

## 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.

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 1976, the retailing tax base rose 68 percent, the wholesaling base by 69 percent, and the base for services by 71 percent. Major retail concentrations included Ala Moana Center (\$219 million in sales in 1972), Waikiki (\$169 million), and downtown Honolulu (\$65 million). The 24 department stores on Oahu reported sales of \$350 million in 1976, double their 1970 volume. The wholesale value of liquor and tobacco sold in 1976 exceeded \$101 million. In addition to civilian retail outlets, there are 58 commissaries, exchanges, and clubs maintained by the armed forces; these facilities had sales of \$223 million in 1976.

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 45,000 in February 1977. There were 335 hotels, motels and apartment-hotels in the State on the latter date, including 206 on the Neighbor Islands. Occupancy rates averaged 82.6 percent in Waikiki and 68.4 percent on the Neighbor Islands during 1976. The average daily room rate was \$29.75 in 1975. The hotel payroll in 1975 totaled \$129 million, compared with \$23 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: 1976*, Section 29, presents similar data for other states and the nation as a whole.

**Table 344. — RETAIL TRADE, WHOLESALE TRADE, AND SELECTED SERVICES: 1958 TO 1972**  
(Coverage varies somewhat from year to year)

Year	Retail trade		Wholesale trade		Selected services <sup>1</sup>	
	Estab- lishments	Sales (\$1,000)	Estab- lishments	Sales (\$1,000)	Estab- lishments	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

<sup>1</sup>Includes 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*, Bulletin 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 345. — GENERAL EXCISE TAX BASE FOR TRADE AND SERVICE ACTIVITIES:  
1966 TO 1976**  
(In thousands of dollars)

Year reported <sup>1</sup>	Retailing	Services <sup>2</sup>	Theater, amuse- ment, broadcast- ing, etc.	Whole- saling
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 <sup>3</sup> .....	2,959,201	783,771	66,557	1,374,819
1975 <sup>4</sup> .....	3,382,804	919,912	74,561	1,527,057
1976 .....	3,724,487	978,091	82,134	1,721,874

<sup>1</sup>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.

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

<sup>3</sup>Wholesaling figure revised.

<sup>4</sup>Retailing figure revised.

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

**Table 346. — 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	233,910	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*, PC72-A-12, and special tabulation of data by island for Maui County.

**Table 347. — MERCHANDISE LINE SALES OF RETAIL ESTABLISHMENTS: 1972**

[Excludes establishments without payroll]

Merchandise line	Number of establishments			Sales of specified merchandise line (\$1,000)		
	State total <sup>1</sup>	Oahu	Other islands	State total <sup>1</sup>	Oahu	Other islands
All lines, total <sup>1</sup> .....	4,491	3,303	1,188	1,832,909	1,486,986	343,988
Groceries and other foods .....	858	562	294	362,374	277,935	84,845
Meals and snacks .....	1,278	956	318	210,659	176,235	34,927
Alcoholic drinks .....	565	420	145	53,361	44,770	8,591
Packaged alcoholic beverages .....	412	251	163	39,022	30,027	8,992
Cigars, cigarettes and tobacco .....	590	359	227	17,161	14,315	3,482
Drugs and other health aids .....	362	210	150	53,439	44,761	8,682
Toiletries .....	449	266	182	17,419	13,456	3,962
Men's, boys' clothing, exc. footwear .....	496	305	190	69,018	57,899	11,118
Women's, girls' clothing, exc. footwear .....	635	409	225	110,934	94,409	16,521
Footwear exc. infants' and toddlers .....	344	205	137	29,787	25,774	4,014
Curtains, draperies, and dry goods .....	327	187	137	42,209	35,464	6,746
Major household appliances .....	179	105	72	31,361	22,493	8,655
Radios, TV's, musical instruments .....	284	167	113	38,088	32,462	5,624
Furniture and sleep equipment .....	188	133	55	33,160	27,471	5,685
Floor coverings .....	147	102	44	11,821	9,328	2,494
Kitchenware and home furnishings .....	438	288	148	32,763	28,460	4,302
Jewelry and optical goods .....	542	382	157	50,991	44,429	6,564
Sporting and recreational equipment .....	194	119	71	30,122	26,510	3,608
Hardware and electrical supplies .....	204	106	96	14,346	11,356	2,987
Lawn and garden supplies .....	269	177	90	19,659	16,320	3,310
Lumber and building materials .....	125	74	48	30,788	23,192	7,557
Automobile and trucks .....	117	86	30	194,360	154,921	39,437
Auto fuels and lubricants .....	543	378	165	91,333	72,359	18,943
Auto tires, batteries, accessories .....	562	388	177	58,045	44,940	13,099
Household fuels and ice .....	21	11	9	13,278	10,056	221
All other merchandise .....	976	664	307	93,655	77,775	15,871
Nonmerchandise receipts .....	1,958	1,416	549	83,731	69,869	13,742
Miscellaneous merchandise .....	(X)	—	(X)	25	—	9

X Not applicable.

<sup>1</sup>Because of rounding, detail may not add exactly to indicated totals.

Source: U.S. Bureau of the Census, *Census of Retail Trade: 1972, Retail Merchandise Lines, Hawaii* (unpublished tabulation filed in Hawaii Department of Planning and Economic Development Library).

**Table 348. — DEPARTMENT STORES, FOR OAHU:  
1967 TO 1976**

Source and year	Number of department stores, end of year	Annual sales <sup>1</sup> (\$1,000)
Census data:		
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 <sup>2</sup> .....	19	223,361
1972.....	22	248,986
1973.....	22	281,790
1974.....	23	304,721
1975.....	23	328,992
1976.....	24	349,612

NA Not available.

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

<sup>2</sup>Number of stores as of February 1972.

Source: U.S. Bureau of the Census, *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 349. — SHOPPING CENTERS: 1970 TO 1976**

Year (Dec. 31)	Number of stores			Gross leasable area (1,000 square feet)		
	State total	Oahu	Other islands	State total	Oahu	Other islands
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.....	1,622	1,166	456	6,710	5,243	1,467
1974.....	1,786	1,284	502	7,640	6,115	1,525
1975.....	2,033	1,446	587	8,287	6,620	1,667
1976 <sup>1</sup> .....	2,054	1,467	587	8,400	6,711	1,689

<sup>1</sup>Preliminary.

Source: Bank of Hawaii, Department of Business Research, *Hawaii '77* (July 1977), p. 30.

**Table 350. — MAJOR RETAIL CENTERS ON OAHU: 1972**

Center <sup>1</sup>	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 Shopping Center.....	32	18,606	2,880	476

<sup>1</sup>For boundaries, see source.

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

**Table 351. — 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: <sup>1</sup>						
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: <sup>2</sup>						
Hilo Mall S.C.....	Hilo	1970	14	220	950	33
Maui: <sup>2</sup>						
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: <sup>2</sup>						
Lihue S.C.....	Lihue	1966	9	142	551	24

<sup>1</sup>Includes centers with more than 200,000 square feet of building area.

<sup>2</sup>Includes centers with more than 100,000 square feet of building area.

Source: Chamber of Commerce of Hawaii, *Shopping Centers in Hawaii* (May 1976).

**Table 352. — CHARACTERISTICS OF RETAIL FACILITIES OPERATED BY THE ARMED FORCES: 1976**

Type of facility and branch of service	Number of establishments, Dec. 31	Annual sales (dollars)	Civilian employees, Dec. 31
All reported facilities . . . .	58	222,986,559	3,860
Commissaries . . . . .	8	67,182,895	476
Air Force <sup>1</sup> . . . . .	1	17,426,692	121
Army <sup>2</sup> . . . . .	1	19,870,452	142
Marine Corps <sup>3</sup> . . . . .	1	6,276,062	59
Navy <sup>4</sup> . . . . .	5	23,609,689	154
Exchanges . . . . .	17	129,341,103	1,920
Air Force and Army <sup>5</sup> . . . . .	11	55,437,983	1,091
Coast Guard <sup>6</sup> . . . . .	1	892,000	35
Marine Corps <sup>3</sup> . . . . .	1	18,010,000	338
Navy <sup>7</sup> . . . . .	4	55,001,120	456
Clubs . . . . .	30	21,084,621	1,290
Air Force <sup>1</sup> . . . . .	3	5,464,702	557
Army <sup>2</sup> . . . . .	16	7,904,700	387
Coast Guard <sup>6</sup> . . . . .	1	83,000	22
Marine Corps <sup>3</sup> . . . . .	7	3,704,162	139
Navy <sup>7</sup> . . . . .	3	3,928,057	185
Food service . . . . .	3	5,377,940	174
Navy <sup>4</sup> . . . . .	3	5,377,940	174

<sup>1</sup>15th Air Base Wing (PACAF).

<sup>2</sup>Hdq., U.S. Army Support Command, Hawaii.

<sup>3</sup>Hdq., Marine Corps Bases, Pacific, Camp H. M. Smith.

<sup>4</sup>Hdq. U.S. Naval Base, Pearl Harbor. Commissary data include Region Office and Midway.

<sup>5</sup>Hdq., Army and Air Force Exchange Service, Pacific.

<sup>6</sup>U.S. Coast Guard Base, Honolulu.

<sup>7</sup>Naval Air Station, Barbers Point, and Hdq., U.S. Naval Base, Pearl Harbor.

Source: Data supplied to DPED by agencies listed in footnotes.

**Table 353. — 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 354. — 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 355. — HOTEL UNITS, OCCUPANCY RATES, EMPLOYMENT, AND PAYROLL:  
1967 TO 1977**

Year	Number of hotel units <sup>1</sup>			Percent occupied <sup>2</sup>		Hotel employment <sup>3</sup>	Payroll <sup>4</sup> (\$1,000)
	State total	Oahu	Neighbor islands	Waikiki	Neighbor islands		
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
1976.....	44,093	27,099	16,994	82.6	68.4	(NA)	(NA)
1977.....	44,986	27,363	17,623	(NA)	(NA)	(NA)	(NA)

NA Not available.

<sup>1</sup>December, 1967; November, 1968; October, 1969 to 1976; February, 1977.

<sup>2</sup>Annual averages.

<sup>3</sup>Annual averages, for workers covered by the Hawaii Employment Security Law.

<sup>4</sup>Wage 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 356. — HOTELS AND RELATED FACILITIES, BY GEOGRAPHIC  
AREA: 1970 TO 1977**

Geographic area	Visitor plants <sup>1</sup>			Units		
	Feb. 1970	Feb. 1976	Feb. 1977	Feb. 1970	Feb. 1976	Feb. 1977 <sup>2</sup>
State total .....	275	314	335	26,923	42,648	44,986
Oahu .....	152	126	129	18,449	25,851	27,363
Waikiki <sup>3</sup> .....	124	100	102	16,590	22,117	23,627
Hotels .....	55	64	66	13,825	20,294	21,776
Apt.-hotels .....	63	33	33	2,488	1,655	1,683
Other <sup>4</sup> .....	6	3	3	277	168	168
Rest of Oahu .....	28	26	27	1,859	3,734	3,736
Other islands .....	123	188	206	8,474	16,797	17,623
Hawaii .....	41	52	55	3,166	6,045	5,929
Kauai .....	31	40	43	2,565	3,520	3,657
Maui .....	48	92	104	2,643	7,007	7,898
Molokai .....	2	3	3	89	214	128
Lanai .....	1	1	1	11	11	11

<sup>1</sup>Hotels, apartment-hotels, motels, cottages, etc.

<sup>2</sup>Includes 5,085 condominium units in rental pools: 512 on Oahu, 330 on Hawaii, 590 on Kauai, 3,613 on Maui, and 40 on Molokai.

<sup>3</sup>Includes Diamond Head and Kahala.

<sup>4</sup>Motels, cottages, etc.

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

**Table 357. — HOTEL UNITS, 1976 AND 1977, AND OCCUPANCY RATES, 1975 AND 1976, BY GEOGRAPHIC AREA**

Geographic area	Number of units			Percent occupied <sup>1</sup>	
	Feb. 1976 (existing)	February 1977		1975	1976
		Existing	Planned <sup>2</sup>		
State total .....	42,648	44,986	13,942	(NA)	(NA)
Oahu .....	25,851	27,363	5,078	(NA)	(NA)
Waikiki and Kahala <sup>3</sup> .....	22,117	23,627	4,928	78.3	82.6
Ala Moana .....	1,681	1,676	—	}	(NA)
Central Honolulu .....	129	129	—		
Airport .....	702	702	—		
Leeward Oahu .....	620	618	—		
Windward Oahu .....	602	611	150		
Hawaii .....	6,045	5,929	3,857	59.9	57.6
Hilo and Honokaa .....	2,167	2,130	—	57.3	51.4
Volcano .....	38	38	—	}	74.3
Ka'u .....	13	21	—		
North and South Kohala .....	404	409	3,200		
North and South Kona .....	3,423	3,331	657	59.3	58.5
Maui .....	7,007	7,898	1,950	72.3	74.8
Wailuku and Kahului .....	370	428	—	78.7	79.7
Lahaina to Napili .....	4,631	4,938	1,197	74.9	79.0
Kihei and Maalaea .....	1,900	2,425	663	}	58.4
Kula, Makawao, and Paia .....	19	19	90		
Hana .....	87	88	—		
Kauai .....	3,520	3,657	2,615	77.2	76.8
Kapaa and Wailua .....	1,554	1,711	1,027	}	79.0
Lihue .....	712	789	—		
Poipu and Kukuiula .....	730	679	648	74.0	73.3
Kalaheo .....	20	20	—	}	55.5
Kokee .....	12	12	—		
Hanalei .....	492	446	940		
Molokai .....	214	128	442	(NA)	(NA)
Lanai .....	11	11	—	(NA)	(NA)

NA Not available.

<sup>1</sup>Annual averages.

<sup>2</sup>Under construction or announced for future construction. Includes 1,037 to be completed in 1977, 3,535 in 1978, 1,550 in 1979, and 7,820 indefinite.

<sup>3</sup>Occupancy data limited to Waikiki and Diamond Head.

Source: Hawaii Visitors Bureau, *1975 Annual Research Report*, pp. 25-28; *Visitor Plant Inventory, February 1977*; and records.

**Table 358. — OPERATIONS OF SELECTED RESORT HOTELS: 1967 TO 1975**

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
1975.....	486	78.3	1.86	29.75	16.00	(NA)	29.3

NA Not available.

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

**Table 359. — 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	
<b>ALL ESTABLISHMENTS</b>					
Number of establishments.....	220	187	(NT)	(NT)	33
Receipts from customers (\$1,000).....	241,606	230,972	(NT)	(NT)	10,634
<b>ESTABLISHMENTS WITH PAYROLL</b>					
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 Industries, 1972, Hotels, Motels, Trailing Parks, and Camps* (SC72-S-2, December 1975), tables 1 and 2.

**Table 360.—TRAVEL AGENCIES, TOUR OPERATORS, AND RELATED SERVICES: 1972**

Subject	Number of establishments	Receipts <sup>1</sup> (\$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	—	—	—
<b>ESTABLISHMENTS WITH PAYROLL</b>					
Kind of business:					
Travel agencies .....	136	13,310	5,893	1,327	998
Tour operators <sup>2</sup> .....	32	6,893	2,829	598	392
Other services <sup>3</sup> .....	9	456	232	52	44
Location:					
Oahu .....	155	18,292	(NA)	(NA)	(NA)
Other islands.....	22	2,367	(NA)	(NA)	(NA)

NA Not available.

<sup>1</sup>For 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.

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

<sup>3</sup>Establishments 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 361. — MOTION PICTURE THEATERS: 1939 TO 1972**

Area, year, and type of theater	All establishments		Establishments with payroll		Establishments with payroll, reporting admissions and capacity		
	Number	Receipts (\$1,000)	Number	Receipts (\$1,000)	Number	Paid admissions <sup>1</sup> (1,000)	Capacity <sup>2</sup>
STATE							
1939, total <sup>3</sup> .....	83	4,182	(NA)	(NA)	(NA)	(NA)	(NA)
1948, total .....	108	(D)	(NA)	(NA)	(NA)	(NA)	(NA)
Regular .....	107	8,012	(NA)	(NA)	(NA)	17,769	63,380
Outdoor .....	1	(D)	(NA)	(NA)	(NA)	(NA)	(NA)
1954, total .....	102	7,784	98	7,770	66	11,397	...
Except drive-in .....	94	7,443	92	(D)	63	(NA)	43,228
Drive-in .....	8	341	6	(D)	3	(NA)	2,174
1958, total .....	77	(D)	77	(D)	64	8,527	...
Except drive-in .....	70	6,422	70	6,422	57	7,737	40,945
Drive-in .....	7	(D)	7	(D)	7	790	3,834
1963, total .....	74	(D)	74	(D)	67	...	...
Except drive-in .....	69	6,082	69	6,080	63	5,491	41,998
Drive-in .....	5	(D)	5	(D)	4	( <sup>4</sup> )	2,719
1967, total .....	59	9,032	56	(D)	47	5,543	...
Except drive-in .....	(NA)	(NA)	51	6,898	44	4,625	33,041
Drive-in .....	(NA)	(NA)	5	(D)	3	918	2,972
1972, total .....	66	12,152	59	11,982	(NA)	(NA)	(NA)
Except drive-in .....	(NA)	(NA)	57	(D)	(NA)	(NA)	(NA)
Drive-in .....	(NA)	(NA)	2	(D)	(NA)	(NA)	(NA)
OAHU							
1954, total .....	51	6,201	51	6,201	(NA)	(NA)	(NA)
Except drive-in .....	45	(D)	45	(D)	(NA)	(NA)	(NA)
Drive-in .....	6	(D)	6	(D)	(NA)	(NA)	(NA)
1958, total .....	41	(D)	41	(D)	(NA)	(NA)	(NA)
Except drive-in .....	35	5,123	35	5,123	(NA)	(NA)	(NA)
Drive-in .....	6	(D)	6	(D)	(NA)	(NA)	(NA)
1963, total .....	36	(D)	36	(D)	(NA)	(NA)	(NA)
Except drive-in .....	32	5,091	32	5,089	(NA)	(NA)	(NA)
Drive-in .....	4	(D)	4	(D)	(NA)	(NA)	(NA)
1967, total .....	36	8,292	36	(D)	32	5,010	...
Except drive-in .....	31	6,195	31	6,195	29	4,092	23,699
Drive-in .....	5	2,097	5	(D)	3	918	2,972
1972, total .....	44	11,199	42	(D)	(D)	(D)	(D)
Except drive-in .....	(NA)	(NA)	40	9,232	40	4,549	25,744
Drive-in .....	(NA)	(NA)	2	(D)	(D)	(D)	(D)

D Withheld to avoid disclosure.

NA Not available.

<sup>1</sup>Based on admission charge per person, unless otherwise specified.

<sup>2</sup>For drive-in motion picture theaters, refers to cars; for other motion picture theaters, refers to seats.

<sup>3</sup>Data include all theaters, whether or not showing motion pictures.

<sup>4</sup>994,000 persons (where based on persons) and 160,000 cars (where based on cars).

Source: U.S. Bureau of the Census, *Census of Business: 1939, Alaska, Hawaii and Puerto Rico; Census of Business: 1948, Vol. VI and VII; Census of Business: 1954, Vol. V and Vol. VI, Part 2; Census of Business: 1958, BC58-SA52 and BC58-SS8; Census of Business: 1963, Vol. 6 and BC63-SA13; Census of Business: 1967, BC67-SA13 and BC67-SS4; Census of Selected Service Industries: 1972, Vol. I and SC72-A-12.*

**Table 362. — FEATURE-LENGTH MOTION PICTURES FILMED PARTLY OR WHOLLY IN HAWAII: 1945 TO 1976**

Year released	Total	Locally produced	Produced by mainland companies	Produced by foreign companies
1945 to 1949 .....	1	—	1	—
1950 to 1954 .....	12	1	9	2
1955 to 1959 .....	16	—	16	—
1960 to 1964 .....	14	—	9	5
1965 to 1969 .....	10	—	7	3
1970 to 1974 .....	3	—	3	—
1975 .....	2	—	2	—
1976 .....	1	—	1	—

Source: Hawaii State Department of Planning and Economic Development, "Here's List of Movies Filmed in the Islands," *Hawai'i*, Spring-Summer 1976, pp. 4-6 and 8, as corrected and updated.

**Table 363. — NUMBER, 1941 TO 1976, AND GROSS SALES, 1970 TO 1976, OF LIQUOR LICENSEES, FOR OAHU**

Year	All types <sup>1</sup>	Club	Manufacturer	Dispenser	Cabaret	Retail	Wholesale	Vessel
<b>LICENSES IN EFFECT<sup>2</sup></b>								
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
1975 .....	966	12	5	508	41	366	19	15
1976 .....	998	12	5	529	38	378	21	15
<b>GROSS SALES (\$1,000)<sup>3</sup></b>								
1970 .....	132,764	1,038	11,611	48,598	6,385	25,754	39,327	51
1975 .....	210,935	1,519	4,719	78,072	13,092	47,890	65,154	490
1976 .....	220,725	1,670	6,270	85,510	13,460	43,025	70,390	404

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

<sup>2</sup>December 7, 1941; December 31, 1945 to 1960; June 30, 1965 and thereafter.

<sup>3</sup>Years ended June 30.

Source: *Forty-fourth Annual Report of the Liquor Commission of the City and County of Honolulu, State of Hawaii, Fiscal Year Ending June 30, 1976*, p. 8, and underlying data.

**Table 364. — LIQUOR AND TOBACCO TAX BASES: 1970 TO 1976**  
 (Wholesale value, in thousands of dollars. Excludes sales on military bases.)

Year <sup>1</sup>	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
1976 .....	76,659	24,413

<sup>1</sup>Calendar 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).