

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 19 department stores on Oahu reported sales of \$347 million in 1977, double their 1970 volume. The wholesale value of liquor and tobacco sold in 1977 exceeded \$112 million. In addition to civilian retail outlets, there are 79 commissaries, exchanges, clubs, and food services maintained by the armed forces; these facilities had sales of \$231 million in 1977.

Growth has been especially rapid for hotels. The number of units in the State rose from 5,500 in 1958 to 21,200 in 1968 and 47,000 in February 1978. There were 353 hotels, motels and apartment-hotels in the State on the latter date, including 214 on the Neighbor Islands. Occupancy rates averaged 81.2 percent in Waikiki and 71.7 percent on the Neighbor Islands during 1977. The average daily room rate was \$34.28 in 1977. The hotel payroll in 1976 totaled \$155 million, compared with \$35 million ten years earlier.

The major source for these data is the United States Census of Business, most recently published for 1972. Statistics on the retailing, wholesaling, and services tax bases are available through 1976 from the Hawaii State Department of Taxation; these series were discontinued in January 1977 and resumed early in 1978. 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: 1977*, Section 30, presents similar data for other states and the nation as a whole.

Table 391.—RETAIL TRADE, WHOLESALE TRADE, AND SELECTED SERVICES: 1958 TO 1972
 [Data are only approximately comparable from year to year]

Year	Retail trade		Wholesale trade		Selected services ¹	
	Estab- lishments	Sales (\$1,000)	Estab- lishments	Sales (\$1,000)	Estab- lishments	Receipts (\$1,000)
ALL ESTABLISHMENTS						
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	310,290
1972.....	6,392	1,864,985	1,336	1,538,429	6,348	683,201
ESTABLISHMENTS WITH PAYROLL						
1958.....	3,130	491,231	793	618,155	1,436	92,430
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	294,018
1972.....	4,491	1,819,883	1,336	1,538,429	3,031	648,164

¹ Includes hotels; personal services; miscellaneous business services; automobile repair, services, and garages; miscellaneous repair services; and motion pictures and other amusement and recreation services. Data for 1967 have been revised.

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 392.—GENERAL EXCISE TAX BASE FOR TRADE AND SERVICE ACTIVITIES:
 1966 TO 1976**

[In thousands of dollars. Series discontinued in January 1977 and resumed in 1978.]

Year reported ¹	Retailing	Services ²	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 ³	2,959,201	783,771	66,557	1,374,819
1975 ⁴	3,382,804	919,912	74,561	1,527,057
1976.....	3,724,487	978,091	82,134	1,721,874

¹ Calendar year in which reported, including "prior years" reports. Income received in December is reported the following January, hence these annual totals generally refer to an "income year" ended November 30.

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

³ Wholesaling figure revised.

⁴ Retailing figure revised.

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

Table 393.—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*, RC72-A-12, and special tabulation of data by island for Maui County.

Table 394.—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 ¹	Oahu	Other islands	State total ¹	Oahu	Other islands
All lines, total ¹	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.

¹Because 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 395.—DEPARTMENT STORES, FOR OAHU:
1970 TO 1977**
[Data beginning April 1977 not comparable to earlier figures.]

Year	Number of stores, December	Annual sales, (\$1,000)
1970	172,644
1971 ¹	19	223,361
1972	22	248,986
1973	22	281,790
1974	23	304,721
1975	23	328,992
1976	24	349,612
1977 ²	19	347,255

¹ Number of stores as of February 1972.

² Data for April 1977 and succeeding months based on a new sample design, the 1972 SIC code, a revised definition of "sales" (to exclude sales taxes and finance charges, previously included), and other changes, and hence not comparable to data prior to April 1977.

Source: U.S. Bureau of the Census, *Current Business Reports: Monthly Retail Trade, Sales and Accounts Receivable* (1970-1977) and *Monthly Department Store Sales in Selected Areas* (1977), and records.

Table 396.—SHOPPING CENTERS: 1970 TO 1977

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	2,132	1,467	665	8,424	6,711	1,713
1977	2,238	1,573	665	8,805	7,092	1,713

Source: Bank of Hawaii, *Hawaii 78* (August 1978), p. 30.

Table 397.—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 Shopping 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 398.—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 399.—CHARACTERISTICS OF RETAIL FACILITIES OPERATED BY THE ARMED FORCES: 1977

Type of facility and branch of service	Number of establishments, Dec. 31	Annual sales (dollars)	Civilian employees, Dec. 31
All reported facilities	79	230,601,437	4,494
Commissaries	8	66,550,030	452
Air Force ¹	1	19,048,954	121
Army ²	1	16,933,183	138
Marine Corps ³	1	7,178,141	51
Navy ⁴	5	23,389,752	142
Exchanges	21	133,877,669	2,440
Air Force and Army ⁵	12	56,094,661	989
Coast Guard ⁶	4	1,136,399	25
Marine Corps ³	1	18,790,907	269
Navy ⁷	4	57,855,702	1,157
Clubs	35	23,347,198	1,358
Air Force ¹	3	6,264,675	557
Army ²	16	8,417,310	346
Coast Guard ⁶	1	133,192	7
Marine Corps ³	11	4,335,333	216
Navy ⁷	4	4,196,688	232
Food service	15	6,826,540	244
Marine Corps ³	12	2,102,950	83
Navy ⁷	3	4,723,590	161

¹ 15th Air Base Wing (PACAF). Employment data refer to 1976.
² Hdq., U.S. Army Support Command, Hawaii.
³ Hdq., Marine Corps Bases, Pacific, Camp H.M. Smith. The exchange has 56 separate outlets.
⁴ Hdq., U.S. Naval Base, Pearl Harbor. Commissary data include Region Office and Midway.
⁵ Hdq., Army and Air Force Exchange Service, Pacific.
⁶ U.S. Coast Guard Base, Honolulu.
⁷ Naval Air Station, Barbers Point, and Hdq., U.S. Naval Base, Pearl Harbor.
Source: Data supplied to DPED by agencies listed in footnotes.

**Table 400.—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 401.—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 402.—HOTEL UNITS, OCCUPANCY RATES, EMPLOYMENT, AND PAYROLL:
1967 TO 1978**

Year	Number of hotel units ¹			Percent occupied ²		Hotel employment ³	Payroll ⁴ (\$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	21,130	155,123
1977.....	46,048	28,083	17,965	81.2	71.7	22,313	175,602
1978.....	48,790	29,294	19,496	(NA)	(NA)	(NA)	(NA)

NA Not available.

¹December, 1967; November, 1968; 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 403.—HOTELS AND OTHER ACCOMMODATIONS, BY GEOGRAPHIC
AREAS: 1970 AND 1978**

Geographic area	February 1970		June 1978		
	Visitor plants ¹	Units	Visitor plants ¹	Units	
				Total	Condo ²
State total.....	275	26,923	362	48,034	7,178
Oahu.....	152	18,449	143	29,193	1,520
Waikiki ³	124	16,590	113	25,471	...
Hotels.....	55	13,825	62	22,288	...
Apartment hotels.....	63	2,488	48	3,013	...
Other ⁴	6	277	3	170	...
Other Honolulu.....	9	1,105	10	2,479	...
Rest of Oahu.....	19	754	20	1,243	...
Other islands.....	123	8,474	219	18,841	5,658
Hawaii.....	41	3,166	59	6,064	720
Kauai.....	31	2,565	47	4,097	779
Maui.....	48	2,643	107	8,146	3,870
Molokai.....	2	89	5	523	289
Lanai.....	1	11	1	11	—

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

² Condominium units in rental pools for transient use. Included in total units. Not available for Oahu subareas.

³ Includes Diamond Head and Kahala but not areas ewa and mauka (west and north) of the Ala Wai Canal.

⁴ Motels, cottages, etc.

Source: Hawaii Visitors Bureau, *Visitor Plant Inventory* for February 1970 and 1978.

**Table 404.—HOTEL UNITS, 1977 AND 1978, AND OCCUPANCY RATES, 1976 AND 1977,
BY GEOGRAPHIC AREA**

Geographic area	Number of units			Percent occupied ¹	
	Feb. 1977 (existing)	February 1978		1976	1977
		Existing	Planned ²		
State total	44,986	47,070	15,806	(NA)	(NA)
Oahu	27,363	28,546	5,389	(NA)	(NA)
Waikiki and Kahala ³	23,627	24,934	5,389	82.6	81.2
Ala Moana	1,676	1,649	—	}	(NA)
Central Honolulu	129	129	—		
Airport	702	691	—		
Leeward Oahu	618	532	(NA)		
Windward Oahu	611	611	(NA)		
Hawaii	5,929	6,002	4,016	57.6	61.0
Hilo and Honokaa	2,130	1,957	—	51.4	53.0
Volcano	38	38	—	}	78.9
Ka'u	21	56	—		
North and South Kohala	409	408	3,198		
North and South Kona	3,331	3,543	818	58.5	63.8
Maui	7,898	8,202	2,676	74.8	76.9
Wailuku and Kahului	428	427	—	79.7	80.1
Lahaina and Napili	4,938	4,897	1,453	79.0	81.6
Kihei and Maalaea	2,425	2,767	1,148	}	58.4
Kula, Makawao, and Paia	19	19	75		
Hana	88	92	—		
Kauai	3,657	3,786	3,725	76.8	80.6
Kapaa and Wailua	1,711	1,749	2,446	}	80.2
Lihue	789	749	10		
Poipu and Kukuiula	679	769	679		
Kalaheo	20	20	—	}	53.8
Kokee	12	12	—		
Hanalei	446	487	590		
Molokai	128	523	—	(NA)	(NA)
Lanai	11	11	—	(NA)	(NA)

NA Not available.

¹ Annual averages.

² Under construction or announced for future construction. Includes 1,836 to be completed in 1978, 4,059 in 1979, 750 in 1980, and 9,161 indefinite. Excludes planned units in Leeward and Windward Oahu.

³ Occupancy data limited to Waikiki and Diamond Head.

Source: Hawaii Visitors Bureau, *Annual Research Report* and records.

Table 405.—OPERATIONS OF SELECTED RESORT HOTELS: 1967 TO 1977

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	...	29.3
1976 ¹	76.7	...	29.54	15.14
1977 ¹	76.7	...	34.28	17.42

¹ Preliminary.

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

Table 406.—HOTEL OCCUPANCY AND ROOM RATES, BY GEOGRAPHIC AREA: ANNUAL AVERAGES, 1976 AND 1977

Geographic area	Percentage of occupancy		Average daily room rate (dollars)		Average daily guest rate (dollars)	
	1977	1976	1977	1976	1977	1976
State.....	76.7	76.7	34.28	29.54	17.42	15.14
Oahu.....	80.2	82.2	31.87	26.70	16.42	13.87
Waikiki:						
On beach.....	83.2	85.4	39.53	31.64	20.47	16.44
Off beach:						
With restaurant.....	80.1	82.2	25.68	22.94	13.15	11.77
Without restaurant.....	78.8	77.4	23.71	20.70	11.83	10.53
Other Oahu.....	74.7	79.2	35.55	33.11	18.97	18.51
Hawaii.....	58.1	56.0	33.08	30.52	16.62	15.56
Hilo.....	49.2	52.0	28.84	27.21	14.79	14.05
Kona.....	63.4	58.4	35.03	32.23	17.43	16.33
Maui.....	84.0	81.0	42.59	37.61	21.22	18.64
West end.....	90.7	88.2	44.19	39.86	21.44	19.48
Other Maui.....	70.0	63.5	38.21	29.95	20.55	15.60
Kauai.....	84.7	81.9	38.45	34.51	18.91	17.20
East end.....	83.6	80.0	38.60	34.58	19.12	17.32
South end.....	94.6	90.8	37.24	33.92	17.38	16.32

Source: Harris, Kerr, Forster & Company, *Statistics and Trend of Hotel Business in Hawaii* (monthly).

Table 407.—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, Trailing Parks, and Camps* (SC72-S-2, December 1975), tables 1 and 2.

Table 408.—CONVENTIONS: 1964 TO 1977

Year held	Number of conventions	Registered attendance ¹	Estimated revenue ² (\$1,000)
1964 ³	62	18,521	...
1965	113	22,182	...
1966	134	50,487	...
1967	192	67,702	...
1968	284	71,979	...
1969	160	89,688	...
1970	203	75,749	...
1971	221	93,720	...
1972	198	118,046	43,473
1973	227	153,457	56,463
1974	346	187,770	64,718
1975	386	261,045	71,489
1976	317	192,894	86,108
1977	413	150,418	69,313

¹ Includes Hawaii residents.
² Not available before 1972.
³ Earliest year available.
 Source: Hawaii Visitors Bureau, Group Sales Division.

Table 409.—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 410.—MOTION PICTURE THEATRES: 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 ¹ (1,000)	Capacity ²
STATE							
1939, total ³	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	(⁴)	2,719
1967, total	59	9,032	56	(D)	47	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.

¹ Based on admission charge per person, unless otherwise specified.

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

³ Data include all theaters, whether or not showing motion pictures.

⁴ 994,000 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 411.—MOTION PICTURE PRODUCTION IN HAWAII: 1976 AND 1977

Subject	1976	1977
Number of features filmed	31	63
Features for theater viewing	3	4
Features for television viewing	1	5
Television specials	1	15
Television series ¹	26	39
Expenditures in Hawaii for feature films and tele- vision specials and series (millions of dollars)	11	16
Gross budgets (millions of dollars) ²	26	39
Feature films and television specials and series	20	30
Television commercials and related advertising	6	9

¹ Each program in a series counted separately.

² Includes post-production costs out of the State.

Source: Hawaii State Department of Planning and Economic Development, Hawaii Film Office, unpublished estimates.

**Table 412.—NUMBER AND GROSS SALES OF LIQUOR LICENSES,
FOR OAHU: 1970 AND 1977**

Class of licensee	Licenses in effect, June 30		Gross sales of licensees, year ended June 30 (\$1,000)	
	1970	1977	1970	1977
All categories	797	1,037	132,764	255,471
Cabarets	19	33	6,385	13,322
Clubs ¹	14	13	1,038	1,723
Dispensers ²	415	560	48,598	95,317
Retailers ³	321	391	25,754	57,610
Wholesalers	17	22	39,327	80,986
Manufacturers	6	5	11,611	6,021
Tour or cruise vessel	5	13	51	492

¹ Private.

² Bars, restaurants, etc.

³ Package goods stores, including supermarkets, drug stores, etc.

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

Table 413.—LIQUOR AND TOBACCO TAX BASES: 1970 TO 1977
 [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
1976	76,659	24,413
1977	86,229	26,077

¹ 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).

**Table 414.—ALCOHOLIC BEVERAGE CONSUMPTION AND REVENUES,
 BY TYPE OF BEVERAGE: 1976**

Type of beverage	Consumption		State and county revenues	
	Total (1,000 gal.)	Per capita ¹ (gal.)	Total ² (\$1,000)	Per gal. (dollars)
All alcoholic beverages	26,155	27.5	22,083	0.84
Distilled spirits	2,024	2.1	9,297	4.59
Wine	1,811	1.9	1,590	0.88
Beer	22,320	23.4	11,196	0.50

¹ Based on estimated de facto population (952,700). The corresponding national ratios were 2.0 for distilled spirits, 1.7 for wine, and 21.8 for beer.

² Includes county license fees (\$1,697,000), general excise tax (retailing, \$4,665,000; wholesaling, \$383,000), and ad valorem tax (\$15,338,000).

Source: Distilled Spirits Council of the United States, Inc., *1976 Public Revenues from Alcohol Beverages*, pp. 16, 17, 20, and 33.