

## 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 \$751 million in 1963 to \$1.9 billion in 1972 and \$3.3 billion in 1977. Wholesale sales rose from \$735 million in 1963 to \$1.54 billion in 1972. Hotels, amusements, and other services reported receipts of \$683 million in 1972, compared with \$163 million in 1963. General excise and use tax base data for more recent years indicate continued increases; between 1972 and 1978, the retailing tax base rose 116 percent, the wholesaling base by 115 percent, and the base for services by 111 percent. Major retail concentrations include Ala Moana Center, Pearlridge Center, Waikiki, and downtown Honolulu. The 19 department stores on Oahu reported sales of \$373 million in 1978, double their 1970 volume. In addition to civilian retail outlets, there are 78 commissaries, exchanges, clubs, and food services maintained by the armed forces; these facilities had sales of \$261 million in 1978.

Growth has been especially rapid for hotels. The number of units in the State rose from 6,800 in 1959 to 24,000 in 1969 and 51,000 in June 1979. There were 384 hotels, motels and apartment-hotels in the State on the latter date, including 228 on the Neighbor Islands. Occupancy rates averaged 82.1 percent in Waikiki and 75.5 percent on the Neighbor Islands during 1978. The average daily room rate was \$38.49 in 1978. The hotel payroll in 1977 totaled \$176 million, compared with \$35 million ten years earlier.

Sixty feature motion pictures and television specials and series were filmed in Hawaii in 1978, accounting for local expenditures of \$22 million.

The major source of these data is the United States Census of Business, most recently conducted at the end of 1977. 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. A summary of figures on trade and services in earlier years appears in Historical Statistics of Hawaii, Section 20. The Statistical Abstract of the United States: 1978, Section 30, presents similar data for other states and the nation as a whole.

Table 373.-- RETAIL TRADE, WHOLESALE TRADE, AND SELECTED SERVICES: 1963 TO 1977

Year	Retail trade		Wholesale trade		Selected services 1/	
	Estab- lish- ments	Sales (\$1,000)	Estab- lish- ments	Sales (\$1,000)	Estab- lish- ments	Receipts (\$1,000)
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 (1967 def.) ....	6,416	1,891,516	1,311	1,511,398	5,570	583,289
1972 (1972 def.) ....	6,392	1,864,985	1,336	1,538,429	6,348	683,201
1972 (1977 def.) ....	5,880	1,859,929	1,337	1,561,654	(NA)	(NA)
1977 .....	7,388	3,294,118	1,569	2,571,489	(NA)	(NA)

NA Not available.

Source: Robert C. Schmitt, Historical Statistics of Hawaii (University Press of Hawaii, 1977), pp. 513, 524, and 526. U.S. Bureau of the Census, 1977 Census of Retail Trade, RC77-A-12, table 2, and 1977 Census of Wholesale Trade, WC77-A-12, table 2.

Table 374.-- GENERAL EXCISE TAX BASE FOR TRADE AND SERVICE ACTIVITIES:  
1968 TO 1978

[In thousands of dollars]

Year reported <u>1/</u>	Retailing	Services <u>2/</u>	Theater, amusement, broadcasting, etc.	Wholesaling
1968 .....	1,423,835	358,852	36,203	651,512
1969 .....	1,670,288	451,814	39,220	747,204
1970 .....	1,895,089	504,191	43,588	854,660
1971 .....	2,030,170	523,824	48,503	918,425
1972 .....	2,213,704	578,260	53,108	1,002,214
1973 .....	2,560,799	697,419	60,079	1,220,818
1974 .....	2,959,201	783,771	66,557	1,374,819
1975 .....	3,382,804	919,912	74,561	1,527,057
1976 .....	3,724,487	978,091	82,134	1,721,874
1977 <u>3/</u> ...	4,222,169	1,095,066	92,827	1,989,981
1978 <u>3/</u> ...	4,774,076	1,222,996	104,085	2,158,707

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/ Partly estimated.

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

Table 375.-- RETAIL TRADE, BY SELECTED KINDS OF BUSINESS: 1977

SIC code	Kind of business <u>1/</u>	All establishments <u>2/</u> (number)	Sales <u>3/</u> (\$1,000)	Payroll entire year (\$1,000)	Paid employees for week including March 12 (number)
	Retail trade <u>4/</u> .....	7,388	3,294,118	460,322	72,098
52	Building materials, hardware, garden supply and mobile home dealers .....	194	74,462	10,142	1,170
521, 3	Building materials and supply stores .....	66	56,585	7,630	800
525	Hardware stores .....	54	12,462	1,696	250
53	General merchandise group stores .....	259	631,505	74,056	11,669
531	Department stores <u>5/</u> .....	23	375,943	50,003	7,714
533	Variety stores .....	55	64,459	9,095	1,843
539	Miscellaneous general merchandise stores .....	181	191,103	14,958	2,112
54	Food stores .....	876	651,259	62,489	8,423
541	Grocery stores .....	490	591,881	51,329	6,418
55 ex. 554	Automotive dealers .....	291	457,429	49,854	3,941
551	Motor vehicle dealers--new and used cars .....	59	368,108	37,237	2,700
552	Motor vehicle dealers--used cars only .....	33	16,098	1,508	140
553	Auto and home supply stores .....	145	52,395	8,551	849
554	Gasoline service stations .....	415	176,079	18,475	3,447
56	Apparel and accessory stores .....	733	204,037	31,158	4,957
561	Men's and boys' clothing and furnishings stores .....	88	28,788	4,817	698
562	Women's ready-to-wear stores .....	225	(D)	(D)	(D)
565	Family clothing stores .....	217	78,146	11,884	1,993
566	Shoe stores .....	70	23,871	3,529	430

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Continued on next page.

Table 375.-- RETAIL TRADE, BY SELECTED KINDS OF BUSINESS: 1977 -- Con.

SIC code	Kind of business <u>1/</u>	All establishments <u>2/</u> (number)	Sales <u>3/</u> (\$1,000)	Payroll entire year (\$1,000)	Paid employees for week including March 12 (number)
57	Furniture, home furnishings, and equipment stores	444	102,188	14,427	1,778
571	Furniture and home furnishings stores .....	237	51,038	8,030	891
572	Household appliance stores .....	74	20,142	2,397	318
573	Radio, television, and music stores .....	133	31,008	4,000	569
58	Eating and drinking places .....	1,657	484,098	134,382	27,407
5812	Eating places .....	1,356	433,180	118,778	23,822
5813	Drinking places (alcoholic beverages) .....	301	50,918	15,604	3,585
591	Drug stores and proprietary stores .....	115	174,155	16,649	1,859
59 ex. 591	Miscellaneous retail stores <u>4/</u> .....	2,404	338,906	48,690	7,447
592	Liquor stores .....	114	28,216	2,170	387
594	Miscellaneous shopping goods stores .....	1,300	220,393	31,991	4,851
5941	Sporting goods stores and bicycle shops .....	157	29,112	3,788	538
5944	Jewelry stores .....	503	77,884	12,437	1,626
596	Nonstore retailers <u>4/</u> .....	123	31,753	5,368	786
598	Fuel and ice dealers .....	14	730	52	10
5992	Florists .....	171	16,667	3,095	585

D Withheld to avoid disclosing data for individual companies.

1/ All kind-of-business classifications are not shown separately; therefore, detail does not add to total.

2/ For all establishments, including those with no payroll.

3/ Sales taxes and finance charges were included in 1972 but not in 1977. Figures include sales of establishments with no payroll.

4/ Excludes nonemployer direct sellers.

5/ Includes sales from catalog order desks.

Source: U.S. Bureau of the Census, 1977 Census of Retail Trade, Geographic Area Statistics, Advance Report, RC77-A-12(A).

Table 376.-- RETAIL SALES OF COUNTIES AND  
URBAN PLACES: 1977

County and city	Rank	Sales (\$1,000)
Retail trade .....	(X)	3,294,118
COUNTIES		
Honolulu .....	1	2,604,207
Maui <u>1/</u> .....	2	287,574
Hawaii .....	3	275,938
Kauai .....	4	126,399
URBAN PLACES <u>2/</u>		
Honolulu .....	1	1,905,160
Hilo .....	2	183,782
Kahului .....	3	111,635
Waipahu .....	4	101,706
Kailua .....	5	96,645
Kaneohe .....	6	94,527
Aiea .....	7	82,668
Lahaina .....	8	72,741
Lihue .....	9	63,489
Pearl City .....	10	50,077

X Not applicable.

1/ Includes Kalawao.

2/ As defined for statistical purposes under Act 25, SLH 1963. None of these places is a separate governmental entity.

Source: U.S. Bureau of the Census, 1977 Census of Retail Trade, Geographic Area Statistics, Advance Report, RC 77-A-12(A).

Table 377.-- 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	Oahu	State total	Oahu
All lines, total <u>1/</u> .....	4,491	3,303	1,832,909	1,486,986
Groceries and other foods .....	858	562	362,374	277,935
Meals and snacks .....	1,278	956	210,659	176,235
Alcoholic drinks .....	565	420	53,361	44,770
Packaged alcoholic beverages .....	412	251	39,022	30,027
Cigars, cigarettes and tobacco .....	590	359	17,161	14,315
Drugs and other health aids .....	362	210	53,439	44,761
Toiletries .....	449	266	17,419	13,456
Men's, boys' clothing, exc. footwear .....	496	305	69,018	57,899
Women's, girls' clothing, exc. footwear ...	635	409	110,934	94,409
Footwear exc. infants and toddlers .....	344	205	29,787	25,774
Curtains, draperies, and dry goods .....	327	187	42,209	35,464
Major household appliances .....	179	105	31,361	22,493
Radios, TV's, musical instruments .....	284	167	38,088	32,462
Furniture and sleep equipment .....	188	133	33,160	27,471
Floor coverings .....	147	102	11,821	9,328
Kitchenware and home furnishings .....	438	288	32,763	28,460
Jewelry and optical goods .....	542	382	50,991	44,429
Sporting and recreational equipment .....	194	119	30,122	26,510
Hardware and electrical supplies .....	204	106	14,346	11,356
Lawn and garden supplies .....	269	177	19,659	16,320
Lumber and building materials .....	125	74	30,788	23,192
Automobiles and trucks .....	117	86	194,360	154,921
Auto fuels and lubricants .....	543	378	91,333	72,359
Auto tires, batteries, accessories .....	562	388	58,045	44,940
Household fuels and ice .....	21	11	13,278	10,056
All other merchandise .....	976	664	93,655	77,775
Nonmerchandise receipts .....	1,958	1,416	83,731	69,869
Miscellaneous merchandise .....	(X)	-	25	-

X Not applicable.

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 378.-- DEPARTMENT STORES,  
FOR OAHU: 1977 AND 1978

[Data beginning April 1977 not  
comparable to earlier figures.]

Year	Number of stores, December	Annual sales (\$1,000)
1977 <sup>1/</sup> .....	19	347,255
1978 .....	19	373,427

<sup>1/</sup> 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 1978), and records.

Table 379.-- SHOPPING CENTERS: 1976 AND 1977

Year (Dec. 31)	Number of stores			Gross leasable area (1,000 square feet)		
	State total	Oahu	Other islands	State total	Oahu	Other islands
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 380.-- CHARACTERISTICS OF SELECTED SHOPPING CENTERS: 1978

Island and name of center	Location	Year opened	Site area (acres)	Building area (1,000 square feet)	Parking spaces	Number of stores
Oahu: <u>1/</u>						
Ala Moana Center .....	Honolulu	1958	50	1,400	7,800	155
Kahala Mall .....	Honolulu	1954	22	370	1,500	56
Pearl City S. C. ....	Pearl City	1965	15	249	900	36
Pearlridge Center .....	Aiea	1972	59	1,200	4,950	140
Waikiki Shopping Plaza ....	Honolulu	1977	1.1	300	300	50
Hawaii: <u>2/</u>						
Hilo Mall S. C. ....	Hilo	1970	14	220	950	33
Maui: <u>2/</u>						
Kaahumanu Center .....	Kahului	1973	25	254	1,409	50
Kahului S. C. ....	Kahului	1951	17	104	1,000	30
Maui Mall .....	Kahului	1971	25	172	1,250	39
Kauai: <u>2/</u>						
Lihue S. C. ....	Lihue	1966	9	142	551	24

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

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

Source: Chamber of Commerce of Hawaii, Shopping Centers in Hawaii (July 1978).

Table 381.-- MAJOR RETAIL CENTERS ON OAHU: 1972

Center <u>1/</u>	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

1/ For boundaries, see source.

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

Table 382.-- RETAIL FACILITIES OPERATED BY THE ARMED FORCES:  
1977 AND 1978

Type of facility	Establishments		Annual sales (\$1,000)	
	1977	1978	1977	1978
Total .....	79	78	230,601	261,462
Commissaries .....	8	6	66,550	77,034
Exchanges .....	21	20	133,878	149,493
Clubs .....	35	36	23,347	22,930
Food service <u>1/</u> ....	15	16	6,827	12,006

1/ Data for 1977 exclude the Hale Koa Hotel food and beverage department (\$4,419,000 in 1978 sales).

Source: Hawaii State Department of Planning and Economic Development, Retail Sales by the Armed Forces, 1978 (Statistical Report 130, March 23, 1979), table 2.

Table 383.-- WHOLESALE TRADE, BY SELECTED KINDS OF BUSINESS: 1977  
 [Including merchant wholesalers, manufacturers' sales branches and offices,  
 and agents, brokers, and commission merchants.]

SIC code	Kind of business	Establishments (no.)	Sales <sup>1/</sup> (\$1,000)	Payroll entire year (\$1,000)	Paid employees for week including March 12 (number)	Inventories end of year (\$1,000)
	Wholesale trade <sup>2/</sup> .....	1,569	2,571,489	177,556	14,695	260,871
501	Motor vehicles and automotive parts and supplies .....	93	121,496	11,757	1,053	25,962
502	Furniture and home furnishings .....	53	45,388	4,129	350	8,076
503	Lumber and other construction materials .....	80	122,909	13,569	995	23,718
504	Sporting, recreational, photographic, and hobby goods, toys, and supplies .	42	40,235	3,346	256	4,659
505	Metals and minerals, except petroleum .	16	22,006	1,937	149	3,888
506	Electrical goods .....	100	182,752	15,322	1,127	27,483
507	Hardware, and plumbing and heating equipment and supplies .....	72	59,444	6,133	514	8,417
508	Machinery, equipment, and supplies ....	237	230,427	35,080	2,598	35,832
511	Paper and paper products .....	61	67,270	6,663	508	7,807
512	Drugs, drug proprietaries, and druggists' sundries .....	42	47,513	4,178	373	5,477
513	Apparel, piece goods, and notions .....	71	58,661	4,628	450	8,419
514	Groceries and related products .....	310	696,494	36,304	3,451	43,609
515	Farm-product raw materials .....	6	2,603	137	17	40
516	Chemicals and allied products .....	25	31,354	3,067	207	3,297
517	Petroleum and petroleum products .....	43	506,337	4,923	229	12,862
518	Beer, wines, and distilled alcoholic beverages .....	31	130,745	6,629	447	13,296

<sup>1/</sup> Sales taxes and finance charges were excluded in 1977 but included in earlier census.

<sup>2/</sup> Including categories not shown separately (SIC 509 and 519); therefore, detail will not add to total.

Source: U.S. Bureau of the Census, 1977 Census of Wholesale Trade, Geographic Area Statistics, Advance Report, WC77-A-12(A).

Table 384.-- WHOLESALE TRADE OF COUNTIES AND URBAN PLACES: 1977

[Including merchant wholesalers, manufacturers' sales branches and offices, and agents, brokers, and commission merchants.]

County and urban place	Establishments (number)	Sales <u>1/</u> (\$1,000)	Payroll entire year (\$1,000)	Paid employees for week including March 12 (number)
Wholesale trade ..	1,569	2,571,489	177,556	14,695
COUNTIES				
Honolulu .....	1,277	2,166,760	152,752	12,474
Hawaii .....	148	185,159	13,070	1,207
Maui and Kalawao .....	95	160,722	8,082	645
Kauai .....	49	58,848	3,652	369
URBAN PLACES <u>2/</u>				
Honolulu .....	1,141	1,990,955	141,588	11,578
Hilo .....	114	159,370	11,551	1,040
Kahului .....	49	134,283	5,720	423
Waipahu .....	23	51,206	2,819	215
Lihue .....	29	31,989	2,189	193
Pearl City .....	10	23,970	1,350	108
Kailua .....	21	22,173	543	48
Wailuku .....	29	20,358	2,035	189
Kaneohe .....	20	10,039	810	79

1/ Sales taxes and finance charges were excluded in 1977 but included in earlier censuses.

2/ As defined for statistical purposes under Act 25, SLH 1963. None of these places is a separate governmental entity.

Source: U.S. Bureau of the Census, 1977 Census of Wholesale Trade, Geographic Area Statistics, Advance Report, WC77-A-12(A).

Table 385.-- SELECTED SERVICES, BY KIND OF BUSINESS: 1972

Geographic area and kind of business	Number	Receipts (\$1,000)
Selected services, total .....	6,348	683,201
Hotels, motels, camps .....	224	241,832
Hotels .....	187	230,972
Motels .....	33	10,634
Camps and trailer parks .....	4	226
Personal services .....	1,675	53,390
Laundry, cleaning .....	227	21,950
Beauty and barber shops .....	897	18,572
Funeral service, crematories .....	24	3,764
Other personal services .....	527	9,104
Business services .....	1,763	120,075
Advertising .....	101	24,170
Services to dwellings, bldgs. ....	305	18,741
Other business services .....	1,357	77,164
Automotive repair, services .....	633	77,671
Automotive repair shops .....	461	31,526
Automotive rental, parking, wash .....	172	46,145
Miscellaneous repair services .....	439	20,244
Amusement, recreation services .....	849	71,556
Motion picture theaters .....	66	12,152
Other amusement, recreation .....	783	59,404
Dental laboratories .....	33	2,309
Legal services .....	333	35,149
Architect., engineer., land-survey .....	399	60,955

Source: U.S. Bureau of the Census, Census of Selected Service Industries: 1972, Area Series, Hawaii, SC72-A-12, table 1.

Table 386.-- SELECTED SERVICES, BY GEOGRAPHIC AREA: 1972

Geographic area and kind of business	Number	Receipts (\$1,000)
Selected services, total	6,348	683,201
City and County of Honolulu .	5,023	543,334
City of Honolulu .....	3,975	485,768
Rest of Oahu .....	1,048	57,566
Hawaii County .....	651	63,812
Kauai County .....	252	25,855
Maui County .....	422	50,200
Lanai .....	6	97
Maui .....	378	49,214
Molokai .....	34	808
Island not reported .....	4	81

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

Table 387.-- HOTEL UNITS, OCCUPANCY RATES, EMPLOYMENT, AND PAYROLL:  
1968 TO 1978

Year	Number of hotel units <u>1/</u>			Percent occupied <u>2/</u>		Hotel employ- ment <u>3/</u>	Payroll <u>4/</u> (\$1,000)
	State total	Oahu	Neighbor islands	Waikiki <u>5/</u>	Neighbor islands		
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	82.1	75.5	(NA)	(NA)

NA Not available.

1/ November, 1968; October, 1969 and later years.

2/ Annual averages.

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

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

5/ Data for 1976 and later years omit several major hotels.

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 388.-- HOTELS AND OTHER ACCOMMODATIONS, BY GEOGRAPHIC AREAS:  
1970 AND 1979

Geographic area	February 1970		June 1979		
	Visitor plants <u>1/</u>	Units	Visitor plants <u>1/</u>	Units	
				Total	Condo <u>2/</u>
State total .....	275	26,923	384	51,185	9,459
Oahu .....	152	18,449	156	31,411	2,949
Waikiki <u>3/</u> .....	124	16,590	123	27,657	...
Hotels .....	55	13,825	62	23,547	...
Apartment-hotels ...	63	2,488	58	3,940	...
Other <u>4/</u> .....	6	277	3	170	...
Other Honolulu .....	9	1,105	10	2,410	...
Rest of Oahu .....	19	754	23	1,344	...
Other islands .....	123	8,474	228	19,774	6,510
Hawaii .....	41	3,166	61	6,056	698
Kauai .....	31	2,565	46	4,064	1,170
Maui .....	48	2,643	115	9,123	4,363
Molokai .....	2	89	5	520	279
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.

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 June 1979.



Table 389.-- HOTEL UNITS, 1978 AND 1979, AND OCCUPANCY RATES, 1977 AND 1978,  
BY GEOGRAPHIC AREA

Geographic area	Number of units			Percent occupied <u>1/</u>	
	Feb. 1978 (existing)	February 1979		1977	1978
		Existing	Planned <u>2/</u>		
State total .....	47,070	49,832	14,893	(NA)	(NA)
Oahu .....	28,546	30,065	3,491	(NA)	(NA)
Waikiki and Kahala <u>3/</u> ....	24,934	26,346	3,491	81.2	82.1
Ala Moana .....	1,649	1,589	-	}	(NA)
Central Honolulu .....	129	130	-		
Airport .....	691	691	-		
Leeward Oahu .....	532	665	(NA)		
Windward Oahu .....	611	644	(NA)		
Hawaii .....	6,002	6,093	5,804	61.0	65.0
Hilo and Honokaa .....	1,957	1,954	-	53.0	55.4
Volcano .....	38	38	-	}	76.2
Ka'u .....	56	56	-		
North and South Kohala ...	408	408	3,198		
North and South Kona .....	3,543	3,637	2,606		
Maui .....	8,202	8,941	2,968	76.9	80.4
Wailuku and Kahului .....	427	445	-	80.1	85.6
Lahaina to Napili .....	4,897	5,309	1,831	81.6	82.7
Kihei and Maalaea .....	2,767	3,084	1,137	}	63.2
Kula, Makawao, and Paia ..	19	14	-		
Hana .....	92	89	-		
Kauai .....	3,786	4,202	2,630	80.6	83.3
Kapaa and Wailua .....	1,749	2,073	1,340	}	84.2
Lihue .....	749	742	158		
Poipu and Kukuiula .....	769	768	679	83.0	86.3
Kalaheo .....	20	20	-	}	62.3
Kokee .....	12	11	-		
Hanalei .....	487	588	453		
Molokai .....	523	520	-	(NA)	(NA)
Lanai .....	11	11	-	(NA)	(NA)

NA Not available.

1/ Annual averages.

2/ Under construction or announced for future construction. Includes 3,497 to be completed in 1979, 1,995 in 1980, 1,507 in 1981, and 7,894 indefinite. Excludes condominium units.

3/ Occupancy data limited to Waikiki and Diamond Head.

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

Table 390. -- HOTEL OCCUPANCY AND ROOM RATES, BY GEOGRAPHIC AREA: ANNUAL AVERAGES, 1977 AND 1978

Geographic area	Percentage of occupancy		Average daily room rate (dollars)		Average daily guest rate (dollars)	
	1977	1978	1977	1978	1977	1978
State .....	76.70	80.60	34.28	38.49	17.42	19.41
Oahu .....	80.20	82.07	31.87	35.95	16.42	18.23
Waikiki:						
On beach .....	83.21	86.35	39.53	47.34	20.47	24.38
Off beach:						
With restaurant .....	80.07	80.04	25.68	28.63	13.15	14.18
Without restaurant ..	78.79	78.07	23.71	25.67	11.83	13.48
Other Oahu .....	74.66	83.08	35.55	39.82	18.97	21.06
Hawaii .....	58.08	65.40	33.08	36.46	16.62	18.41
Hilo .....	49.20	54.39	28.84	29.93	14.79	15.67
Kona .....	63.35	70.59	35.03	38.83	17.43	19.33
Maui .....	84.03	85.09	42.59	47.49	21.22	23.62
West end .....	90.66	90.09	44.19	48.80	21.44	23.17
Other Maui .....	70.04	74.61	38.21	42.54	20.55	24.19
Kauai .....	84.70	87.00	38.45	42.20	18.91	20.60
East end .....	83.60	85.96	38.60	41.64	19.12	20.60
South end .....	94.56	94.89	37.24	45.13	17.38	20.47

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

Table 391.-- MOTION PICTURE AND TELEVISION PRODUCTION: 1976 TO 1978

Subject	1976	1977	1978
Number of features filmed .....	31	63	60
Feature films for theater viewing .....	3	4	3
Feature films for television viewing .....	1	5	5
Television specials and series <u>1/</u> .....	27	54	50
Gross budgets (millions of dollars) <u>2/</u> .....	26	39	45
Feature films and television specials and series ...	20	30	36
Television commercials and related advertising .....	6	9	9
Expenditures in Hawaii for feature films and television specials and series (millions of dollars)	11	16	22
Tax revenues generated (millions of dollars) .....	1.01	1.51	2.04
Employment:			
Total .....	918	1,265	1,610
Direct .....	622	856	1,091

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 392.-- NUMBER AND GROSS SALES OF LIQUOR LICENSEES, FOR OAHU:  
1977 AND 1978

Class of licensee	Licenses in effect, June 30		Gross sales of licensees, year ended June 30 (\$1,000)	
	1977	1978	1977	1978
All categories ..	1,037	1,144	255,471	280,065
Cabarets .....	33	35	13,322	12,666
Clubs <u>1/</u> .....	13	14	1,723	1,921
Dispensers <u>2/</u> .....	560	623	95,317	106,081
Retailers <u>3/</u> .....	391	427	57,610	63,551
Wholesalers .....	22	23	80,986	89,315
Manufacturers .....	5	5	6,021	5,773
Tour or cruise vessel	13	14	492	678
Vessel .....	-	3	-	80

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.

Table 393.-- LIQUOR AND TOBACCO TAX BASES: 1977 AND 1978

[Wholesale value, in thousands of dollars. Excludes sales on military bases.]

Year <u>1/</u>	Liquor tax base	Tobacco tax base
1977 .....	86,229	26,077
1978 .....	93,560	28,082

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 394.-- PER CAPITA CONSUMPTION OF ALCOHOLIC BEVERAGES: 1966 TO 1977

[In gallons. Based on estimated resident population.]

Year	Distilled spirits	Beer	Wine
1966 .....	1.59	13.1	0.654
1967 .....	1.77	14.2	0.696
1968 .....	1.83	15.2	0.767
1969 .....	(NA)	14.5	0.839
1970 .....	1.80	17.7	1.120
1971 .....	1.52	17.8	1.669
1972 .....	1.83	17.4	1.343
1973 .....	2.17	17.3	1.632
1974 .....	2.30	22.3	1.712
1975 .....	2.28	25.2	1.831
1976 .....	2.28	25.2	2.042
1977 .....	2.34	27.4	2.121

Source: Estimated by the Distilled Spirits Council of the United States, Inc., and based in part on data from the U.S. Brewers Association and the Wine Institute.