

## 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 1980, the retailing tax base rose 45 percent, the wholesaling base by 48 percent, and the base for services by 59 percent. Major retail concentrations include Ala Moana Center, Waikiki, Pearlridge Center, and downtown Honolulu. The 19 department stores on Oahu reported sales of \$425 million in 1980. In addition to civilian retail outlets, there are 104 commissaries, exchanges, clubs, and food services maintained by the armed forces; these facilities had sales of \$300 million in 1980.

Growth has been especially rapid for hotels. The number of units in the State rose from 6,800 in 1959 to 27,000 in mid-1970 and 56,800 in February 1981. There were 412 hotels, motels and apartment-hotels in the State on the latter date, including 254 on the Neighbor Islands. Occupancy rates averaged 71.7 percent in Waikiki and 62.6 percent on the Neighbor Islands during 1980. The average daily room rate was \$47.28 in 1980. The hotel payroll in 1979 totaled \$219 million, compared with \$58 million ten years earlier.

Fifty-eight feature motion pictures and television specials and series were filmed in Hawaii in 1980, accounting for local expenditures of \$21 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: 1980, Section 30, presents similar data for other states and the nation as a whole.

Table 519.-- 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 (Revised), table 2; and 1977 Census of Service Industries, SC77-A-12, table 2.

Table 520.-- GENERAL EXCISE TAX BASE FOR TRADE AND SERVICE ACTIVITIES:  
1970 TO 1980

[In thousands of dollars.]

Year reported <u>1/</u>	Retailing	Services <u>2/</u>	Theater, amusement, broadcasting, etc.	Wholesaling
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
1980 .....	6,103,844	1,743,003	121,562	2,952,011

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

Subject	Retail trade	Wholesale trade	Selected services <sup>1/</sup>
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

<sup>1/</sup> 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 (Revised), table 1, and 1977 Census of Service Industries, SC77-A-12, table 1.

Table 522.-- 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 stores .....	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 523.-- 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 524.-- MERCHANDISE LINE SALES OF RETAIL ESTABLISHMENTS: 1972 AND 1977

[Excludes establishments without payroll.]

Merchandise line	Number of establishments		Sales of specified merchandise line (\$1,000)	
	1972	1977	1972	1977
Total 1/ .....	4,491	5,273	1,832,909	3,222,715
Groceries and other foods .....	858	994	362,374	607,831
Meals and snacks .....	1,278	1,501	210,659	407,809
Alcoholic drinks .....	565	657	53,361	89,649
Packaged alcoholic beverages .....	412	521	39,022	97,856
Cigars, cigarettes, and tobacco .....	590	596	17,161	35,569
Drugs .....	362	396	53,439	48,354
Other health aids .....		576		
Toiletries .....	449	732	17,419	130,678
Men's, boys' clothing exc. footwear .....	496	823	69,018	212,663
Women's, girls' clothing exc. footwear .....	635	475	110,934	59,104
Footwear exc. infants and toddlers .....	344	328	298,787	49,749
Curtains, draperies, and dry goods .....	327	170	42,209	33,755
Major household appliances .....	179	152	31,361	12,977
Televisions .....	284	265	38,088	31,966
Audio equip., musical instr., supplies .....		242		
Small electric appliances .....	438	661	32,763	63,732
Kitchenware and home furnishings .....		200		
Furniture and sleep equipment .....	188	172	33,160	14,940
Floor coverings .....	147	871	11,821	143,117
Jewelry .....	542	152	50,991	8,113
Optical goods .....		249		
Sporting goods 2/ .....	194	243	30,122	31,443
Hardware and tools .....	204	336	14,346	31,735
Lawn and garden equip. supplies .....	269	171	19,659	51,343
Lumber and building materials .....	125	94	30,788	337,893
Cars, trucks, powered vehicles 2/ .....	117	490	194,360	150,595
Automotive fuels and lubricants .....	543	600	91,333	86,804
Auto tires, batteries, accessories .....	562	1,208	58,045	208,401
Household fuels and ice .....	21			
All other merchandise .....	976	949	93,655	94,706
Nonmerchandise receipts .....	1,958	(X)	83,731	25
Miscellaneous merchandise .....	(X)	(X)	25	592

Footnotes and source follow next table.

Table 525.-- MERCHANDISE LINE SALES OF RETAIL ESTABLISHMENTS,  
BY BROAD GEOGRAPHIC AREAS: 1977

[Excludes establishments without payroll.]

Merchandise line	Number of establishments		Sales of specified merchandise line (\$1,000)	
	Oahu	Rest of state	Oahu	Rest of state
Total <sup>1/</sup> .....	3,815	1,458	2,553,848	668,867
Groceries and other foods .....	657	337	448,827	159,004
Meals and snacks .....	1,138	363	333,143	74,666
Alcoholic drinks .....	501	156	75,702	13,947
Packaged alcoholic beverages .....	317	204	76,243	21,613
Cigars, cigarettes, and tobacco .....	366	230	29,565	6,004
Drugs .....	227	169	38,918	9,436
Health and beauty aids .....	329	247	60,139	11,146
Men's, boys' clothing exc. footwear .....	449	283	107,810	22,868
Women's, girls' wear exc. footwear .....	513	310	176,151	36,512
Footwear exc. infants and toddlers .....	299	176	51,503	7,601
Curtains, draperies, and dry goods .....	205	123	39,684	10,065
Major household appliances .....	114	56	24,471	9,284
Small electric appliances .....	153	89	11,400	3,587
Televisions .....	94	58	9,326	3,651
Audio equip., musical instr., supplies .....	176	89	27,308	4,658
Furniture and sleep equipment .....	139	61	34,250	10,234
Floor coverings .....	114	58	11,431	3,509
Kitchenware and home furnishings .....	387	274	50,500	13,232
Jewelry .....	561	310	123,294	19,823
Optical goods .....	97	55	7,588	525
Sporting goods .....	160	89	41,086	9,499
Hardware and tools .....	126	117	19,796	11,647
Lawn and garden equip., supplies .....	216	120	23,764	7,971
Lumber and building materials .....	110	61	34,314	17,029
Cars, trucks, powered vehicles .....	66	28	269,917	67,976
Automotive fuels and lubricants .....	339	151	113,529	37,066
Auto tires, batteries, accessories .....	429	171	65,794	21,010
All other merchandise .....	775	433	169,278	39,123
Nonmerchandise receipts .....	674	275	78,812	15,894
Miscellaneous merchandise .....	(X)	(X)	305	287

X Not applicable.

<sup>1/</sup> Because some establishments carry more than one merchandise line, the number of establishments for each line will not add to the indicated totals.

<sup>2/</sup> Recreational vehicles were included with "Sporting goods" in 1972; with "cars, trucks, powered vehicles" in 1977.

Source: U.S. Bureau of the Census, Census of Retail Trade: 1972, Retail Merchandise Lines, Hawaii, and 1977 Census of Retail Trade: Merchandise Line Sales, Hawaii (unpublished tabulations filed in the Hawaii Department of Planning and Economic Development Library).



Table 526.-- DEPARTMENT STORES, FOR THE STATE, OAHU, AND HONOLULU:  
1948 TO 1980

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	...
1980 <u>3/</u> ..	...	19	...	...	424,525	...

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, and BD-80-12, December 1980.

Table 527.-- 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 528.-- 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: <u>1/</u>						
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: <u>2/</u>						
Kaiko'o 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	27	203	1,250	40
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 (November 1979).

Table 529.-- ALA MOANA CENTER STATISTICAL SUMMARY: 1959 TO 1980

[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 <sup>1/</sup> ..	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
1980 .....	155	1,501.8	(NA)	7,800	50

NA Not available.

<sup>1/</sup> 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, Management office, records.

Table 530.-- SHOPPING CENTERS: 1970 TO 1980

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 .....	2,215	1,593	622	8,723	7,002	1,720
1977 .....	2,374	1,719	655	9,222	7,422	1,800
1978 .....	2,635	1,729	906	9,602	7,492	2,110
1979 .....	2,734	1,818	916	10,002	7,806	2,196
1980 .....	2,755	1,839	916	10,149	7,953	2,196

Source: Bank of Hawaii, Hawaii 79 (August 1979), p. 33; Hawaii 81 (August 1981), p. 30, and records.

Table 531.-- ANNUAL SALES OF RETAIL FACILITIES OPERATED BY THE ARMED FORCES: 1979 AND 1980

Type of facility	Locations		Annual sales (\$1,000)	
	1979	1980	1979	1980
Total .....	81	104	266,555	299,775
Commissaries .....	6	7	83,595	98,237
Exchanges .....	20	23	150,159	166,564
Clubs .....	38	31	24,554	19,367
Food service .....	17	43	8,248	15,607

Source: Hawaii State Department of Planning and Economic Development, Retail Sales by the Armed Forces, 1980 (Statistical Report 144, April 8, 1981), table 2.

Table 532.-- WHOLESAL 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 (Revised), table 1.

Table 533.-- WHOLESAL 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 (Revised), table 7.

Table 534.-- SELECTED SERVICE INDUSTRIES, BY KIND OF  
BUSINESS: 1977

Kind of business	Number of estab- lish- ments	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 535.-- MISCELLANEOUS SERVICE INDUSTRIES: 1977

Kind of business	Number of establishments	Receipts <u>1/</u> (\$1,000)
Arrangement of passenger transportation .....	411	75,702
Health services (nongovernment):		
Taxable .....	1,589	194,951
Nontaxable <u>2/</u> .....	39	*88,399
Producers, orchestras, entertainers:		
Taxable .....	85	11,834
Nontaxable .....	5	(D)
Educational services (private):		
Taxable .....	64	7,642
Nontaxable .....	70	*48,966
Social services (nongovernment):		
Taxable .....	62	4,522
Nontaxable .....	206	*37,341
Membership organizations, except religious: <u>2/</u>		
Business associations .....	56	*8,015
Professional membership associations .....	20	*3,076
Labor unions and similar labor org. ....	68	*16,640
Civic, social, and fraternal associations ..	181	*18,647
Political organizations .....	3	*392
Membership organizations, n.e.c. ....	34	*2,487
Accounting, auditing, and bookkeeping services	677	46,348
Membership sports and recreation clubs: <u>2/</u>		
Taxable .....	15	5,178
Nontaxable .....	13	(D)

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

1/ Figures preceded by an asterisk (\*) refer to expenses rather than receipts.

2/ Data exclude organizations without payroll.

Source: U.S. Bureau of the Census, 1977 Economic Censuses, Advance Subject Reports SC77-S-7(A), SC77-S-8(A), SC77-S-9.2(A), SC77-S-9.4(A), SC77-S-9.5(A), SC77-S-9.6(A), SC77-S-9.7(A).

Table 536.-- 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 537.-- 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 538.-- HOTEL AND MOTEL CHARACTERISTICS: 1977

[Data are shown only for establishments with payroll.]

Subject	Hotels, 25 guest-rooms or more		Hotels, fewer than 25 guest-rooms	Motels, tourist courts	Motor hotels
	State total	Oahu			
Establishments <sup>1/</sup> .....	153	93	14	24	7
Guestrooms as of Dec. 31 <sup>2/</sup> .....	35,426	23,766	221	626	(D)
Receipts (\$1,000):					
Receipts from customers, total ....	540,697	338,339	1,085	3,279	(D)
Guestroom rentals .....	326,858	213,947	1,044	2,509	(D)
Meals, nonalcoholic beverages ...	133,265	72,308	-	609	(D)
Alcoholic beverages .....	50,134	28,825	41	56	(D)
Packaged liquor, wine, beer <sup>3/</sup> ..	1,067	1,103	-	15	(D)
Other merchandise .....	5,078	1,237	-	90	(D)
Other sources .....	24,295	20,919	-	-	(D)
Other rental, concession receipts .	17,442	13,272	76	(V)	(D)
Payroll, entire year (\$1,000) .....	159,233	98,607	318	843	(D)
Payroll, first quarter (\$1,000) .....	39,199	24,583	79	204	(D)
Paid employees, week of March 12 ....	21,504	13,886	63	153	(D)
Weighted average percent of occupancy	80.9	(NA)	(D)	(D)	(D)
Average rate per occupied room					
(dollars) .....	31	(NA)	(D)	(D)	(D)

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

(V) Insufficient coverage.

(NA) Not available.

<sup>1/</sup> Hotels, motels, tourist courts, and motor hotels in Hawaii (with or without payroll) numbered 236. Of the 198 with payroll, the principal class of customer was reported as commercial for 19, tourist for 165, group/convention for 9, and other or unknown for 5.

<sup>2/</sup> Guestrooms in hotels in business at the end of the year numbered 35,647, including 35,443 for transient guests and 204 for residential guests.

<sup>3/</sup> The Oahu total for larger hotels exceeds the Statewide total, probably because of the method for expanding data from partial returns.

Source: U.S. Bureau of the Census, 1977 Census of Service Industries, Subject Series, Hotels, Motels, and Other Lodging Places, SC-77-S-2 (April 1981), tables 1, 2, 3, 5, 10, and 15.

Table 539.-- HOTEL UNITS AND OCCUPANCY RATES, BY GEOGRAPHIC AREAS:  
1967 TO 1980

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
1980 ....	55,700	34,173	21,527	67.4	71.7	62.6

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 540.-- HOTEL EMPLOYMENT AND PAYROLL RATIOS: 1970 TO 1981

Year	Hotel units, June <u>1/</u>	Hotel employment, annual average <u>2/</u>		Hotel payrolls, annual <u>2/</u>		
		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	24,754	0.45	244,655	4,403	9,883
1981 ....	56,502	(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 541.-- HOTELS AND OTHER ACCOMMODATIONS, BY GEOGRAPHIC AREAS:  
1970 AND 1981

Geographic area	February 1970		February 1981		
	Propert- ties <u>1/</u>	Units	Propert- ties <u>1/</u>	Units	
				Total	Condo <u>2/</u>
State total ..	275	26,923	412	56,769	14,194
Oahu .....	152	18,449	158	33,967	5,639
Waikiki <u>3/</u> .....	124	16,590	126	29,473	4,438
Hotels .....	55	13,825	62	23,936	-
Apartment-hotel	63	2,488	63	5,465	4,438
Other <u>4/</u> .....	6	277	1	72	-
Other Honolulu ...	9	1,105	9	2,444	} 1,201
Rest of Oahu .....	19	754	23	2,050	
Other islands .....	123	8,474	254	22,802	8,555
Hawaii .....	41	3,166	61	6,705	1,259
Kauai .....	31	2,565	57	4,738	1,856
Maui .....	48	2,643	129	10,713	5,107
Molokai .....	2	89	6	635	333
Lanai .....	1	11	1	11	-

1/ Hotels, apartment-hotels (including condominiums in transient use), motels, cottages, etc.

2/ Condominium units in rental pools for transient use. Included in total units. Condominium properties in 1981 numbered 198.

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 February 1981.

Table 542.-- HOTEL UNITS, EXISTING AND PLANNED, BY ISLANDS AND RESORT AREAS:  
1980 AND 1981

Geographic area	Existing units, February		Units under construction or planned, Feb. 1981, by completion date		
	1980	1981	1981	1982 or 1983	No date
State total .....	54,246	56,769	1,776	2,427	4,632
Oahu .....	34,334	33,967	-	1,056	1,000
Waikiki and Kahala .....	30,443	29,473	-	1,056	500
Ala Moana .....	1,725	1,689	-	-	-
Honolulu .....	67	67	-	-	500
Airport .....	692	688	-	-	-
Leeward .....	613	1,379	-	-	-
Windward .....	794	671	-	-	-
Hawaii .....	5,889	6,705	548	350	1,700
Hilo-Honokaa .....	1,954	1,944	-	-	-
Naalehu-Ka'u .....	53	48	-	-	-
Volcano .....	38	37	-	-	-
Waimea-Kohala .....	407	483	548	350	-
Kona .....	3,437	4,193	-	-	1,700
Maui .....	9,133	10,713	768	700	800
Wailuku-Kahului .....	412	412	-	400	-
Lahaina-Napili .....	5,357	6,718	720	-	-
Hana .....	90	88	-	-	-
Kula-Makawao .....	14	14	-	-	-
Kihei-Wailea .....	3,260	3,481	48	300	800
Kauai .....	4,322	4,738	460	321	1,132
Lihue .....	894	779	-	-	350
Wailua-Kapaa .....	2,180	2,257	-	89	297
Hanalei .....	464	569	-	-	300
Poipu .....	753	1,101	460	232	185
Kalaheo .....	20	20	-	-	-
Kokee .....	11	12	-	-	-
Molokai .....	557	635	-	-	-
Lanai .....	11	11	-	-	-

Source: Hawaii Visitors Bureau, Visitor Plant Inventory for February 1980 and February 1981.



Table 543.-- PERCENT OF HOTEL UNITS OCCUPIED, BY GEOGRAPHIC AREAS:  
ANNUAL AVERAGES, 1979 AND 1980

Geographic area	1979	1980
State total .....	73.8	67.4
Oahu .....	76.0	72.4
Waikiki .....	77.1	71.7
Hawaii .....	62.0	52.7
Hilo .....	52.0	39.7
Kailua-Kona .....	65.1	55.7
Other .....	75.2	76.7
Maui .....	73.0	66.2
Wailuku-Kahului .....	84.3	74.4
Lahaina .....	75.8	69.8
Other .....	64.7	57.8
Kauai .....	76.5	69.0
Lihue .....	79.9	73.6
Poipu .....	79.4	66.9
Other .....	45.4	42.8

Source: Hawaii Visitors Bureau, 1979 Annual Research Report, pp. 26-27, and records.

Table 544.-- HOTEL OCCUPANCY AND ROOM RATES, BY GEOGRAPHIC AREA:  
ANNUAL AVERAGES, 1979 AND 1980

Geographic area	Percentage of occupancy		Average daily room rate (dollars)		Average daily guest rate (dollars)	
	1980	1979 <sup>1/</sup>	1980	1979 <sup>1/</sup>	1980	1979 <sup>1/</sup>
State .....	67.75	73.46	47.28	44.40	24.40	22.72
Oahu .....	71.04	75.92	42.83	41.42	22.32	21.19
Waikiki:						
On beach .....	72.72	78.21	59.01	53.18	30.25	27.25
Off beach:						
With restaurant ...	71.47	75.37	34.51	32.77	17.42	16.48
Without restaurant.	65.72	67.63	30.04	27.80	15.91	14.45
Other Oahu .....	73.54	81.34	45.34	47.44	25.50	24.86
Hawaii .....	47.31	58.50	46.40	41.44	24.03	21.32
Hilo .....	33.81	44.56	33.71	32.93	18.06	17.42
Kona .....	53.30	64.94	49.96	44.14	25.64	22.51
Maui .....	72.95	77.00	61.14	57.15	31.52	29.74
West end .....	74.84	79.30	62.96	58.64	31.60	28.57
Other Maui .....	67.38	71.35	55.17	53.07	31.22	33.97
Kauai .....	70.84	80.64	54.38	47.75	26.32	23.70
East end .....	73.90	79.73	52.66	47.98	26.01	23.96
South end .....	57.62	92.57	63.91	45.14	27.83	21.00

<sup>1/</sup> Revised.

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

Table 545.-- MOTION PICTURE AND TELEVISION PRODUCTION: 1976 TO 1980

Subject	1976	1977	1978	1979	1980 <u>1/</u>
Number of features filmed .....	31	63	58	54	58
Feature films for theater viewing .....	3	4	3	6	6
Feature films for TV viewing .....	1	5	5	8	2
Television specials and series <u>2/</u> .....	27	54	50	40	50
Gross budgets (millions of dollars) <u>3/</u> ...	26	39	45	78.5	47.5
Feature films and television specials and series .....	20	30	36	63.5	36.5
Television commercials and related advertising .....	6	9	9	15	11
Expenditures in Hawaii for feature films and TV specials and series (millions of dollars) .....	11	16	22	34.75	21.2
Tax revenues generated (millions of dollars) .....	1.01	1.51	2.04	3.14	1.9
Employment:					
Total .....	918	1,265	1,610	2,543	1,551
Direct .....	622	856	1,091	1,723	1,051
Spending effect on economy (millions of dollars) .....	29.2	42.4	58.2	91.9	56.1

1/ The decrease in growth in 1980 was caused by two major anomalies: a prolonged strike of the Screen Actors Guild, which affected major productions during much of 1980, and changes in immigration regulation enforcement policies, which brought filming of foreign TV commercials to a virtual halt.

2/ Each program in a series counted separately.

3/ Includes post-production costs out of the State.

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

Table 546.-- NUMBER AND GROSS SALES OF LIQUOR LICENSEES, FOR OAHU:  
1979 AND 1980

Class of licensee	Licenses in effect, June 30		Gross sales of licensees, year ended June 30 (\$1,000)	
	1979	1980	1979	1980
All categories .....	1,202	1,255	299,421	352,004
Cabarets .....	39	33	12,829	12,670
Clubs <u>1/</u> .....	16	16	2,455	2,742
Dispensers <u>2/</u> .....	647	682	103,583	117,872
Retailers <u>3/</u> .....	450	467	71,778	82,946
Wholesalers .....	24	23	99,578	118,062
Manufacturers .....	4	4	1,104	1,039
Tour or cruise vessel ...	17	19	702	1,584
Hotel .....	5	8	7,392	15,089
Solicitor .....	-	3	-	-

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, Forty-Eighth Annual Report of the Liquor Commission, 1979-80, p. 11, and information provided January 22, 1981.

Table 547.-- LIQUOR AND TOBACCO TAX BASES: 1975 TO 1980

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

Year <u>1/</u>	Liquor tax base <u>2/</u>			Tobacco tax base
	Total	Base for taxes paid	Base for taxes contested	
1975 .....	69,210	69,210	-	22,878
1976 .....	76,659	76,659	-	24,413
1977 .....	86,229	86,229	-	26,077
1978 .....	93,560	93,560	-	28,082
1979 .....	111,588	88,859	22,729	31,020
1980 .....	122,848	42,691	80,157	33,275

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

2/ In 1979, several major distributors legally contested the State liquor tax law. Tax revenues that otherwise would have been collected under this law are being held in escrow until the courts rule on the case.

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

Table 548.-- ALCOHOL BEVERAGE CONSUMPTION AND REVENUES, BY TYPE OF BEVERAGE: 1977

Type of beverage	Consumption		State and county revenues	
	Total (1,000 gal.)	Per capita <sup>1/</sup> (gal.)	Total <sup>2/</sup> (\$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

<sup>1/</sup> 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.

<sup>2/</sup> 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.