

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, in part because of higher prices. Retail sales increased from \$1.1 billion in 1967 to \$1.9 billion in 1972 and \$3.3 billion in 1977. Wholesale sales rose from \$1.0 billion in 1967 to \$2.6 billion in 1977. Hotels, amusements, and other services reported receipts of \$1.3 billion in 1977, compared with \$310 million in 1967. General excise and use tax base data for more recent years indicate continued increases; between 1977 and 1979, the retailing tax base rose 31 percent, the wholesaling base by 41 percent, and the base for services by 29 percent. Major retail concentrations include Ala Moana Center, Waikiki, Pearlridge Center, and downtown Honolulu. The 19 department stores on Oahu reported sales of \$404 million in 1979. In addition to civilian retail outlets, there are 81 commissaries, exchanges, clubs, and food services maintained by the armed forces; these facilities had sales of \$267 million in 1979.

Growth has been especially rapid for hotels. The number of units in the State rose from 6,800 in 1959 to 27,500 in mid-1970 and 54,200 in February 1980. There were 387 hotels, motels and apartment-hotels in the State on the latter date, including 227 on the Neighbor Islands. Occupancy rates averaged 77.1 percent in Waikiki and 70.2 percent on the Neighbor Islands during 1979. The average daily room rate was \$44.41 in 1979. The hotel payroll in 1978 totaled \$196 million, compared with \$47 million ten years earlier.

Fifty-four feature motion pictures and television specials and series were filmed in Hawaii in 1979, accounting for local expenditures of \$35 million.

The major source of these data is the United State 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 Pannell Kerr Forster. The Hawaii Film Office in the Department of Planning and Economic Development compiles data on motion picture and television production. 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: 1979, Section 30, presents similar data for other states and the nation as a whole.

Table 454.-- RETAIL TRADE, WHOLESALE TRADE, AND SELECTED SERVICES: 1963 TO 1977

Year	Retail trade		Wholesale trade		Selected services	
	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	1,881,516	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	6,348	664,857
1977	7,388	3,294,118	1,569	2,571,489	8,023	1,276,163

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; 1977 Census of Wholesale Trade, WC77-A-12, table 2; and 1977 Census of Service Industries, SC77-A-12, table 2.

Table 455.-- GENERAL EXCISE TAX BASE FOR TRADE AND SERVICE ACTIVITIES:
1969 TO 1979

(In thousands of dollars)

Year reported <u>1/</u>	Retailing	Services <u>2/</u>	Theater, amusement, broadcasting, etc.	Wholesaling
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
1979	5,519,889	1,412,195	109,143	2,800,951

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 456.-- CHARACTERISTICS OF RETAIL TRADE, WHOLESALE TRADE, AND
SELECTED SERVICE INDUSTRIES: 1977

Subject	Retail trade	Wholesale trade	Selected services <u>1/</u>
All establishments:			
Number	7,388	1,569	8,023
Sales (\$1,000)	3,294,118	2,571,489	...
Receipts (\$1,000)	1,276,163
Inventories, Dec. 31 (\$1,000)	248,195	...
Operating expenses (\$1,000)	375,803	...
Unincorporated businesses (number):			
Sole proprietorships	3,120	...	5,540
Partnerships	516	...	456
Establishments with payroll:			
Number	5,273	...	3,306
Sales (\$1,000).....	3,222,715
Receipts (\$1,000)	1,216,214
Payroll (\$1,000):			
Entire year	460,322	177,556	389,691
First quarter	111,143	43,517	94,434
Paid employees, week incl. March 12	72,098	14,695	49,438

1/ Includes hotels; personal services; business services; automotive repair, services, and garages; miscellaneous repair services; amusement and recreation services, including motion pictures; dental laboratories; legal services; and engineering, architectural, and surveying services.

Source: U.S. Bureau of the Census, 1977 Census of Retail Trade, RC77-A-12, table 1; 1977 Census of Wholesale Trade, WC77-A-12, table 1, as corrected; and 1977 Census of Service Industries, SC77-A-12, table 1.

Table 457.-- RETAIL TRADE, BY KIND OF BUSINESS: 1977

Kind of business	Number of establishments	Sales (\$1,000)
Retail trade	7,388	3,294,118
Building materials, hardware, garden supply, and mobile home dealers ...	194	74,462
General merchandise group stores	259	631,505
Food store	876	651,259
Automotive dealers	291	457,429
Gasoline service stations	415	176,079
Apparel and accessory stores	733	204,037
Furniture, home furnishings, and equipment stores	444	102,188
Eating and drinking places	1,657	484,098
Drug and proprietary stores	115	174,155
Miscellaneous retail stores	2,404	338,906

Source: U.S. Bureau of the Census, 1977 Census of Retail Trade, RC 77-A-12, table 1.

Table 458.-- RETAIL TRADE OF COUNTIES AND URBAN PLACES: 1977

County or urban place	Number of establishments	Sales (\$1,000)
State total	7,388	3,294,118
Hawaii County	846	275,938
Hilo	416	183,782
Remainder of county	430	92,156
Honolulu County	5,367	2,604,207
Aiea	165	82,668
Ewa Beach	44	8,460
Foster Village	22	2,329
Haleiwa	52	14,465
Honolulu	3,921	1,905,160
Kailua	213	96,645
Kaneohe	186	94,527
Laie	11	2,412
Maunawili	10	374
Pearl City	71	50,077
Wahiawa	139	42,517
Waialua	15	1,586
Waianae	33	18,802
Waimalu	15	5,592
Waipahu	147	101,706
Remainder of county	323	176,887
Kauai County	433	126,399
Kapaa	115	23,962
Lihue	136	63,489
Remainder of county	182	38,948
Maui County	742	287,574
Island of Lanai	13	2,600
Island of Molokai	39	9,626
Kahului	152	111,635
Lahaina	239	72,741
Wailuku	129	45,459
Remainder of county	170	45,513

Source: U.S. Bureau of the Census, 1977 Census of Retail Trade, RC77-A-12, table 7.

Table 459.-- 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 460.-- DEPARTMENT STORES, FOR THE STATE, OAHU, AND HONOLULU:
1948 TO 1979

Year	Number of stores, Dec.			Sales <u>1/</u> (\$1,000)		
	State total	Oahu	Honolulu <u>2/</u>	State total	Oahu	Honolulu <u>2/</u>
1948	2	2	2	(D)	(D)	(D)
1954	4	4	2	(D)	(D)	(D)
1958	7	7	5	30,629	30,629	(D)
1963	13	13	7	71,776	71,776	63,021
1967	15	15	10	131,843	131,843	122,260
1972	19	15	10	215,428	205,619	167,758
1977	23	19	12	375,943	354,087	251,219
1978 <u>3/</u>	19	373,774	...
1979 <u>3/</u>	19	403,663	...

D Withheld to avoid disclosing data for individual companies.

1/ Data after 1972 exclude sales taxes and finance charges.

2/ Area southwest of the crest of the Koolau Mts., between Red Hill and Makapuu Pt.

3/ Survey data, limited to Oahu.

Source: U.S. Bureau of the Census, U.S. Census of Business: 1948, Bull. No. 1-RWS-51; U.S. Census of Business: 1954, Bull. R-1-52 and CBD-47; U.S. Census of Business: 1958, BC58-RA52 and BC58-CBD36; U.S. Census of Business: 1963, BC63-RA13 and BC63-MRC-43; U.S. Census of Business, 1967, BC67-RA13 and BC67-MRC-12; Census of Retail Trade, 1972, RC72-A-12 and RC72-C-12; 1977 Census of Retail Trade, RC77-A-12 and RC77-C-12; Current Business Reports, Monthly Department Store Sales in Selected Areas, BD-80-1, January 1980.

Table 461.-- ALA MOANA CENTER STATISTICAL SUMMARY: 1959 TO 1979

(All figures except sales are as of December 31.)

Year	Number of stores	Retail floor space (1,000 sq. ft.)	Annual sales (\$1,000)	Parking spaces	Land area (acres)
1959 ^{1/} ..	87	655.0	15,361	4,000	50
1960	87	677.0	39,474	4,000	50
1961	87	677.0	45,923	4,000	50
1962	87	677.0	50,200	4,000	50
1963	87	689.8	52,750	4,000	50
1964	87	692.6	59,471	4,000	50
1965	87	680.4	65,471	4,000	50
1966	155	1,351.5	87,655	7,800	50
1967	155	1,351.5	108,953	7,800	50
1968	155	1,352.3	127,223	7,800	50
1969	155	1,352.8	149,702	7,800	50
1970	155	1,364.7	167,970	7,800	50
1971	155	1,368.9	179,989	7,800	50
1972	155	1,370.7	193,670	7,800	50
1973	155	1,371.0	214,141	7,800	50
1974	155	1,382.2	227,731	7,800	50
1975	155	1,382.8	237,985	7,800	50
1976	155	1,383.1	261,160	7,800	50
1977	155	1,433.8	285,752	7,800	50
1978	155	1,434.7	325,564	7,800	50
1979	155	1,435.4	351,504	7,800	50

^{1/} Earliest year available. Construction of Ala Moana Center was begun in March 1958. The Center was formally opened October 29, 1959.

Source: Ala Moana Center, information supplied July 29, 1980.

Table 462.-- CHARACTERISTICS OF SELECTED SHOPPING CENTERS: 1979

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	1958	50	1,400	7,800	155
Kahala Mall	Honolulu	1954	22	370	1,500	60
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: 2/						
Kaiko'ō Mall S. C. .	Hilo	1970	14	220	950	33
Maui: 2/						
Kaahumanu Center ...	Kahului	1973	25	254	1,409	50
Kahului S. C.	Kahului	1951	17	104	1,000	30
Maui Mall	Kahului	1971	27	203	1,250	40
Kauai: 2/						
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 (November 1979).

Table 463.-- MAJOR RETAIL CENTERS, FOR OAHU: 1967 TO 1977

Retail center	1977			1972: retail sales (\$1,000)	1967: retail sales (\$1,000)
	Number of retail stores	Retail sales (\$1,000)	Paid retail employees <u>1/</u>		
Oahu, total	5,262	2,574,973	57,584	1,489,602	899,741
Honolulu CBD <u>2/</u>	485	122,873	3,748	65,471	55,138
Ala Moana Center <u>3/</u> .	187	307,498	7,017	218,844	122,051
Waikiki <u>4/</u>	646	307,233	7,626	169,084	84,005
Kahala Mall <u>5/</u>	55	47,407	1,107	41,625	15,984
Pearlridge Center <u>6/</u>	102	118,867	2,794	18,606	...

1/ For week including March 12.

2/ The Honolulu Central Business District in 1977 consisted of the area bounded by Nuuanu Stream, School Street, Queen Emma Street, Beretania Street, Richards Street, Halekauwila Street, Nimitz Highway, Nuuanu Avenue extended, and Honolulu Harbor. That part of the 1977 CBD between Beretania and School Streets was excluded in earlier years. Based on the previous definition, the Honolulu CBD had 415 establishments and \$94,811,000 in retail sales in 1977. The area added between 1972 and 1977 had 70 establishments and \$28,062,000 in sales in 1977.

3/ The area bounded by Kapiolani Blvd., Mahukona Street, Atkinson Drive, Ala Moana, and Piikoi Street.

4/ The area bounded by the Ala Wai Canal, Kapahulu Avenue, and the ocean.

5/ Kahala Mall plus retail establishments on Waiialae Avenue from Hunakai Street to Kilauea Avenue.

6/ The area bounded by Moanalua Road, Pali Momi Street, Kamehameha Highway, and Kaonohi Street. Opened 1972.

Source: U.S. Bureau of the Census, 1967 Census of Business, BC67-MRC 12, as corrected, 1972 Census of Retail Trade, RC72-C-12; 1977 Census of Retail Trade, RC-77-C-12, and underlying tabulations provided July 24, 1980.

Table 464.-- 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 79 (August 1979), p. 33.

Table 465.-- ANNUAL SALES OF RETAIL FACILITIES OPERATED BY THE ARMED FORCES: 1978 AND 1979

Type of facility	Locations		Annual sales (\$1,000)	
	1978	1979	1978	1979
Total	78	81	261,462	266,555
Commissaries	6	6	77,034	83,595
Exchanges	20	20	149,493	150,159
Clubs <u>1/</u>	36	38	22,930	24,554
Food service <u>1/</u>	16	17	12,006	8,248

1/ Army food service sales in 1979 included with clubs.

Source: Hawaii State Department of Planning and Economic Development, Retail Sales by the Armed Forces, 1979 (Statistical Report 135, March 11, 1980), table 2.

Table 466.-- GROSS REVENUES OF SELECTED MAJOR RETAILERS IN HAWAII:
1976 TO 1978

[In thousands of dollars. Figures may include revenues from such activities as financial services and automotive repairs.]

Company	1978	1977	1976
Duty Free Shoppers, Ltd. <u>1/</u>	137,000	120,596	108,160
Liberty House, Inc.	127,576	110,318	99,651
Foodland Super Market, Ltd.	(NA)	100,977	93,111
Sears, Roebuck and Co.	105,849	96,448	84,168
Longs Drug Stores, Ltd.	105,020	93,565	86,479
Servco Pacific, Inc.	87,731	74,570	65,747
Times Super Market, Ltd.	79,119	71,752	63,645
Safeway Stores, Inc.	(NA)	60,789	54,635
Star Markets, Ltd.	62,621	57,674	50,964
J.C. Penney Co., Inc.	51,677	45,961	46,122
F.W. Woolworth Co.	37,346	32,880	26,550
Schuman Carriage Co., Ltd.	30,376	30,208	23,178
Pflueger Lincoln-Mercury	26,402	20,261	15,632
Universal Motor Co., Ltd.	26,019	25,178	24,005
Holiday Mart, Inc.	(NA)	26,749	37,648
Aloha Motors, Inc.	25,419	27,603	26,000
Spencecliff Corp.	24,120	27,099	25,484
Boise Cascade Corp. (Hopaco)	22,144	19,951	18,433
MNS, Ltd. (ABC Stores)	19,781	17,486	14,208
Shirokiya, Inc.	17,570	15,228	13,206

NA Not available.

1/ Estimated for 1978.

Source: Hawaii Business Publishing Corporation, Hawaii Business, Vol. 25, No. 6, December 1979, p. 22, and Vol. 24, No. 6, December 1978, p. 25.

Table 467.-- WHOLESALE TRADE, BY TYPE OF OPERATION AND KIND OF BUSINESS: 1977

Type of operation and kind of business	Number of establishments	Sales (\$1,000)
Wholesale trade	1,569	2,571,489
Type of operation:		
Merchant wholesalers	1,261	1,430,527
Manufacturers' sales branches and offices	166	902,959
Agents, brokers, and commission merchants	142	238,003
Kind of business:		
Motor vehicles and automotive parts and supplies	93	121,496
Furniture and home furnishings	53	45,388
Lumber and other construction materials	80	122,909
Sporting, recreational, photo, and hobby goods, toys and supplies	42	40,235
Metals and minerals, except petroleum	16	22,006
Electrical goods	100	182,752
Hardware, and plumbing and heating equipment and supplies	72	59,444
Machinery, equipment, and supplies	237	230,427
Miscellaneous durable goods	99	53,322
Paper and paper products	61	67,270
Drugs, drug proprietaries, and druggists' sundries	42	47,513
Apparel, piece goods, and notions	71	58,661
Groceries and related products	310	696,494
Farm-product raw materials	6	2,603
Chemicals and allied products	25	31,354
Petroleum and petroleum products	43	506,337
Beer, wines, and distilled alcoholic beverages	31	130,745
Miscellaneous nondurable goods	188	152,533

Source: U.S. Bureau of the Census, 1977 Census of Wholesale Trade, WC77-A-12, table 1.

Table 468.-- WHOLESALE TRADE OF COUNTIES AND
URBAN PLACES: 1977

County and urban places	Number of establish- ments	Sales (\$1,000)
State total	1,569	2,571,489
Hawaii County	148	185,159
Hilo	114	159,370
Remainder of county	34	25,789
Honolulu County	1,277	2,166,760
Honolulu	1,141	1,990,955
Kailua.....	21	22,173
Kaneohe	20	10,039
Pearl City	10	23,970
Waipahu	23	51,206
Remainder of county	62	68,417
Kauai County	49	58,848
Lihue	29	31,989
Remainder of county	20	26,859
Maui County	95	160,722
Island of Lanai	2	(D)
Island of Molokai	5	(D)
Kahului	49	134,283
Lahaina	5	1,187
Wailuku	29	20,358
Remainder of county	5	(D)

D Withheld to avoid disclosing data for individual companies.

Source: U.S. Bureau of the Census, 1977 Census of Wholesale Trade, WC77-A-12, table 7.

Table 469.-- SELECTED SERVICE INDUSTRIES, BY KIND OF BUSINESS: 1977

Kind of business	Number of establishments	Receipts (\$1,000)
Selected service industries	8,023	1,276,163
Hotels, motels, trailering parks, and camps	240	548,829
Personal services	1,927	83,249
Business services	2,351	173,440
Automotive repair, services, and garages ..	864	164,276
Miscellaneous repair services	587	34,425
Amusement and recreation services, including motion pictures	961	87,670
Dental laboratories	52	4,452
Legal services	506	68,671
Engineering, architectural, and surveying services	535	111,151

Source: U.S. Bureau of the Census, 1977 Census of Service Industries, SC77-A-12, table 1.

Table 470.-- SELECTED SERVICE INDUSTRIES FOR COUNTIES
AND URBAN PLACES: 1977

(Includes hotels, motels, personal services, business services, automotive repair, services, and garages, miscellaneous repair services, amusement and recreation services, including motion pictures, dental laboratories, legal services, and engineering, architectural, and surveying services.)

County and urban places	Number of establishments	Receipts (\$1,000)
State total	8,023	1,276,163
Hawaii County	797	133,601
Hilo	411	48,568
Remainder of county	386	85,033
Honolulu County	6,214	963,452
Aiea	132	6,144
Honolulu	4,683	883,257
Kailua	304	11,143
Kaneohe	212	9,563
Pearl City	106	3,755
Wahiawa	128	4,742
Waipahu	143	7,648
Remainder of county	506	37,200
Kauai County	340	56,421
Kapaa	75	7,983
Lihue	113	28,618
Remainder of county	152	19,820
Maui County	672	122,689
Island of Lanai	8	(D)
Island of Molokai	37	2,990
Kahului	121	26,717
Lahaina	136	53,983
Wailuku	175	13,438
Remainder of county	195	(D)

D Withheld to avoid disclosing data for individual companies.

Source: U.S. Bureau of the Census, 1977 Census of Service Industries, SC77-A-12, table 7.

Table 471.-- SELECTED BUSINESS ESTABLISHMENTS SERVING VISITORS:
1972 AND 1977

Kind of business	Number of establishments		Sales or receipts (\$1,000)	
	1972	1977	1972	1977
Retail businesses				
Eating places	1,139	1,356	227,590	433,180
Drinking places (alcoholic beverages)	279	301	33,785	50,918
Camera and photo supply stores	51	58	(D)	15,303
Gift and souvenir shops	219	332	21,486	60,810
Luggage and leather goods stores	7	21	(D)	5,396
Services				
Hotels	187	191	230,972	542,135
Motels, motor hotels, tourist courts	33	45	10,634	6,628
Automobile rental and leasing	103	116	40,196	89,205

(D) Withheld to avoid disclosing data for individual companies.

Source: U.S. Bureau of the Census, 1977 Census of Retail Trade, RC77-A-12, table 2, and 1977 Census of Service Industries, SC77-A-12, table 2.

Table 472.-- HOTEL UNITS AND OCCUPANCY RATES, BY GEOGRAPHIC AREAS:
1967 TO 1979

Year	Number of hotel units, October <u>1</u> /			Percent of units occupied, annual average <u>2</u> /		
	State total	Oahu	Neighbor islands	State total <u>3</u> /	Waikiki	Neighbor islands
1967	18,235	13,004	5,231	85.5	90.0	72.8
1968	21,243	15,138	6,105	83.7	89.2	75.2
1969	25,822	18,209	7,613	77.8	81.3	69.3
1970	30,323	21,217	9,106	71.2	74.1	64.8
1971	35,349	24,612	10,737	60.4	58.9	63.5
1972	35,653	24,441	11,212	68.9	70.0	66.4
1973	37,319	24,969	12,350	77.7	81.5	70.2
1974	39,558	25,352	14,206	77.5	82.0	69.4
1975	40,691	25,699	14,992	74.1	78.3	68.3
1976	44,093	27,099	16,994	76.9	82.6	68.4
1977	46,048	28,083	17,965	77.4	81.2	71.7
1978	48,790	29,294	19,496	79.5	82.1	75.5
1979	51,782	32,088	19,694	73.8	77.1	70.2

1/ Except 1967 (December) and 1968 (November). Includes condominium units in rental pools for transient occupancy.

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

3/ Data include Oahu outside Waikiki, not shown separately.

Source: Hawaii Visitors Bureau, Annual Research Report (annual), Visitor Plant Inventory (three times a year), and records.

Table 473.-- HOTEL EMPLOYMENT AND PAYROLL RATIOS: 1970 TO 1980

Year	Hotel units, June 1/	Hotel employment, annual average 2/		Hotel payrolls, annual 2/		
		Total	Per unit	Total (\$1,000)	Per unit (dollars)	Per worker (dollars)
1970	27,519	13,613	0.49	66,924	2,432	4,916
1971	33,163	15,550	0.47	78,222	2,359	5,030
1972	35,945	17,619	0.49	93,915	2,613	5,330
1973	37,131	18,857	0.51	107,525	2,896	5,702
1974	39,222	19,139	0.49	115,599	2,947	6,040
1975	39,977	19,885	0.50	128,659	3,218	6,470
1976	42,811	21,130	0.49	155,123	3,623	7,341
1977	46,143	22,313	0.48	175,602	3,806	7,870
1978	48,034	22,548	0.47	195,861	4,078	8,686
1979	51,185	23,735	0.46	218,954	4,278	9,225
1980	55,571	(NA)	(NA)	(NA)	(NA)	(NA)

NA Not available.

1/ Includes condominium units in rental pools for transient occupancy.

2/ For workers covered by the Hawaii Unemployment Security Law.

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

Table 474.-- HOTELS AND OTHER ACCOMMODATIONS, BY GEOGRAPHIC AREAS:
1970 AND 1980

Geographic area	February 1970		June 1980		
	Visitor plants <u>1/</u>	Units	Visitor plants <u>1/</u>	Units	
				Total	Condo <u>2/</u>
State total ..	275	26,923	393	55,571	11,781
Oahu	152	18,449	162	34,393	4,681
Waikiki <u>3/</u>	124	16,590	130	30,514	...
Hotels	55	13,825	63	24,468	...
Apartment-hotel	63	2,488	65	5,888	...
Other <u>4/</u>	6	277	2	158	...
Other Honolulu ...	9	1,105	9	2,475	...
Rest of Oahu	19	754	23	1,404	...
Other islands	123	8,474	231	21,178	7,100
Hawaii	41	3,166	58	6,260	873
Kauai	31	2,565	51	4,435	1,558
Maui	48	2,643	116	9,914	4,353
Molokai	2	89	5	557	316
Lanai	1	11	1	12	-

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 1980.

Table 475.-- HOTEL UNITS, 1979 AND 1980, AND OCCUPANCY RATES,
1978 AND 1979, BY GEOGRAPHIC AREA

Geographic area	Number of units			Percent occupied <u>1/</u>	
	Feb. 1979 (existing)	February 1980		1978	1979
		Existing	Planned <u>2/</u>		
State total	49,832	54,246	14,141	(NA)	(NA)
Oahu	30,065	34,334	2,029	(NA)	(NA)
Waikiki and Kahala <u>3/</u> ..	26,346	30,443	1,969	82.1	77.1
Ala Moana	1,589	1,725	-	}	(NA)
Central Honolulu	130	67	-		
Airport	691	692	-		
Leeward Oahu	665	613	60		
Windward Oahu	644	794	(NA)		
Hawaii	6,093	5,889	5,198	65.0	62.0
Hilo and Honokaa	1,954	1,954	-	55.4	52.0
Volcano	38	38	-	}	76.7
Ka'u	56	53	-		
North and South Kohala .	408	407	3,348		
North and South Kona ...	3,637	3,437	1,850	68.2	65.1
Maui	8,941	9,133	4,524	80.4	73.0
Wailuku and Kahului	445	412	400	85.6	84.3
Lahaina to Napili	5,309	5,357	2,892	82.7	75.8
Kihei and Maalaea	3,084	3,260	1,232	}	73.6
Kula, Makawao, and Paia.	14	14	-		
Hana	89	90	-		
Kauai	4,202	4,322	2,192	83.3	76.5
Kapaa and Wailua	2,073	2,180	933	}	85.1
Lihue	742	894	-		
Poipu and Kukuiula	768	753	783	86.3	79.4
Kalaheo	20	20	-	}	60.1
Kokee	11	11	-		
Hanalei	588	464	476		
Molokai	520	557	198	(NA)	(NA)
Lanai	11	11	-	(NA)	(NA)

NA Not available.

1/ Annual averages.

2/ Under construction or announced for future construction. Includes 2,027 to be completed in 1980, 4,142 in 1981, 1,014 in 1982, and 6,958 indefinite. Excludes condominium units.

3/ Occupancy data limited to Waikiki and Diamond Head.

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

Table 476.-- HOTEL OCCUPANCY AND ROOM RATES, BY GEOGRAPHIC AREA:
ANNUAL AVERAGES, 1978 AND 1979

Geographic area	Percentage of occupancy		Average daily room rate (dollars)		Average daily guest rate (dollars)	
	1978 <u>1/</u>	1979	1978 <u>1/</u>	1979	1978 <u>1/</u>	1979
State	78.53	73.73	38.56	44.41	19.62	22.70
Oahu	80.86	76.08	35.90	41.32	18.47	21.10
Waikiki:						
On beach	84.67	78.21	47.22	53.18	24.39	27.25
Off beach:						
With restaurant ...	78.97	75.37	28.73	32.77	14.67	16.48
Without restaurant.	77.49	69.50	25.65	29.05	12.90	14.92
Other Oahu	81.41	81.34	39.66	47.44	21.20	24.86
Hawaii	63.66	58.60	36.70	41.93	18.58	21.59
Hilo	51.63	44.56	29.90	32.93	15.68	17.42
Kona	69.23	65.49	39.04	44.94	19.54	22.93
Maui	82.81	77.14	47.86	57.10	24.12	29.70
West end	88.06	79.30	49.11	58.64	23.54	28.57
Other Maui	74.05	71.92	45.38	53.01	25.45	33.62
Kauai	84.72	80.62	42.25	47.90	20.64	23.75
East end	83.90	79.73	41.22	47.98	20.50	23.96
South end	89.53	90.43	47.96	47.14	21.34	21.82

1/ Revised.

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

Table 477.-- MOTION PICTURE AND TELEVISION PRODUCTION: 1977 TO 1979

Subject	1977	1978	1979
Number of features filmed	63	60	54
Feature films for theater viewing	4	3	6
Feature films for television viewing	5	5	8
Television specials and series <u>1/</u>	54	50	40
Gross budgets (millions of dollars) <u>2/</u>	39	45	78.5
Feature films and television specials and series	30	36	63.5
Television commercials and related advertising	9	9	15.0
Expenditures in Hawaii for feature films and television specials and series (millions of dollars) ..	16	22	35
Tax revenues generated (millions of dollars)	1.51	2.04	3.14
Employment:			
Total	1,265	1,610	2,543
Direct	856	1,091	1,723

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.

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Table 478.-- NUMBER AND GROSS SALES OF LIQUOR LICENSEES, FOR OAHU:
1978 AND 1979

Class of licensee	Licenses in effect, June 30		Gross sales of licensees, year ended June 30 (\$1,000)	
	1978	1979	1978	1979
All categories	1,144	1,202	280,065	299,421
Cabarets	35	39	12,666	12,829
Clubs <u>1/</u>	14	16	1,921	2,455
Dispensers <u>2/</u>	623	647	106,081	103,583
Retailers <u>3/</u>	427	450	63,551	71,778
Wholesalers	23	24	89,315	99,578
Manufacturers	5	4	5,773	1,104
Tour or cruise vessel ...	14	17	678	702
Vessel	3	-	80	-
Hotel	-	5	,-	7,392

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 479 .-- LIQUOR AND TOBACCO TAX BASES: 1978 AND 1979

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

Year <u>1/</u>	Liquor tax base <u>2/</u>	Tobacco tax base
1978	93,560	28,082
1979	88,859	31,020

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

2/ Decline in 1979 caused by exclusion of data for distributors legally contesting the State liquor tax law.

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

Table 480.-- APPARENT CONSUMPTION OF DISTILLED SPIRITS:
1969 TO 1978

(Figures based on shipments to wholesalers.)

Year	Total (1,000 wine gallons)	Per capita <u>1/</u> (wine gallons)
1969	1,403	1.80
1970	1,386	1.73
1971	1,200	1.45
1972	1,481	1.72
1973	1,809	2.03
1974	1,947	2.14
1975	1,970	2.12
1976	2,024	2.13
1977	2,095	2.16
1978	2,200	2.22

1/ Based on estimated de facto population.

Source: Distilled Spirits Council of the United States, Annual Statistical Review 1978, Distilled Spirits Industry (1980), p. 42.

Table 481.-- ALCOHOL BEVERAGE CONSUMPTION AND REVENUES, BY TYPE OF BEVERAGE: 1977

Type of beverage	Consumption		State and county revenues	
	Total (1,000 gal.)	Per capita 1/ (gal.)	Total 2/ (\$1,000)	Per gallon (dollars)
All alcohol beverages ..	28,486	29.3	24,775	0.87
Distilled spirits	2,095	2.2	10,076	4.81
Wine	1,901	2.0	1,786	0.94
Beer	24,490	25.2	12,913	0.53

1/ Based on estimated de facto population (970,600). The corresponding national per capita amounts were 2.0 gal. for distilled spirits, 1.8 for wine, and 22.7 for beer.

2/ Includes county license fees (\$1,828,000), general excise tax for retailing (\$5,248,000) and wholesaling (\$431,000), and ad valorem liquor tax (\$17,268,000).

Source: Distilled Spirits Council of the United States, Inc., 1977 Public Revenues from Alcohol Beverages (1980), pp. 16, 20, and 33.