

## 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 1981, the retailing tax base rose 59 percent, the wholesaling base by 77 percent, and the base for services by 65 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 140 commissaries, exchanges, clubs, and food services maintained by the armed forces; these facilities had sales of \$359 million in 1981.

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 58,000 in February 1982. There were 417 hotels, motels and apartment-hotels in the State on the latter date, including 270 on the Neighbor Islands. A fourth of all transient units were in condominium structures. Occupancy rates averaged 73.9 percent in Waikiki and 59.1 percent on the Neighbor Islands during 1981. The average daily room rate was \$49.73 in 1981. The hotel payroll in 1981 totaled \$264 million, compared with \$78 million ten years earlier.

Fifty-four feature motion pictures and television specials and series were filmed in Hawaii in 1981, accounting for local expenditures of \$17 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: 1981, Section 30, presents similar data for other states and the nation as a whole.

Table 522.-- 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 523.-- GENERAL EXCISE TAX BASE FOR TRADE AND SERVICE ACTIVITIES:  
1971 TO 1981

[In thousands of dollars. Data are on a cash basis accounting and may be distorted by cutoffs, out-of-period adjustments (assessments and error corrections), taxpayer reporting in wrong categories, and computer problems.]

Year reported <u>1/</u>	Retailing	Services <u>2/</u>	Theater, amusement, broadcasting, etc.	Wholesaling
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 <u>4/</u> ...	6,109,628	1,743,003	121,562	2,986,877
1981 .....	6,700,750	1,809,913	129,501	3,528,763

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.

4/ Revised.

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

Table 524.-- 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 (Revised), table 1, and 1977 Census of Service Industries, SC77-A-12, table 1.

Table 525.-- RETAIL TRADE, WHOLESALE TRADE, AND SELECTED SERVICE INDUSTRIES,  
BY COUNTIES: 1977

Subject	State total	City and County of Honolulu	Hawaii County	Kauai County	Maui County
<b>Retail trade:</b>					
Number of establishments ....	7,388	5,367	846	433	742
Sales (\$1,000) .....	3,294,118	2,604,207	275,938	126,399	287,574
<b>Wholesale trade:</b>					
Number of establishments ....	1,569	1,277	148	49	95
Sales (\$1,000) .....	2,571,489	2,166,760	185,159	58,848	160,722
<b>Selected service industries: <u>1/</u></b>					
Number of establishments ....	8,023	6,214	797	340	672
Receipts (\$1,000) .....	1,276,163	963,452	133,601	56,421	122,689

1/ 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.

Source: U.S. Bureau of the Census, 1977 Census of Retail Trade, RC77-A-12, table 7; 1977 Census of Wholesale Trade, WC77-A-12 (Revised), table 7; 1977 Census of Service Industries, SC77-A-12, table 7.

Table 526.-- 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 527.-- 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.

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

Table 528.-- FLOOR SPACE FOR SELECTED KINDS OF RETAIL BUSINESS: 1977

[Data are shown only for establishments with payroll.]

Kind of business	Number of establishments	Sales (\$1,000)	Under-roof floor space (1,000 sq. ft.)		Sales per square foot of selling space (dollars)	Selling space as percent of total floor space
			Total	Selling		
Hardware stores .....	33	11,604	177	126	92	71.2
Department stores .....	23	375,943	2,766	1,762	213	63.7
Variety stores .....	43	63,776	964	652	98	67.6
Grocery stores .....	396	584,218	2,687	1,857	315	69.1
Apparel and accessory stores .....	599	200,547	1,326	985	204	74.3
Drug and proprietary stores .....	103	173,509	833	592	293	71.1
Sporting goods stores ..	103	27,446	198	152	181	76.8

Source: U.S. Bureau of the Census, 1977 Census of Retail Trade, RC77-S-2, Miscellaneous Subjects (October 1980), table 29.



Table 529.-- 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. Annual statistics were discontinued after 1980.

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 530.-- EATING PLACES AND DRINKING PLACES: 1977

[Data are shown only for establishments with payroll.]

Subject	Restaurants and lunch-rooms	Cafeterias	Refreshment places	Drinking places
<b>All establishments:</b>				
Number of establishments .....	633	28	448	290
Seating capacity .....	69,956	(NT)	18,587	22,178
Sales (\$1,000) .....	249,946	5,646	138,075	50,453
<b>With waiter or waitress service:</b>				
Number of establishments .....	633	-	63	267
Sales (\$1,000) .....	249,946	-	12,501	47,339
<b>Establishments by average cost per meal:</b>				
Under \$2.00 .....	63	2	252	...
\$2.00 to \$4.99 .....	388	26	191	...
\$5.00 to \$9.99 .....	135	-	5	...
\$10.00 or more .....	47	-	-	...
<b>Establishments by primary type of food service:</b>				
Tables/booths with waiter/waitress service ..	627	-	46	...
Counters with seats and/or standup .....	-	2	95	...
Self-service with inside seating .....	-	24	139	...
Other .....	6	2	168	...
<b>Franchise holders:</b>				
Number of establishments .....	30	(NT)	117	(NT)
Sales (\$1,000) .....	17,045	(NT)	57,461	(NT)

NT Not tabulated.

Source: U.S. Bureau of the Census, 1977 Census of Retail Trade, RC77-S-2, Miscellaneous Subjects (October 1980), tables 8, 10, 12, 14, and 15.

Table 531.-- CHARACTERISTICS OF MAJOR SHOPPING CENTERS: 1981

[Includes all centers on Oahu with more than 200,000 square feet of building area and all centers on other islands with more than 100,000 square feet of building area.]

Island and name of center	Location	Year opened	Site area (acres)	Building area (1,000 square feet)	Parking spaces	Number of stores
<b>Oahu:</b>						
Ala Moana Center ...	Honolulu	1958	50	1,500	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
Royal Hawaiian S. C.	Honolulu	1981	6	280	600	140
Waikiki Shopping Plaza .....	Honolulu	1977	1.1	300	300	50
Windward Mall .....	Kaneohe	1982	32	540	2,350	103
<b>Hawaii:</b>						
Kaiko'o Mall S. C. .	Hilo	1970	14	220	950	33
<b>Maui:</b>						
Kaahumanu Center ...	Kahului	1973	25	276	1,400	50
Kahului S. C. ....	Kahului	1951	17	104	1,000	30
Maui Mall .....	Kahului	1971	27	203	1,250	40
<b>Kauai:</b>						
Lihue S. C. ....	Lihue	1966	9	142	551	24

Source: The Chamber of Commerce of Hawaii, Shopping Centers in Hawaii (July 1981).

Table 532.-- ALA MOANA CENTER STATISTICAL SUMMARY: 1976 TO 1981

[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)
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
1981 .....	155	1,501.8	(NA)	7,800	50

NA Not available.

Source: Ala Moana Center, management office, records.

Table 533.-- SHOPPING CENTERS: 1975 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
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 534.-- CHARACTERISTICS OF MAJOR RETAILERS: 1976 TO 1980

Name of company	Number of stores, 1980	Number of employees, 1980	Sales (\$1,000)		
			1980	1978	1976
Liberty House, Inc. ....	42	(NA)	156,200	127,576	99,651
Foodland Super Market, Inc.	27	1,200	153,100	(NA)	93,111
Duty Free Shoppers, Inc. ..	2	1,400	152,000	137,000	108,160
Longs Drug Stores, Inc. ...	13	900	120,000	105,020	86,479
Sears, Roebuck & Co. ....	7	2,000	112,500	105,849	84,168
Times Super Market, Ltd. ..	13	600	101,100	79,119	63,645
Safeway Stores, Inc. ....	9	500	86,500	(NA)	54,635
Servco Pacific, Inc. <sup>1/</sup> ...	12	(NA)	85,300	87,731	65,747
Star Markets, Ltd. ....	8	450	80,100	62,621	50,964
J. C. Penney Co., Ltd. ....	4	1,200	76,000	51,677	46,122

NA Not available.

<sup>1/</sup> Retail only.

Source: Hawaii Business, Vol. 27, No. 6 (December 1981), p. 27, and records.

Table 535.-- ANNUAL SALES OF RETAIL FACILITIES OPERATED BY THE ARMED FORCES: 1980 AND 1981

Type of facility	Locations		Annual sales (\$1,000)	
	1980	1981	1980	1981
Total .....	130	140	316,985	359,291
Commissaries .....	7	7	98,237	107,236
Exchanges .....	23	23	166,564	191,181
Clubs .....	31	35	19,367	14,735
Food service .....	43	47	15,607	26,080
Miscellaneous .....	26	28	17,210	20,058

Source: Hawaii State Department of Planning and Economic Development, Retail Sales by the Armed Forces, 1981 (Statistical Report 153, April 1, 1982), table 2.

Table 536.-- 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 (Revised), table 1.

Table 537.-- 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 538.-- MEMBERSHIP ORGANIZATIONS: 1977

[Data are shown only for establishments with payroll, and exclude religious membership organizations.]

Kind of activity or operation	Number of establishments	Expenses (\$1,000)	Paid employees mid-March
Membership organizations, except religious .....	362	49,257	2,399
Business associations .....	56	8,015	319
Professional membership organizations .....	20	3,076	104
Labor unions and similar labor organizations .....	68	16,640	524
Civic, social, and fraternal associations .....	181	18,647	1,302
Political organizations .....	3	392	8
Membership organizations, n.e.c. ....	34	2,487	142

Source: U.S. Bureau of the Census, 1977 Census of Service Industries, SC77-S-9, Miscellaneous Subjects (June 1981), table 33.



Table 539.-- TRAVEL AGENCIES, TOUR OPERATORS, AND RELATED SERVICES: 1977

[For 1972 data, see 1977 edition, table 360, p. 309.]

Subject	Total	Travel agencies	Tour operators	Other services
STATE TOTALS				
All establishments:				
Number .....	411	...	...	...
Receipts (\$1,000) .....	75,702	...	...	...
Establishments with payroll:				
Number .....	312	175	80	57
Receipts (\$1,000) .....	74,480	28,250	37,914	8,316
Payroll, entire year (\$1,000) .....	29,232	11,213	14,245	3,774
Paid employees, mid-March .....	3,512	1,259	1,738	515
OAHU				
Establishments with payroll:				
Number .....	280	155	74	51
Receipts, total (\$1,000) .....	67,357	24,917	35,911	6,529
Commissions <u>1/</u> .....	28,794	24,175	1,478	(V)
Tour operations <u>2/</u> .....	32,735	141	32,594	(V)
Other travel related services .....	5,211	407	1,492	(V)
All other receipts .....	617	194	347	(V)
Operating expenses, total (\$1,000) ..	(V)	(V)	(V)	5,395

V Insufficient coverage.

1/ Includes commissions and other receipts from the retail sale of passenger transportation and lodging.

2/ Receipts consist of the difference between the cost of assembling tours and the price received, whether sold at wholesale only or both wholesale and retail. For tour operators selling at retail only, the difference between selling price and cost is included with "commissions and other receipts."

Source: U.S. Bureau of the Census, 1977 Census of Service Industries, SC77-S-7, Arrangement of Passenger Transportation (March 1981).

Table 540.-- 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 <u>1/</u> .....	153	93	14	24	7
Guestrooms as of Dec. 31 <u>2/</u> .....	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 <u>3/</u> ..	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.

1/ 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.

2/ 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.

3/ 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 541.-- HOTEL UNITS AND OCCUPANCY RATES, BY GEOGRAPHIC AREAS:  
1967 TO 1981

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 <u>4/</u> .	55,700	34,173	21,527	69.3	71.7	64.1
1981 ....	57,239	33,480	23,759	68.2	73.9	59.1

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.

4/ Occupancy rates revised from Data Book 1981, table 539.

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

Table 542.-- HOTEL EMPLOYMENT AND PAYROLL RATIOS: 1972 TO 1982

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)
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	24,626	0.44	264,433	4,680	10,738
1982 ....	59,357	(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 543.-- HOTELS AND OTHER ACCOMMODATIONS, BY GEOGRAPHIC AREAS:  
FEBRUARY 1982

Geographic area	All accommodations <u>1/</u>		Condominiums <u>2/</u>	
	Properties	Units	Properties	Units
State total ...	417	57,968	209	14,400
Oahu .....	147	33,492	45	5,687
Waikiki <u>3/</u> .....	116	29,047	35	4,613
Rest of Oahu .....	31	4,445	10	1,074
Other islands .....	270	24,476	164	8,713
Hawaii .....	68	7,167	28	1,484
Kauai .....	61	5,147	34	1,679
Maui .....	133	11,596	97	5,326
Molokai .....	7	555	5	224
Lanai .....	1	11	-	-

1/ Hotels, apartment hotels, motels, etc., including condominium accommodations in rental pools for transient use.

2/ Condominium accommodations in rental pools for transient use.

3/ Includes Diamond Head and Kahala but not areas ewa and mauka (west and north) of the Ala Wai Canal. The 116 properties include 63 hotels (with 23,897 units), 35 condominiums (with 4,613 units), and 18 apartment hotels (with 537 units).

Source: Hawaii Visitors Bureau, Visitor Plant Inventory, February 1982.

Table 544.-- HOTEL UNITS, EXISTING AND PLANNED, BY ISLANDS AND RESORT AREAS:  
1981 AND 1982

Geographic area	Existing units, February		Units under construction or planned, Feb. 1982, by completion date		
	1981	1982	1982	1983	No date
State total .....	56,769	57,968	1,872	1,040	3,786
Oahu .....	33,967	33,492	1,061	425	500
Waikiki and Kahala .....	29,473	29,047	1,061	425	-
Ala Moana .....	1,689	1,669	-	-	-
Honolulu .....	67	44	-	-	500
Airport .....	688	695	-	-	-
Leeward .....	1,379	1,230	-	-	-
Windward .....	671	807	-	-	-
Hawaii .....	6,705	7,167	401	-	1,700
Hilo-Honokaa .....	1,944	1,762	-	-	-
Naalehu-Ka'u .....	48	41	-	-	-
Volcano .....	37	37	-	-	-
Waimea-Kohala .....	483	1,078	351	-	-
Kona .....	4,193	4,249	50	-	1,700
Maui .....	10,713	11,596	300	265	1,200
Wailuku-Kahului .....	412	449	-	-	400
Lahaina-Napili .....	6,718	7,256	-	265	-
Hana .....	88	87	-	-	-
Kula-Makawao .....	14	17	-	-	-
Kihei-Wailea .....	3,481	3,787	300	-	800
Kauai .....	4,738	5,147	110	350	386
Lihue .....	779	847	110	350	-
Wailua-Kapaa .....	2,257	2,026	-	-	386
Hanalei .....	569	521	-	-	-
Poipu .....	1,101	1,721	-	-	-
Kalaheo .....	20	20	-	-	-
Kokee .....	12	12	-	-	-
Molokai .....	635	555	-	-	-
Lanai .....	11	11	-	-	-

Source: Hawaii Visitors Bureau, Visitor Plant Inventory for February 1981 and February 1982.

Table 545.-- PERCENT OF HOTEL UNITS OCCUPIED, BY GEOGRAPHIC AREAS:  
ANNUAL AVERAGES, 1980 AND 1981

Geographic area	1980 <sup>1/</sup>	1981
State total .....	69.3	68.2
Oahu .....	72.3	74.1
Waikiki .....	71.7	73.9
Hawaii .....	51.0	44.9
Hilo .....	34.4	35.3
Kailua-Kona .....	59.0	49.4
Maui .....	74.2	70.3
West Maui .....	76.1	73.7
Other .....	68.4	58.3
Kauai .....	69.6	62.7
South .....	52.5	46.2
East .....	75.1	68.5

<sup>1/</sup> Revised from Data Book 1981, table 543.

Source: Hawaii Visitors Bureau, 1981 Annual Research Report  
and records, as reported by Pannell Kerr Forster for the Hawaii  
Hotel Association.

Table 546.-- HOTEL OCCUPANCY AND ROOM RATES, BY GEOGRAPHIC AREA:  
ANNUAL AVERAGES, 1980 AND 1981

Geographic area	Percentage of occupancy		Average daily room rate (dollars)		Average daily guest rate (dollars)	
	1980 <sup>1/</sup>	1981	1980 <sup>1/</sup>	1981	1980 <sup>1/</sup>	1981
State .....	69.27	68.23	47.37	49.73	24.40	25.70
Oahu .....	72.33	74.06	42.70	43.05	22.21	22.56
Waikiki:						
On beach .....	73.92	72.07	59.01	61.05	30.25	31.21
Off beach:						
With restaurant ...	73.19	73.82	34.78	33.90	17.50	17.39
Without restaurant.	66.46	76.11	27.67	27.40	14.56	13.90
Other Oahu .....	74.62	75.31	45.45	49.26	25.63	28.74
Hawaii .....	50.99	44.87	46.40	47.16	24.03	24.41
Hilo .....	34.36	35.27	33.71	30.53	18.06	16.42
Kona .....	59.03	49.45	49.96	52.81	25.64	26.99
Maui .....	74.18	70.26	61.34	73.27	31.64	37.04
West end .....	76.14	73.74	63.19	77.82	31.74	39.03
Other Maui .....	68.44	58.30	55.30	53.49	31.27	28.00
Kauai .....	69.61	62.68	55.16	56.06	26.51	27.42
East end .....	75.11	68.47	52.66	54.67	26.01	27.49
South end .....	52.46	46.23	66.36	61.90	28.41	27.16

<sup>1/</sup> Revised from 1981 edition, table 544.

Source: Pannell Kerr Forster, Trends in the Hotel Industry Hawaii, December 1981.



Table 547.-- MOTION PICTURE AND TELEVISION PRODUCTION: 1976 TO 1981

Subject	1976	1977	1978	1979	1980 <u>1/</u>	1981 <u>2/</u>
Number of features filmed .....	31	63	58	54	58	54
Feature films for theater viewing ....	3	4	3	6	6	2
Feature films for TV viewing .....	1	5	5	8	2	1
Television specials and series <u>3/</u> ....	27	54	50	40	50	51
Gross budgets (millions of dollars) <u>4/</u> .	26	39	45	78.5	47.5	40
Feature films and television specials and series .....	20	30	36	63.5	36.5	32
Television commercials and related advertising .....	6	9	9	15	11	8
Expenditures in Hawaii for feature films and TV specials and series (millions of dollars) .....	11	16	22	34.75	21.2	17
Tax revenues generated (millions of dollars) .....	1.01	1.51	2.04	3.14	1.9	1.5
Employment:						
Total .....	918	1,265	1,610	2,543	1,551	1,244
Direct .....	622	856	1,091	1,723	1,051	843
Spending effect on economy (millions of dollars) .....	29.2	42.4	58.2	91.9	56.1	45.0

1/ Activity affected by 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/ Activity affected by a writers' strike, directors' strike, and continuation of the strict enforcement of immigration regulations initiated in 1980.

3/ Each program in a series counted separately.

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

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

Table 548.-- NUMBER AND GROSS SALES OF LIQUOR LICENSEES, FOR OAHU:  
1980 AND 1981

Class of licensee	Licenses in effect, June 30		Gross liquor sales of licensees, year ended June 30 (\$1,000)	
	1980	1981	1980	1981
All categories ....	1,255	1,295	352,004	373,635
Cabarets .....	33	37	12,670	13,337
Clubs <u>1/</u> .....	16	16	2,742	3,030
Dispensers <u>2/</u> .....	682	702	117,872	123,733
Retailers <u>3/</u> .....	467	480	82,946	90,818
Wholesalers .....	23	25	118,062	125,345
Manufacturers .....	4	4	1,039	1,101
Tour or cruise vessel ...	19	21	1,584	1,196
Hotel .....	8	8	15,089	15,075
Solicitor .....	3	2	-	-

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-Ninth Annual Report of the Liquor Commission, 1980-81, p. 11, and information provided February 3, 1982.

Table 549.-- LIQUOR AND TOBACCO TAX BASES: 1976 TO 1981

[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	
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
1981 .....	132,513	49,182	83,332	35,151

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 550.-- APPARENT CONSUMPTION OF DISTILLED SPIRITS, TOTAL AND PER CAPITA: 1971 TO 1980

Year	Total (1,000 wine gal.)	Per capita <u>1/</u> (wine gal.)	Year	Total (1,000 wine gal.)	Per capita <u>1/</u> (wine gal.)
1971 ....	1,200	1.44	1976 ....	2,024	2.09
1972 ....	1,481	1.70	1977 ....	2,190	2.21
1973 ....	1,809	2.01	1978 ....	2,160	2.14
1974 ....	1,947	2.11	1979 ....	2,200	2.12
1975 ....	1,970	2.09	1980 ....	2,215	2.10

1/ Based on estimated de facto population (DPED Statistical Report 147, table 2, as revised for 1980).

Source: Distilled Spirits Council of the United States, Annual Statistical Review 1980, Distilled Spirits Industry (1982), p. 37.

Table 551.-- ALCOHOL BEVERAGE APPARENT CONSUMPTION AND PUBLIC REVENUES, BY TYPE OF BEVERAGE: 1977 TO 1980

Year	Apparent consumption (1,000 wine gallons)			Revenues from State and local collections <u>1/</u> (\$1,000)			
	Dis- tilled spirits	Wine	Beer	Total	Dis- tilled spirits	Wine	Beer
1977 ..	2,095	1,901	24,490	24,775	10,076	1,786	12,913
1978 ..	2,160	2,493	21,390	26,878	11,558	2,661	12,660
1979 ..	2,200	2,427	25,110	25,921	10,135	3,266	12,520
1980 ..	2,175	2,685	27,621	14,074	5,081	1,844	7,149

1/ Major part of revenues for 1980 held in escrow pending a court decision because liquor law has been challenged by some dealers. Escrow revenues not included but subject to future collection.

Source: Distilled Spirits Council of the United States, Inc., Public Revenues from Alcohol Beverages (annual).