	26,912	(V)	1,038
Packaged liquor, wine, and beer	182	182	182	(V)	—
Other merchandise	4,047	4,034	4,034	(V)	13
Other sources	(D)	8,181	8,181	(V)	(D)
Payroll, entire year (\$1,000)	(D)	72,677	72,410	267	(D)
Payroll, first quarter (\$1,000)	(D)	17,966	17,893	73	(D)
Paid employees for week incl., March 12	(D)	14,479	14,379	100	(D)

(D) Withheld to avoid disclosure.

(V) Insufficient coverage.

(NT) Not tabulated.

Source: U.S. Bureau of the Census, *Census of Selected Service Industries, 1972, Hotels, Motels, Trailering Parks, and Camps* (SC72-S-2, December 1975), tables 1 and 2.

Table 326.—TRAVEL AGENCIES, TOUR OPERATORS, AND RELATED SERVICES: 1972

Subject	Number of establishments	Receipts ¹ (\$1,000)	Payroll (\$1,000)		Paid employees for week including March 12
			Entire year	First quarter	
Total	203	20,902	8,954	1,977	1,434
With payroll	177	20,659	8,954	1,977	1,434
Without payroll	26	243			
ESTABLISHMENTS WITH PAYROLL					
Kind of business:					
Travel agencies	136	13,310	5,893	1,327	998
Tour operators ²	32	6,893	2,829	598	392
Other services ³	9	456	232	52	44
Location:					
Oahu	155	18,292	(NA)	(NA)	(NA)
Other islands	22	2,367	(NA)	(NA)	(NA)

NA Not available.

¹For Oahu establishments with payroll, source of receipts was as follows: commissions and other receipts from the retail sale of passenger transportation and lodging, \$11,682,000; tour operation, \$6,504,000; other travel related services, \$106,000. Total operating expenses for these establishments were \$15,867,000.

²Establishments primarily engaged in arranging and assembling tours (wholesaling), usually for sale through travel agents.

³Establishments primarily engaged in arranging passenger transportation such as ticket offices (not operated by transportation companies) for airlines, buses, ships, etc.

Source: U.S. Bureau of the Census, *Census of Selected Service Industries, 1972, Arrangement of Passenger Transportation* (SC72-S-6, December 1975), tables 1 and 4.

Table 327.—NUMBER, 1941 TO 1975, AND GROSS SALES, 1970 TO 1975, OF LIQUOR LICENSEES, FOR OAHU

Year	All types ¹	Club	Manu- facturer	Dispen- ser	Caba- ret	Retail	Whole- sale	Vessel
LICENSES IN EFFECT²								
1941	477	11	5	207	—	216	34	—
1945	379	12	6	152	—	185	21	—
1950	547	14	5	214	—	283	27	—
1955	600	14	5	252	6	301	20	—
1960	629	15	8	269	14	305	18	—
1965	704	14	7	313	20	330	20	—
1970	797	14	6	415	19	321	17	5
1974	922	13	5	488	36	352	18	10
1975	966	12	5	508	41	366	19	15
GROSS SALES (\$1,000)³								
1970	132,764	1,038	11,611	48,598	6,385	25,754	39,327	51
1974	187,536	1,357	4,035	73,210	11,401	41,366	55,872	294
1975	210,935	1,519	4,719	78,072	13,092	47,890	65,154	490

¹Includes agent (4 in 1941, 3 in 1945, 4 in 1950, 2 in 1955, and none thereafter).

²December 7, 1945, December 31, 1945 to 1960; June 30, 1965 to 1975.

³Years ended June 30.

Source: *Forty-third Annual Report of the Liquor Commission of the City and County of Honolulu, State of Hawaii, Fiscal Year Ending June 30, 1975*, p. 11, and underlying data.

Table 328.—LIQUOR AND TOBACCO TAX BASES: 1970 TO 1975

(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
1975	69,210	22,878

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).