

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. Related data are included in Sections 7, 12 and 15.

These activities have undergone rapid growth in recent decades, in part because of higher price levels. Retail sales increased from \$751 million in 1963 to \$1.9 billion in 1972 and \$5.2 billion in 1982. Wholesale sales rose from \$1.6 billion in 1972 to \$4.1 billion in 1982. Hotels, amusements, and other services reported receipts exceeding \$2.6 billion in 1982, compared with \$665 million in 1972. General excise and use tax base data for more recent years indicate continued increases; between 1982 and 1985, the retailing tax base rose 24 percent, the wholesaling base by 28 percent, and the base for services by 30 percent. Major retail concentrations include Waikiki, Ala Moana Center, Pearlridge Center, and downtown Honolulu. In addition to civilian retail outlets, there are many commissaries, exchanges, clubs, package stores, gasoline stations and food services maintained by the armed forces; these facilities had sales of \$438 million in 1985.

Growth has been especially rapid for hotels and related facilities. The number of units in the State rose from 6,800 in 1959 to 37,000 in 1973 and 66,000 in 1986. There were 523 hotels, motels and apartment-hotels in Hawaii on the latter date, including 316 on the Neighbor Islands. One-third of all transient units were in condominium structures. Occupancy rates averaged 80.8 percent in Waikiki and 69.7 percent on the Neighbor Islands during 1985. The average daily room rate was \$69 in 1985. The hotel payroll in 1985 totaled \$394 million, compared with \$245 million five years earlier.

Sixty-six feature motion pictures and television specials and series were filmed in Hawaii in 1985, accounting for local expenditures of \$41 million.

The major source of these data are the United State Censuses of Retail Trade, Wholesale Trade, and Service Industries, most recently conducted for 1982. 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 Film Industry Branch of 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: 1986, Section 30, presents similar data for other states and the nation as a whole.

Table 645.-- RETAIL TRADE, WHOLESALE TRADE, AND SELECTED SERVICES:
1958 TO 1982

[Excludes establishments on military bases]

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)
1958 (1963 def.)	4,760	516,177	793	618,155	3,070	101,142
1963	4,578	751,411	974	735,205	3,431	163,094
1967	5,212	1,083,458	1,030	1,013,813	4,057	310,290
1972 (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 (1977 def.)	7,388	3,294,118	1,569	2,571,489	8,023	1,276,163
1977 (1982 def.)	7,477	3,296,714	1,569	2,571,489	(1/)	(1/)
1982	8,917	5,193,406	1,737	4,084,369	(T/)	(T/)

1/ Comparable data not available. Service establishments with payroll and subject to Federal income tax numbered 6,124 in 1982, with receipts of \$2,659,651,000.

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; 1977 Census of Service Industries, SC77-A-12, table 2; 1982 Census of Retail Trade, RC82-A-12, table 2; 1982 Census of Wholesale Trade, WC82-A-12, table 2; 1982 Census of Service Industries, SC82-A-12, table 1a.

Table 646.-- GENERAL EXCISE TAX BASE FOR TRADE AND SERVICE ACTIVITIES:
1975 TO 1985

[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
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	6,109,628	1,743,003	121,562	2,986,877
1981	6,700,750	1,809,913	129,501	3,528,763
1982	6,874,963	1,905,068	130,280	3,207,768
1983	7,438,193	2,134,524	144,095	3,694,220
1984	8,111,893	2,368,415	153,723	4,025,324
1985	8,499,254	2,481,669	154,830	4,095,220

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 647.-- CHARACTERISTICS OF RETAIL ESTABLISHMENTS, FOR THE STATE,
1977 AND 1982, AND OAHU AND THE NEIGHBOR ISLANDS, 1982

[Excludes establishments on military bases]

Subject	1977 ^{1/}	1982		
		State total	Oahu	Neighbor islands
All establishments:				
Number	7,477	8,917	6,347	2,570
Sales (\$1,000)	3,296,714	5,193,406	3,962,598	1,230,808
Unincorporated businesses (number):				
Individual proprietorships	3,120	3,656	2,591	1,065
Partnerships	516	556	392	164
Establishments with payroll:				
Number	5,273	6,139	4,318	1,821
Sales (\$1,000)	3,225,311	5,101,671	3,898,767	1,202,904
Annual payroll (\$1,000)	458,782	696,438	539,170	157,268
First quarter payroll (\$1,000)	111,143	164,950	127,260	37,690
Paid employees for pay period including March 12 (number)	72,098	81,979	63,620	18,359

^{1/} The 1977 data on total establishments, total sales, sales of establishments with payroll, and annual payroll have been revised for comparability with the 1982 data; the 1977 data on unincorporated businesses, number of establishments with payroll, first quarter payroll, and paid employees are unrevised. Unrevised figures for those data subsequently revised are as follows: total establishments, 7,388; total sales, \$3,294,118,000; sales of establishments with payroll, \$3,222,715,000; annual payroll, \$460,322,000.

Source: U.S. Bureau of the Census, 1977 Census of Retail Trade, Hawaii, RC77-A-12 (June 1979), table 1; 1982 Census of Retail Trade, Hawaii, RC82-A-12 (September 1984), tables 1, 2, 4, and 5.

Table 648.-- RETAIL TRADE FOR COUNTIES AND FOR PLACES WITH
2,500 INHABITANTS OR MORE: 1982

[Excludes establishments on military bases]

Geographic area	All establishments		Establishments with payroll	
	Number	Sales (\$1,000)	Number	Sales (\$1,000)
State total	7,917	5,193,406	6,139	5,101,671
Hawaii County	1,039	492,154	738	481,664
Hilo	445	285,856	345	283,381
Kailua	216	103,003	162	100,759
Balance of county	378	103,295	231	97,524
Honolulu County	6,347	3,962,598	4,318	3,898,767
Ahuimanu	16	(D)	6	(D)
Aiea	274	254,358	189	252,013
Ewa	6	(D)	4	(D)
Ewa Beach	45	10,100	17	9,604
Hauula	13	5,304	6	5,269
Heeia	10	341	-	-
Hickam Housing	-	-	-	-
Honolulu	4,595	2,859,473	3,280	2,813,522
Iroquois Point	-	-	-	-
Kahaluu	5	(D)	1	(D)
Kailua	244	152,715	154	150,387
Kaneohe	220	182,230	138	180,237
Laie	13	1,738	2	(D)
Maile	7	2,783	6	(D)
Makaha	10	3,702	4	3,633
Makakilo City	15	2,599	5	2,424
Maunawili	19	1,643	4	1,569
Mililani Town	59	23,226	20	22,233
Mokapu	1	(D)	1	(D)
Nanakuli	16	10,567	11	10,469
Pearl City	186	122,823	90	120,958
Schofield Barracks ...	3	1,430	3	1,430
Wahiawa	140	55,200	89	54,208
Waialua	14	4,717	8	(D)
Waianae	56	41,490	38	41,148
Waimanalo	33	14,349	23	14,062
Waimanalo Beach	1	(D)	-	-
Waipahu	196	133,233	123	130,512
Waipio Acres	4	331	2	(D)
Balance of county	146	57,318	94	55,667

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Table 648.-- RETAIL TRADE FOR COUNTIES AND FOR PLACES WITH
2,500 INHABITANTS OR MORE: 1982 -- Con.

Geographic area	All establishments		Establishments with payroll	
	Number	Sales (\$1,000)	Number	Sales (\$1,000)
Kauai County	539	219,418	365	211,628
Hanamaulu	6	1,011	4	(D)
Kalaheo	14	2,724	5	2,334
Kapaa	150	47,147	102	45,487
Kekaha	10	2,146	4	1,998
Lihue	168	100,040	131	97,769
Balance of county	191	66,350	119	(D)
Maui County	992	519,236	718	509,612
Island of Lanai	11	3,728	9	(D)
Island of Molokai	45	14,147	30	13,852
Kahului	183	161,665	138	159,831
Kihei	85	42,021	56	41,442
Lahaina	309	138,309	251	135,396
Makawao	22	4,840	5	4,213
Pukalani	24	8,715	16	(D)
Wailuku	147	61,074	96	60,051
Balance of county	166	84,737	117	82,869

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

Source: U.S. Bureau of the Census, 1982 Census of Retail Trade, Hawaii, RC82-A-12 (September 1984), table 8.

Table 649.-- RETAIL TRADE, BY KIND OF BUSINESS: 1982 AND 1977

[Limited to establishments with payroll. Excludes establishments on military bases]

SIC code	Kind of business	Number of establishments, 1982	Sales		
			1982 (\$1,000)	1977 (\$1,000)	Per-cent change
	Retail trade	6,139	5,101,671	3,225,311	58.2
52	Building materials, hardware, garden supply	126	149,622	75,697	97.7
53	General merchandise	153	657,247	581,366	13.1
54	Food stores	797	1,081,175	651,163	66.0
55 ex. 554	Automotive dealers	227	540,566	458,497	17.9
554	Gasoline service stations ..	366	400,141	173,075	131.2
56	Apparel and accessory stores	793	379,746	208,514	82.1
57	Furniture, home furnishings, and equipment stores	335	160,828	98,135	63.9
58	Eating and drinking places .	1,741	872,558	478,966	82.2
591	Drug and proprietary stores	121	337,590	178,392	89.2
59 ex. 591	Miscellaneous retail stores	1,480	522,198	321,506	62.4

Source: U.S. Bureau of the Census, 1982 Census of Retail Trade, Hawaii, RC82-A-12 (September 1984), tables 1 and 2.

Table 650.-- MERCHANDISE LINE SALES OF RETAIL ESTABLISHMENTS
WITH PAYROLL: 1977 AND 1982

Merchandise line	Number of establishments		Sales (\$1,000)	
	1977	1982	1977	1982
Total retail trade <u>1/</u>	5,237	6,139	3,222,715	5,101,671
Groceries and other foods	994	1,127	607,831	908,817
Meals and snacks	1,501	1,852	407,809	762,547
Alcoholic drinks	657	892	89,649	139,845
Packaged alcoholic beverages	521	616	97,856	150,107
Cigars, cigarettes, and tobacco	596	717	35,569	63,754
Drugs <u>2/</u>	396	674	48,354	265,268
Health and beauty aids <u>2/</u>	576			
Men's and boys' clothing exc. footwear ..	732	816	130,678	186,809
Women's and girls' wear exc. footwear ...	823	977	212,663	358,826
Footwear exc. infants and toddlers	475	494	59,104	67,200
Sewing, knitting, and needlework goods <u>2/</u> }	328	178	49,749	25,803
Curtains, draperies, and dry goods <u>2/</u> ... }		223		
Major household appliances	170	173	33,755	47,975
Small electric appliances	242	202	14,987	31,128
TVs and video recorders and tapes	152	156	12,977	23,670
Audio equipment and musical instruments and supplies	265	270	31,966	47,674
Furniture and sleep equipment	200	185	44,484	73,472
Floor coverings	172	122	14,940	15,436
Kitchenware and home furnishings	661	430	63,732	54,895
Jewelry	871	860	143,117	165,600
Optical goods	152	103	8,113	10,010
Sporting goods	249	313	50,585	56,792
Hardware, tools, and plumbing and electrical supplies	243	253	31,443	56,361
Lawn and garden equipment and supplies ..	336	311	31,735	51,630
Lumber and building materials	171	152	31,343	100,242
Cars, trucks, and powered vehicles	94	97	337,895	391,570
Automotive fuels <u>2/</u>	490	425	150,595	365,151
Automotive lubricants <u>2/</u>		428		
Auto tires, batteries, and accessories ..	600	518	86,804	121,699
All other merchandise	1,208	1,220	208,401	354,915
Unclassified merchandise	(X)	634	(X)	30,577
Nonmerchandise receipts	949	923	94,706	127,232
Miscellaneous merchandise	(X)	(X)	592	2,277

X Not applicable.

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

2/ Due to revisions in merchandise line categories, the number of establishments reported in 1977 and 1982 are not comparable. Sales, however, are additive and therefore, comparable between those two years.

Source follows next table.

Table 651.-- MERCHANDISE LINE SALES OF RETAIL ESTABLISHMENTS
WITH PAYROLL, BY GEOGRAPHIC AREA: 1982

Merchandise line	Number of establishments		Sales (\$1,000)	
	Oahu	Other islands	Oahu	Other islands
Total retail trade 1/	4,318	1,821	3,898,767	1,202,904
Groceries and other foods	760	367	638,919	269,898
Meals and snacks	1,394	458	615,707	146,840
Alcoholic drinks	650	242	108,396	31,449
Packaged alcoholic beverages	407	209	112,975	37,132
Cigars, cigarettes, and tobacco	482	235	49,745	14,009
Drugs, health aids, and beauty aids	433	241	208,242	57,026
Men's and boys' clothing exc. footwear ..	500	316	146,419	40,390
Women's and girls' wear exc. footwear ...	608	369	285,930	72,896
Footwear exc. infants and toddlers	320	174	55,486	11,714
Sewing, knitting, and needlework goods ..	95	83	19,439	6,364
Curtains, draperies, and dry goods	118	105	26,956	6,806
Major household appliances	104	69	34,574	13,401
Small electric appliances	124	78	22,813	8,315
TVs and video recorders and tapes	104	52	18,699	4,971
Audio equipment and musical instruments and supplies	173	97	38,482	9,192
Furniture and sleep equipment	128	57	55,307	18,165
Floor coverings	70	52	10,450	4,986
Kitchenware and home furnishings	270	160	43,674	11,221
Jewelry	584	276	137,562	28,038
Optical goods	73	30	8,550	1,460
Sporting goods	202	111	44,229	12,563
Hardware, tools, and plumbing and electrical supplies	130	123	37,555	18,806
Lawn and garden equipment and supplies ..	183	128	37,276	14,354
Lumber and building materials	82	70	54,935	45,307
Cars, trucks, and powered vehicles	69	28	320,107	71,463
Automotive fuels	286	139	274,029	91,122
Automotive lubricants	282	146	7,539	3,088
Auto tires, batteries, and accessories ..	343	175	84,532	37,167
All other merchandise	787	433	277,014	77,901
Unclassified merchandise	434	200	24,303	6,274
Nonmerchandise receipts	676	247	96,847	30,385
Miscellaneous merchandise	(X)	(X)	2,076	201

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Table 651.-- MERCHANDISE LINE SALES OF RETAIL ESTABLISHMENTS
WITH PAYROLL, BY GEOGRAPHIC AREA: 1982 -- Con.

X Not applicable.

1/ 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, Census of Retail Trade: Merchandise Line Sales, Hawaii for 1977 and 1982 (unpublished tabulations filed in the Hawaii State Department of Planning and Economic Development Library); cited in Hawaii State Department of Planning and Economic Development, Merchandise Line Sales in Hawaii, 1982 (Statistical Report 185, February 24, 1986).

Table 652.-- RETAIL SALES, BY TYPE OF STORE: 1982 AND 1984

[In millions of dollars. Data are estimates]

Type of store	1982	1984
Total 1/	5,193	6,363
Food stores	1,101	1,240
Supermarkets	976	1,099
General merchandise stores	659	823
Department stores	445	562
Automotive dealers	551	810
Eating and drinking places	880	1,111
Gasoline service stations	411	421
Apparel and accessories stores	383	523
Building materials, hardware dealers	154	198
Furniture, appliance, home furnishings ...	167	223
Furniture, home furnishings	59	73

1/ Includes other types of stores, not shown separately.

Source: Market Statistics data cited in Statistical Abstract of the United States: 1986, pp. 780-781.

Table 653.-- CHARACTERISTICS OF TEN LARGEST RETAILERS: 1983-1984

Name	Number of stores, 1984	Number of employees, 1984	Sales (mil. dol.)		Store area, 1984 (1,000) sq. ft.)
			1984	1983	
Foodland	28	1,270	213	205	735
Liberty House	50	(NA)	208	193	(NA)
Duty Free (Hawaii Division)	4	1,200	182	167	(NA)
Times Super Market	14	950	*170	*126	(NA)
Sears Roebuck	6	2,000	*130	(NA)	850
Servco Pacific	1/ 2	(NA)	130	102	(NA)
Safeway Stores	12	800	130	104	336
Longs Drugs	16	11,000	*118	(NA)	*240
Daiei (USA)	4	780	100	87	411
Star Markets	9	550	95	94	300

* Estimated.

NA Not available.

1/ Retail stores only.

Source: Hawaii Business, December 1985, p. 46.

Table 654.-- DEPARTMENT STORE SALES, FOR OAHU: 1982 TO 1985

[For earlier years, 1948-1982, see Data Book 1984, table 672. This survey was discontinued after April 1986]

Subject	1982	1983	1984	1985
Number of department stores, Dec.	21	(NA)	23	22
Department store sales 1/ (\$1,000) ...	453,656	505,294	527,935	548,771

NA Not available.

1/ Includes sales of leased departments.

Source: U.S. Bureau of the Census, 1982 Census of Retail Trade, Hawaii, RC82-A-12 (Sept. 1984), table 4; "Revised Monthly Retail Sales and Inventories, January 1975 through December 1984," Current Business Reports, BR-13-85 (April 1985), p. 54; "Monthly Retail Trade, Sales and Inventories, December 1985," Current Business Reports, BR-85-12 (Feb. 1986), tables 8 and 8A.

Table 655.-- EATING PLACES AND DRINKING PLACES: 1982

[Data limited to establishments with payroll]. Excludes establishments on military bases]

Subject	Restaurants and lunch-rooms	Cafeterias	Refreshment places	Drinking places
All establishments:				
Number of establishments	773	26	545	300
Seating capacity	81,891	2,037	22,228	(NT)
Sales (\$1,000)	466,188	9,588	262,001	63,043
With waiter or waitress service:				
Number of establishments	773	6	96	290
Sales (\$1,000)	466,188	1,061	44,004	61,136
Establishments by average cost per meal:				
Under \$2.00	9	-	83	...
\$2.00 to \$4.99	350	23	406	...
\$5.00 to \$9.99	232	3	56	...
\$10.00 or more	182	-	-	...
Establishments by primary type of food service:				
Table, booth, counter seat with waiter/waitress service	773	-	59	...
Order and pay at counter with inside seating	-	-	272	...
Cafeteria line with inside seating	-	26	1	...
Take out/drive through	-	-	182	...
Other	-	-	31	...
Franchise holders:				
Number of establishments	48	(NT)	120	(NT)
Sales (\$1,000)	31,158	(NT)	60,831	(NT)

NT Not tabulated.

Source: U.S. Bureau of the Census, 1982 Census of Retail Trade, RC82-I-4, Miscellaneous Subjects (June 1985), tables 7, 9, 11, and 14.

Table 656.-- RESTAURANT CHARACTERISTICS: 1983

[Based on a survey of 1,768 restaurants]

Subject	Percent	Subject	Percent
Island, total	100.0	Meals served, total	100.0
Oahu	71.7	All 3 meals	36.8
Other islands	28.3	Lunch and dinner only	34.0
Locality, total	100.0	Breakfast and lunch only	10.5
Business district	33.8	Other combinations	18.7
Tourist area	24.9	Average check, total	100.0
Other	41.3	\$3.00 or less	27.7
Type of service, total ..	100.0	\$3.01 to \$6.00	37.7
Fast food	27.3	\$6.01 to \$10.00	18.2
Family	21.6	\$10.01 or more	16.4
Other	51.1	Average amount	\$6.44
Price, total	100.0	Liquor served, total	100.0
Inexpensive	44.2	None	52.8
Moderate	51.8	Liquor, beer, and wine	39.3
Expensive	4.0	Other combinations	7.9
Ownership, total	100.0	Annual food/beverage sales, total	100.0
Independent	65.4	Under \$100,000	25.1
Chain-owned	11.6	\$100,000 to \$299,999	26.3
Other types	23.0	\$300,000 to \$999,000	29.3
Types of food: ^{1/}		\$1,000,000 and over	19.3
American	64.4	Percent of sales to tourists,	
Japanese	25.8	total	100.0
Chinese	19.8	Under 10	48.1
Seafood	14.8	10 to 49	24.5
Hawaiian	14.5	50 or more	27.5
Continental	12.3	Average number of years in	
Italian	11.1	business	10.0
Korean	8.5	Average number of food and	
Filipino	7.6	beverage employees	23.9
Mexican	7.1	Full-time	13.8

^{1/} Multiple responses.Source: Morton Fox and Danny Breatchel, Survey of the Hawaii Restaurant Industry (University of Hawaii at Manoa, School of Travel Industry Management, 1984).

Table 657.-- LIQUOR AND TOBACCO TAX BASES: 1980 TO 1985

[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	
1980	122,848	42,691	80,157	33,275
1981	132,513	49,182	83,332	35,151
1982	149,859	34,865	114,994	37,338
1983	145,935	14,009	131,927	49,580
1984	143,668	57,621	86,047	48,262
1985	161,107	70,352	90,755	47,188

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 658.-- APPARENT CONSUMPTION OF ALCOHOL BEVERAGES, TOTAL AND PER CAPITA, BY TYPE OF BEVERAGE: 1977 TO 1984

Year	Total (1,000 gallons)			Per capita ^{1/} (gallons)		
	Dis-tilled spirits	Wine	Beer	Dis-tilled spirits	Wine	Beer
1977	2,190	1,901	24,490	2.2	1.9	24.7
1978	2,160	2,493	21,390	2.1	2.5	21.1
1979	2,200	2,427	25,110	2.1	2.3	24.1
1980	2,175	2,685	27,621	2.1	2.5	26.2
1981	2,165	2,628	29,633	2.0	2.5	27.8
1982	2,155	2,879	31,149	2.0	2.6	28.6
1983	2,180	2,727	33,325	2.0	2.4	29.9
1984	1,803	2,593	29,803	1.6	2.3	26.1

^{1/} Based on de facto population estimates in the Hawaii State Department of Planning and Economic Development, Statistical Reports 173 and 184.

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

Table 659.-- FLOOR SPACE FOR SELECTED KINDS OF RETAIL BUSINESS: 1982

[Data limited to establishments with payroll. Excludes establishments on military bases]

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		
Department stores ^{1/} ...	24	444,778	2,058	1,332	334	64.7
Variety stores	38	75,993	759	554	137	73.0
Grocery stores	502	961,227	3,168	2,278	422	71.9

^{1/} Excluding leased departments.

Source: U.S. Bureau of the Census, 1982 Census of Retail Trade, RC82-I-4, Miscellaneous Subjects (June 1985), table 26.

Table 660.-- CHARACTERISTICS OF MAJOR SHOPPING CENTERS: 1985

[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)	Gross lease-able area (1,000 square feet)	Parking spaces	Number of stores
Oahu:						
Ala Moana Center ...	Honolulu	1959	50	1,500	7,800	155
Kahala Mall	Honolulu	1970	22	370	1,425	60
Pearl City S. C. ...	Pearl City	1965	15	249	871	60
Pearlridge Center ..	Aiea	1972	54	1,200	4,915	150
Royal Hawaiian S. C.	Honolulu	1981	6	280	600	(NA)
Waikiki Shopping Plaza	Honolulu	1977	1	300	300	50
Windward City S.C.	Kaneohe	1959	15	210	(NA)	40
Windward Mall	Kaneohe	1982	32	530	2,300	98
Hawaii:						
Kaiko'o Mall S. C. .	Hilo	1970	14	220	950	33
Maui:						
Kaahumanu Center ...	Kahului	1973	25	300	1,400	50
Kahului S. C.	Kahului	1951	17	104	1,000	30
Maui Mall	Kahului	1971	25	182	1,400	38
Kauai:						
Kukui Grove Center	Lihue	1982	35	311	1,590	52
Lihue S. C.	Lihue	1966	9	142	551	24

NA Not available.

Source: Hawaii Chapter, International Council of Shopping Centers, and the Chamber of Commerce of Hawaii, Hawaii Shopping Center Directory, 1985 Edition.

Table 661.-- MAJOR RETAIL CENTERS, FOR OAHU: 1972 TO 1982

[These tabulations were discontinued after 1982]

Geographic area	Number of retail establishments			Retail sales (\$1,000)		
	1972	1977	1982	1972	1977	1982
Oahu total	4,235	5,262	6,347	1,489,602	2,574,973	3,962,598
Honolulu CBD: 1/ 1972 definition ..	353	415	(NA)	65,471	94,811	(NA)
1977 definition ..	(NA)	485	523	(NA)	122,873	177,254
Ala Moana Center ...	224	187	196	218,844	307,498	423,895
Waikiki 2/	597	646	1,082	169,084	307,233	600,615
Kahala Mall	60	55	54	41,625	47,407	*82,977
Pearlridge Center ..	32	102	133	18,606	118,867	*173,953

* Excludes establishments without payroll (Kahala Mall, 1; Pearlridge Center, 3).

NA Not available.

1/ The Honolulu Central Business District was redefined in 1977 to include the area bounded by Nuuanu Stream, School Street, Queen Emma Street, Beretania Street, Richards Street, Halekauwila Street, and Honolulu Harbor. Before 1977, the CBD as defined excluded that part between Beretania Street and School Street. For comparable statistics back to 1948, see DPED Statistical Memorandum 80-7 (July 31, 1980).

2/ Waikiki is defined as the area bounded by the Ala Wai Canal, Kapahulu Avenue, and the Pacific Ocean.

Source: Hawaii State Department of Planning and Economic Development, Retail Trade in Downtown Honolulu, 1948-1977 (Statistical Memorandum 80-7, July 31, 1980). U.S. Bureau of the Census, 1972 Census of Retail Trade, Major Retail Centers, Hawaii, RC72-C-12 (November 1974), table 1; 1977 Census of Retail Trade, Major Retail Centers, Hawaii, RC77-C-12 (February 1980), table 1; 1982 Census of Retail Trade, Major Retail Centers, Hawaii, RC82-C-12 (October 1984), table 1.

Table 662.-- PERCENT OF OAHU RETAIL SALES IN MAJOR RETAIL CENTERS:
1948 TO 1982

[These series were discontinued after 1982]

Year	Honolulu CBD 1/		Ala Moana Center	Waikiki	Kahala Mall	Pearlridge Center
	1972 defin.	1977 defin.				
1948	24.4	27.5	...	5.4
1954	19.7	(NA)	...	(NA)	(NA)	...
1958	15.4	(NA)	...	7.7	1.0	...
1963	9.1	9.5	10.8	7.6	(NA)	...
1967	6.1	(NA)	13.6	9.3	1.8	...
1972	4.4	(NA)	14.7	11.4	2.8	1.2
1977	3.7	4.8	11.9	11.9	1.8	4.6
1982	(NA)	4.5	10.7	15.2	*2.1	*4.5

*Based on data limited to establishments with payroll.

NA Not available.

1/ See preceding table, footnote 1.

Source: Hawaii State Department of Planning and Economic Development, Major Retail Centers on Oahu, 1972-1982 (Statistical Memorandum 84-4, November 14, 1984), table 2.

Table 663.-- VIDEOCASSETTE RECORDER SALES: 1978 TO 1985

Year	Total units	Residential use	Commercial use
1978	2,196	2,140	56
1979	3,332	3,124	208
1980	4,892	4,555	337
1981	7,514	6,946	568
1982	15,566	15,178	388
1983	25,360	25,032	328
1984	44,720	44,285	435
1985	63,782	62,548	1,234

Source: Hawaiian Electric Company, Inc., Market Research, records.

Table 664.-- COMMISSARY, EXCHANGE, AND CLUB SALES AND HOTEL RECEIPTS OF THE ARMED FORCES: 1972 TO 1985

[In thousands of dollars. Data for food service facilities, incomplete before 1977, and miscellaneous facilities, incomplete before 1982, are excluded from this table but are included in the following table]

Year	Commissary, exchange, and club sales <u>1/</u>			Hotel receipts <u>3/</u>
	Commissaries	Exchanges <u>2/</u>	Clubs <u>2/</u>	
1972	37,618	87,702	10,768	-
1973	41,017	92,014	11,826	-
1974	45,682	101,127	11,672	-
1975	67,183	129,495	18,993	-
1976	67,183	129,341	21,085	6,365
1977	66,550	133,878	23,347	7,356
1978	77,034	149,493	22,930	8,151
1979	83,595	150,159	24,554	8,922
1980	98,237	166,564	19,367	10,114
1981	107,236	191,181	19,112	11,767
1982	115,314	217,647	20,910	13,796
1983	127,229	217,171	24,411	14,288
1984 <u>4/</u>	129,796	225,614	23,989	14,341
1985	135,014	227,588	24,440	14,573

1/ Calendar year statistics.

2/ Data incomplete before 1976.

3/ Room, food, and beverage receipts of Hale Koa Hotel, for years ended September 30. Hale Koa opened in October 1975.

4/ Revised.

Source: Hawaii State Department of Planning and Economic Development, Retail Sales and Hotel Receipts of the Armed Forces, 1985 (Statistical Report 186, May 15, 1986).

Table 665.-- SALES OF RETAIL FACILITIES OPERATED BY THE ARMED FORCES,
BY TYPE OF FACILITY: 1984 AND 1985

[Thousands of dollars. Data exclude Hale Koa Hotel]

Type of facility	1984 <u>1/</u>	1985
Total	442,820	438,001
Commissaries	129,796	135,014
Exchanges	225,614	227,588
Clubs	23,989	24,440
Food services	16,878	18,467
Package stores	18,662	18,562
Gas stations <u>2/</u>	20,571	6,686
Vending outlets	7,309	6,968
Motion pictures	(NA)	276

NA Not available

1/ Revised from Data Book 1985, table 639.

2/ Decline reflects change in reporting methods.

Source: Hawaii State Department of Planning and Economic Development,
Retail Sales and Hotel Receipts of the Armed Forces, 1985 (Statistical
Report 186, May 15, 1986).

Table 666.-- RETAIL SALES AND HOTEL RECEIPTS AT CIVILIAN AND MILITARY
ESTABLISHMENTS: 1983 TO 1985

[In millions of dollars]

Year	Retail sales <u>1/</u>			Hotel receipts <u>2/</u>		
	Total	Civilian	Military	Total	Civilian	Military
1983	7,868.6	7,438.2	430.4	867.2	852.9	14.3
1984	8,554.7	8,111.9	442.8	987.9	973.6	14.3
1985	8,937.3	8,499.3	438.0	1,113.2	1,098.6	14.6

1/ Calendar year statistics.

2/ Years ended September 30.

Source: Hawaii State Department of Planning and Economic Development,
Retail Sales and Hotel Receipts of the Armed Forces, 1985 (Statistical
Report 186, May 15, 1986).

Table 667.-- CHARACTERISTICS OF WHOLESALE ESTABLISHMENTS, FOR THE STATE, 1977 AND 1982, AND OAHU AND THE NEIGHBOR ISLANDS, 1982

Subject	1977	1982		
		State total	Oahu	Neighbor Islands
Number of establishments	1,569	1,737	1,417	320
Sales (\$1,000)	2,571,489	4,084,369	3,392,728	691,641
Annual payroll (\$1,000)	177,556	287,626	250,836	36,790
First quarter payroll (\$1,000)	43,517	69,858	(NA)	(NA)
Paid employees for pay period including March 12 (number)	14,695	17,210	14,750	2,460
Operating expenses (\$1,000)	375,803	620,882	(NA)	(NA)
Inventories (\$1,000):				
Beginning of year	(NA)	457,525	(NA)	(NA)
End of year	248,195	440,723	(NA)	(NA)

NA Not available.

Source: U.S. Bureau of the Census, 1977 Census of Wholesale Trade, Hawaii, WC77-A-12 (Revised) (March 1980), table 1; 1982 Census of Wholesale Trade, Hawaii, WC82-A-12 (September 1984), tables 1, 2, 4, and 5.

Table 668.-- WHOLESALE ESTABLISHMENTS, EMPLOYMENT, AND PAYROLL: 1983 AND 1984

Major industry group	Number of establishments		Employees, week including Mar. 12		Annual payroll (\$1,000,000)	
	1983	1984	1983	1984	1983	1984
All wholesale trade ...	1,834	1,766	17,666	18,002	316.8	346.5
Durable goods	947	899	8,728	8,803	167.5	184.3
Nondurable goods	859	844	8,528	8,743	137.6	149.2
Administrative and auxiliary	28	23	410	456	11.7	13.1

Source: U.S. Bureau of the Census, County Business Patterns 1984, Hawaii, CBP-84-13 (July 1986), p. 1.

Table 669.-- WHOLESAL TRADE, FOR COUNTIES AND SPECIFIED PLACES: 1982

Geographic area	All wholesalers		Merchant wholesalers	
	Number of establishments	Sales (\$1,000)	Number of establishments	Sales (\$1,000)
State total	1,737	4,084,369	1,434	2,496,494
Hawaii County	159	285,513	133	152,353
Hilo	107	242,071	90	(D)
Kailua	16	11,835	15	(D)
Honolulu County	1,417	3,392,728	1,169	2,140,295
Aiea	26	64,848	21	58,510
Ewa Beach	12	42,470	10	(D)
Honolulu	1,221	2,950,750	1,016	1,872,910
Kailua	30	25,978	16	5,776
Kaneohe	13	7,460	11	(D)
Pearl City	28	73,908	22	37,300
Waipahu	31	103,617	27	72,012
Kauai County	51	81,030	40	52,557
Lihue	33	55,556	25	40,755
Maui County	110	325,098	92	151,289
Island of Lanai	1	(D)	-	-
Island of Molokai ...	3	(D)	1	(D)
Kahului	54	189,855	43	(D)
Wailuku	35	41,769	32	(D)

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

Source: U.S. Bureau of the Census, 1982 Census of Wholesale Trade, Hawaii, WC82-A-12 (September 1984), table 8.

Table 670-- WHOLESALE TRADE, BY TYPE OF OPERATION AND KIND OF BUSINESS: 1982

Type of operation and kind of business	Number of establishments	Sales (\$1,000)
Wholesale trade	1,737	4,084,369
Type of operation:		
Merchant wholesalers	1,434	2,496,494
Manufacturers' sales branches and offices	160	1,269,797
Agents, brokers, and commission merchants	143	318,078
Kind of business:		
Motor vehicles and automotive parts and supplies	103	293,883
Furniture and home furnishings	59	68,643
Lumber and other construction materials	91	126,739
Sporting, recreational, photo, and hobby goods, toys and supplies	53	83,413
Metals and minerals, except petroleum	12	25,358
Electrical goods	107	244,951
Hardware, and plumbing and heating equipment and supplies	83	98,641
Machinery, equipment, and supplies	268	418,117
Miscellaneous durable goods	123	83,484
Paper and paper products	66	104,774
Drugs, drug proprietaries, and druggists' sundries	42	122,196
Apparel, piece goods, and notions	70	71,081
Groceries and related products	339	1,187,153
Farm-product raw materials	4	4,182
Chemicals and allied products	33	68,316
Petroleum and petroleum products	42	671,552
Beer, wines, and distilled alcoholic beverages	37	175,607
Miscellaneous nondurable goods	205	236,279

Source: U.S. Bureau of the Census, 1982 Census of Wholesale Trade, Hawaii, WC82-A-12 (September 1984), table 2.

Table 671.-- CHARACTERISTICS OF SERVICE ESTABLISHMENTS WITH PAYROLL AND SUBJECT TO FEDERAL INCOME TAX, FOR THE STATE, 1977 AND 1982, AND OAHU AND THE NEIGHBOR ISLANDS, 1982

Subject	1977	1982		
		State total	Oahu	Neighbor islands
Number of establishments	(NA)	6,124	4,864	1,260
Excluding health services 1/ ...	(NA)	4,470	3,535	935
Receipts (\$1,000)	(NA)	2,659,651	1,974,216	685,435
Excluding health services 1/ ...	1,269,740	2,239,440	1,642,415	597,025
Annual payroll (\$1,000)	(NA)	904,328	688,918	215,410
Excluding health services 1/ ...	409,725	729,107	550,547	178,560
First quarter payroll (\$1,000) ...	(NA)	221,453	169,166	52,287
Paid employees for pay period including March 12 (number)	(NA)	71,051	52,849	18,202

NA Not available.

1/ Other than hospitals.

Source: U.S. Bureau of the Census, 1982 Census of Service Industries, Hawaii, SC82-A-12 (September 1984), tables 1a, 2a, 4a, and 5a.

Table 672.-- SERVICE ESTABLISHMENTS, EMPLOYMENT, AND PAYROLL, FOR SELECTED INDUSTRY GROUPS: 1983 AND 1984

Major industry group	Number of establishments		Employees, week including March 12		Annual payroll (1,000,000)	
	1983	1984	1983	1984	1983	1984
All services ...	7,893	7,869	102,070	106,179	1,398	1,541
Hotels	239	241	24,258	25,698	288	329
Business services ...	1,119	1,063	13,803	15,010	158	177
Health services	1,811	1,852	20,744	21,696	399	435

Source: U.S. Bureau of the Census, County Business Patterns 1984, Hawaii, CBP-84-13 (July 1986), pp. 1-2.

Table 673.-- SERVICE ESTABLISHMENTS WITH PAYROLL AND SUBJECT TO FEDERAL INCOME TAX, FOR COUNTIES AND SELECTED URBAN PLACES: 1982

Geographic area	Number of establishments		Receipts (\$1,000)	
	All services	Hotels <u>1/</u>	All services	Hotels <u>1/</u>
State total	6,124	209	2,659,651	973,328
Hawaii County	551	31	258,568	142,430
Hilo	328	11	84,145	11,746
Kailua	91	11	53,919	38,275
Honolulu County	4,864	118	1,974,216	575,692
Aiea	134	2	28,124	(D)
Ewa Beach	12	-	1,796	-
Honolulu	3,958	109	1,762,672	543,972
Kailua	200	1	31,712	(D)
Kaneohe	122	-	22,444	-
Makakilo City	20	-	2,374	-
Mililani Town	16	-	3,504	-
Pearl City	103	-	20,529	-
Wahiawa	85	-	13,646	-
Waianae	24	2	10,889	(D)
Waipahu	76	-	15,329	-
Kauai County	211	22	88,590	43,623
Kapaa	34	5	13,104	8,793
Lihue	103	5	47,610	(D)
Maui County	498	38	338,277	211,583
Island of Lanai ...	5	1	677	(D)
Island of Molokai .	14	2	3,134	(D)
Kahului	145	2	59,277	(D)
Kihei	25	3	7,434	(D)
Lahaina	68	15	98,651	83,472
Wailuku	174	1	40,639	(D)

D Withheld to avoid disclosing data for individual companies.

1/ Including motels and other lodging places (SIC 70), but excluding condominium apartments in transient use.

Source: U.S. Bureau of the Census, 1982 Census of Service Industries, Hawaii, SC82-A-12 (September 1984), table 8.

Table 674.-- SERVICE ESTABLISHMENTS WITH PAYROLL AND SUBJECT TO FEDERAL INCOME TAX, BY KIND OF BUSINESS OR OPERATION: 1982 AND 1977

SIC code	Kind of business or operation	Number of establishments, 1982	Receipts		
			1982 (\$1,000)	1977 (\$1,000)	Percent change
	Total	6,124	2,659,651	(D)	(D)
70	Hotels, motels, other lodging	209	973,328	548,706	77.4
72	Personal services	663	100,785	70,708	42.5
73	Business services	1,024	313,686	154,427	103.1
75	Automotive repair, services, and garages .	567	249,342	157,015	58.8
76	Miscellaneous repair services	241	47,779	32,369	47.6
78, 79	Amusement and recreation services, incl. motion pictures	312	128,452	79,777	61.0
80, ex. 806	Health services, except hospitals	1,654	420,211	(D)	(D)
81	Legal services	636	173,129	65,120	165.9
823, 4, 9	Selected educational services	58	8,032	6,333	26.8
891	Engineering, architectural, surveying serv.	336	158,104	107,129	47.6
893	Accounting, auditing, bookkeeping services ..	308	75,046	43,444	72.7
83, 892, 9	Social and other services	116	11,757	4,712	149.5

D Withheld to avoid disclosing data for individual companies.

Source: U.S. Bureau of the Census, 1982 Census of Service Industries, Hawaii, SC82-A-12 (September 1984), tables 1a and 2a.

Table 675.-- HOTELS, MOTELS, AND OTHER LODGING PLACES: 1982

[Includes only establishments with payroll]

Subject	Number of establishments	Receipts (\$1,000)	Annual payroll (\$1,000)	Paid employees, pay period including March 12
SUBJECT TO FEDERAL INCOME TAX				
Hotels, motels, other lodging .	209	973,328	287,299	26,078
Hotels	178	964,192	284,833	25,718
25 guestrooms or more	158	962,079	284,296	25,644
Less than 25 guestrooms	20	2,113	537	74
Motels, motor hotels, tourist courts	26	8,935	2,421	352
Other lodging places <u>1/</u>	5	201	45	8
EXEMPT FROM FEDERAL INCOME TAX				
Hotels, camps, membership lodging <u>2/</u>	8	1,319	473	64

1/ Trailering parks and camps, 1 establishment; rooming, boarding, and membership lodging, 4.

2/ Hotels, 2 establishments; sporting and recreational camps, 3; organization hotels and lodging houses, on membership basis, 3.

Source: U.S. Bureau of the Census, 1982 Census of Service Industries, Hawaii, SC82-A-12 (September 1984), pp. 3 and 5.

Table 676.-- HOTEL AND MOTEL CHARACTERISTICS, FOR OAHU: 1982

[Includes only establishments with payroll]

Subject	Hotels, 25 guestrooms or more	Hotels, less than 25 guestrooms	Motels, tourist courts
Number of establishments	95	9	9
Guestrooms as of Dec. 31 ^{1/}	31,449	127	578
Receipts, by source (\$1,000):			
From customers	569,103	581	4,328
Guestroom rentals	370,474	(S)	(S)
Meals and nonalcoholic beverages ...	124,136	(S)	(S)
Alcoholic beverages	44,639	(S)	(S)
Packaged liquor, wine, and beer	(D)	(S)	(S)
Sales of gasoline, oil, etc.	-	(S)	(S)
Sales of other merchandise	(D)	(S)	(S)
Other sources	27,507	(S)	(S)
From sources other than customers	27,270	(S)	(S)

D Withheld to avoid disclosing data for individual companies.

S Withheld because estimates did not meet publication standards.

^{1/} For establishments in business at end of year, guestrooms numbered 31,576, including 30,550 for transient guests and 1,026 for residential guests.

Source: U.S. Bureau of the Census, 1982 Census of Service Industries, Hotels, Motels, and Other Lodging Places, SC82-I-3 (November 1985), tables 2 and 5.

Table 677.-- HOTEL UNITS AND OCCUPANCY RATES, BY GEOGRAPHIC AREAS:
1966 TO 1986

[Includes condominium units in rental pools for
transient occupancy]

Year	Number of hotel units, February <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
1966	14,827	11,083	3,744	(NA)	83.7	67.1
1967	17,217	12,598	4,619	85.5	90.0	72.8
1968	18,657	13,166	5,491	83.7	89.2	75.2
1969	22,801	15,992	6,809	77.8	81.3	69.3
1970	26,923	18,449	8,474	71.2	74.1	64.8
1971	32,289	22,531	9,758	60.4	58.9	63.5
1972	35,797	24,742	11,055	68.9	70.0	66.4
1973	36,608	25,108	11,500	77.7	81.5	70.2
1974	38,675	25,365	13,310	77.5	82.0	69.4
1975	39,632	25,352	14,280	74.1	78.3	68.3
1976	42,648	25,851	16,797	76.9	82.6	68.4
1977	44,986	27,363	17,623	77.4	81.2	71.7
1978	47,070	28,546	18,524	79.5	82.1	75.5
1979	49,832	30,065	19,767	73.8	77.1	70.2
1980	54,246	34,334	19,912	69.3	71.7	64.1
1981	56,769	33,967	22,802	68.2	73.9	59.8
1982	57,968	33,492	24,476	70.4	77.7	60.0
1983	58,765	34,354	24,411	69.7	76.6	60.9
1984	62,448	36,848	25,600	76.0	82.6	69.1
1985	65,919	38,600	27,319	76.1	80.8	69.7
1986	66,308	39,010	27,298	(NA)	(NA)	(NA)

NA Not available.

1/ Except 1966 (January).

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 (periodic), and records.

Table 678.-- VISITOR ACCOMMODATIONS, BY TYPE: 1976 TO 1986

[As of February]

Year and island	Properties			Units		
	Total	Hotels <u>1/</u>	Condo-miniums <u>2/</u>	Total	Hotels <u>1/</u>	Condo-miniums <u>2/</u>
1976	314	(NA)	(NA)	42,648	(NA)	(NA)
1977	335	(NA)	(NA)	44,986	39,901	5,085
1978	353	(NA)	(NA)	47,070	40,001	7,069
1979	381	(NA)	(NA)	49,832	41,299	8,533
1980	387	(NA)	(NA)	54,246	42,609	11,637
1981	412	214	198	56,769	42,575	14,194
1982	417	208	209	57,968	43,568	14,400
1983	426	218	208	58,765	45,352	13,413
1984	443	209	234	62,448	44,846	17,602
1985	481	207	274	65,919	44,115	21,804
1986	523	201	322	66,308	43,309	22,999
ISLANDS: 1986						
Oahu	207	105	102	39,010	29,172	9,838
Waikiki <u>3/</u>	177	88	89	34,650	25,920	8,730
Rest of Oahu	30	17	13	4,360	3,252	1,108
Other islands	316	96	220	27,298	14,137	13,161
Hawaii	81	31	50	7,280	5,228	2,052
Kauai	77	29	48	5,922	3,348	2,574
Maui	150	33	117	13,451	5,231	8,220
Molokai	7	2	5	635	320	315
Lanai	1	1	-	10	10	-

NA Not available.

1/ Hotels, apartment hotels, motels, and cottages. Excludes condominium properties.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 88 hotels properties include 61 hotels (with 24,733 units), 26 apartment hotels (with 1,175 units), and 1 cottage facility (with 12 units).Source: Hawaii Visitors Bureau, Visitor Plant Inventory, 1976 to 1986.

Table 679.-- GENERAL EXCISE TAX BASE FOR RENTALS:
1975 TO 1985

[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>	Total	Hotel rentals	All other rentals <u>2/</u>
1975	1,019,792	365,919	653,873
1976	1,161,955	433,300	728,655
1977 <u>3/</u>	1,274,918	482,990	791,929
1978 <u>3/</u>	1,392,947	535,874	857,073
1979	1,699,947	672,098	1,027,848
1980	1,820,715	708,620	1,112,095
1981	2,040,505	770,705	1,269,800
1982	2,265,287	844,926	1,420,361
1983	2,470,820	876,227	1,594,593
1984	2,743,855	984,518	1,759,337
1985	3,037,254	1,122,268	1,914,986

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 residential, office, automobile, and equipment rentals, and land leases.

3/ Partly estimated.

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

Table 680.-- HOTEL OCCUPANCY AND ROOM RATES, AND FOOD AND BEVERAGE SALES, BY ISLANDS: ANNUAL AVERAGES, 1984 AND 1985

[1984 figures revised from Data Book 1985, table 655]

Subject and year	The State	Oahu	Hawaii	Maui	Kauai
Percentage of occupancy:					
1984	76.91	83.03	55.57	80.48	63.02
1985	76.13	81.51	57.59	78.50	64.77
Average daily room rate (dollars):					
1984	59.84	50.06	58.13	88.89	65.09
1985	68.84	57.70	64.06	98.51	70.06
Average daily guest rate (dollars):					
1984	29.88	25.21	29.48	43.64	31.33
1985	34.39	29.24	32.33	47.86	33.95
Average daily food sales per room (dollars):					
1984	21.01	16.88	26.99	30.37	22.92
1985	22.11	18.40	27.01	29.95	20.86
Average daily beverage sales per room (dollars):					
1984	7.56	5.73	10.55	11.51	8.41
1985	7.89	6.05	9.79	12.14	6.93
Average food sales per cover (dollars):					
1984	9.94	9.11	11.07	11.08	10.39
1985	10.79	10.07	11.91	11.55	11.22

Source: Pannell Kerr Forster, Trends in the Hotel Industry, Hawaii, December 1985.

Table 681.--AVERAGE DAILY ROOM AND GUEST RATES, BY ISLANDS:
1976 TO 1986

[In dollars. Annual averages, unless otherwise specified]

Type of rate and year	The State	Oahu	Hawaii	Maui	Kauai
Average daily room rate:					
1976	29.54	26.70	30.52	37.61	34.51
1977	34.28	31.87	33.08	42.59	38.45
1978	38.49	35.95	36.46	47.49	42.20
1979	44.41	41.32	41.93	57.10	47.90
1980	47.28	42.83	46.40	61.14	54.38
1981	49.73	43.05	47.16	73.27	56.06
1982	51.78	44.80	47.37	75.02	58.48
1983	54.78	46.93	48.84	81.60	59.78
1984	59.25	49.45	57.17	88.89	65.05
1985	68.84	57.70	64.06	98.51	70.06
1986 <u>1/</u>	74.02	62.66	75.43	114.42	75.36
Average daily guest rate:					
1976	15.14	13.87	15.56	18.64	17.20
1977	17.42	16.42	16.62	21.22	18.91
1978	19.41	18.23	18.41	23.62	20.60
1979	22.70	21.10	21.59	29.70	23.75
1980	24.40	22.32	24.03	31.52	26.32
1981	25.70	22.56	24.41	37.04	27.42
1982	26.44	23.39	24.64	35.82	28.84
1983	27.71	24.28	22.29	40.53	29.66
1984	29.59	24.91	29.00	43.64	31.31
1985	34.39	29.24	32.33	47.86	33.95
1986 <u>1/</u>	36.93	31.82	38.06	54.59	35.92

1/ First nine months.

Source: Pannell Kerr Forster, Trends in the Hotel Industry, Hawaii (monthly).

Table 682.-- HOTEL EMPLOYMENT, PAYROLL, AND INCOME RATIOS:
1982 TO 1985

[All series in this table exclude condominium units in rental pools
for transient occupancy]

Subject	1982	1983	1984	1985
Hotel units, February	43,568	45,352	44,846	44,115
Hotel employment, annual average <u>1/</u> .	26,475	26,888	28,262	28,947
Per hotel unit	0.608	0.593	0.630	0.656
Hotel payrolls, annual <u>1/</u> (\$1,000) ..	291,344	329,267	369,292	393,701
Per hotel unit (dollars)	6,687	7,260	8,235	8,924
Per hotel employee (dollars)	11,004	12,246	13,067	13,601
Hotel income, annual <u>2/</u> (\$1,000)	844,926	876,227	984,518	1,122,268
Per hotel unit (dollars)	19,393	19,321	21,953	25,440
Per hotel employee (dollars)	31,914	32,588	34,835	38,770

1/ For workers covered by the Hawaii Employment and Security Law.

2/ General excise tax base.

Source: Hawaii Visitors Bureau, Visitor Plant Inventory (February issues); Hawaii State Department of Labor and Industrial Relations, Employment and Payrolls in Hawaii (annual); Hawaii State Department of Taxation, "General Excise and Use Tax Base" (annual tabular release).

Table 683.-- PERCENT OF HOTEL UNITS OCCUPIED, BY GEOGRAPHIC AREAS:
ANNUAL AVERAGES, 1980 TO 1985

[Includes resort condominium units]

Geographic area	1980	1981	1982	1983	1984	1985
State total	69.3	68.2	70.4	69.7	76.0	76.1
Oahu	72.3	74.1	77.8	75.8	81.2	81.5
Waikiki	71.7	73.9	77.7	76.6	82.6	80.8
Hawaii	51.0	44.9	44.0	44.7	55.6	57.6
Hilo	34.4	35.3	37.7	39.2	58.2	57.8
Kailua-Kona	59.0	49.4	46.9	47.0	54.9	57.5
Maui	74.2	70.3	73.9	75.2	80.5	78.5
West Maui	76.1	73.7	78.0	77.8	84.1	82.5
Other	68.4	58.3	61.4	67.0	70.3	69.6
Kauai	69.6	62.7	57.5	57.2	63.0	64.8
South	52.5	46.2	44.2	50.2	63.1	70.1
East	75.1	68.5	63.4	59.3	63.0	62.6

Source: Hawaii Visitors Bureau, Annual Research Report for 1980-1985 and records, from surveys by Pannell Kerr Forster for the Hawaii Hotel Association.

Table 684.-- TRAVEL AGENCIES, TOUR OPERATORS, AND RELATED SERVICES,
BY COUNTIES: 1984

Subject	State total	Hono- lulu	Ha- waii	Kauai and Maui
Establishments with payroll	439	362	28	1/ 49
Employees, week including March 12 ...	4,359	3,701	307	351
Annual payroll (\$1,000)	52,190	46,185	2,530	3,475

1/ Kauai County, 12; Maui County, 37.

Source: Data for SIC 4722, passenger transportation arrangement, in U.S. Bureau of the Census, County Business Patterns 1984, Hawaii, CBP-84-13 (July 1986).

Table 685.-- TRAVEL AGENCIES, TOUR OPERATORS, AND RELATED SERVICES: 1982

[Data limited to establishments with payroll. For 1977 data, see Data Book 1984, table 688; for 1972, see Data Book 1977, table 360]

Subject	Total	Travel agencies	Tour operators	Other services
STATE TOTALS				
Number of establishments	403	232	110	61
Receipts (\$1,000)	128,484	39,021	68,506	20,957
Annual payroll (\$1,000)	44,268	15,858	21,540	6,870
Paid employees, mid-March	4,125	1,625	1,931	569
OAHU				
Number of establishments	351	196	101	54
Receipts, total (\$1,000)	116,923	34,278	64,672	17,973
Commissions <u>1/</u>	(S)	(S)	3,483	(S)
Tour operations <u>2/</u>	(S)	(S)	56,682	(S)
All other sources	(S)	(S)	4,507	(S)
Annual payroll (\$1,000)	40,277	13,984	20,176	6,117
Paid employees, mid-March	3,685	1,433	1,780	472

S Withheld because estimates did not meet publication standards.

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

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

Source: U.S. Bureau of the Census, 1982 Census of Service Industries, Miscellaneous Subjects, SC82-I-5 (December 1985), tables 46 and 47.

Table 686.-- SELECTED SERVICE INDUSTRIES: 1982

[Includes only establishments with payroll]

Kind of business	SIC code	Estab-lish-ments (number)	Receipts ^{1/} (\$1,000)	Annual payroll (\$1,000)	Paid em-ployees, ^{2/} mid-March
STATE TOTALS					
Architectural services	891	146	55,734	19,682	927
Engineering services	891	166	98,612	42,680	1,910
Surveying services	891	24	3,758	2,144	152
Accounting, auditing, bookkeeping	893	308	75,046	30,775	1,962
OAHU					
Credit reporting, collection agencies	732	26	9,189	(NA)	(NA)
Portrait photography	722	29	4,645	(NA)	(NA)
Computer and data processing services .	737	72	45,839	(NA)	(NA)
Legal services	81	532	156,310	(NA)	(NA)

NA Not available.

^{1/} For receipts by source, see report cited below.

^{2/} For personnel by occupation, see report cited below.

Source: U.S. Bureau of the Census, 1982 Census of Service Industries, Miscellaneous Subjects, SC82-I-5 (December 1985), tables 7, 8, 10, 30, 35, 37, 38, and 39.

Table 687.-- MOTION PICTURE SERVICES: 1977 AND 1982

[Data limited to establishments with payroll]

Subject and year	Number of establishments	Receipts (\$1,000)	Annual payroll (\$1,000)	Paid employees, week inc. Mar. 12
Motion picture production, distribution, and services:				
1977	11	926	174	31
1982	15	4,203	1,147	74
Motion picture theaters:				
1977 1/	50	17,444	(D)	(D)
1982	34	21,329	3,195	519
Theaters, except drive-in ...	31	(D)	(D)	(D)
Drive-in theaters	3	(D)	(D)	(D)

D Withheld to avoid disclosing data for individual companies.

1/ Data include 3 establishments without payroll.

Source: U.S. Bureau of the Census, 1977 Census of Service Industries, Hawaii, SC77-A-12 (December 1979), 1982 Census of Service Industries, Hawaii, SC82-A-12 (September 1984), and 1982 Census of Service Industries, Motion Picture Industry, SC82-I-4 (December 1985).

Table 688.-- MOTION PICTURE THEATER CHARACTERISTICS, FOR OAHU: 1982

[Includes only establishments with payroll]

Type of theater	Estab- lishments	Receipts (\$1,000)
All motion picture theaters	29	(D)
Motion picture theaters, except drive-in	26	<u>1/</u> 16,438
Single-screen <u>2/</u>	13	3,873
Multiple-screen <u>2/</u>	<u>3/</u> 13	11,737
Drive-in motion picture theaters	3	(D)

D Withheld to avoid disclosing data for individual companies.

1/ Includes receipts from admissions (\$12,407), refreshment stands and vending machines operated by theater (\$3,330), and all other receipts from theater patrons (\$701), but excludes net receipts from concessions or vending machines not owned by theater and receipts from screen advertising (\$51). Promotional expenditures amounted to \$280,000.

2/ Data limited to establishments in business at end of year. Hence, the sum of receipts by type of theater may not add to total receipts.

3/ Includes 12 establishments with 2 screens, 1 with 3 or 4, and none with 5 or more.

Source: U.S. Bureau of the Census, 1982 Census of Service Industries, Motion Picture Industry, SC82-I-4 (December 1985).

Table 689.-- MOTION PICTURE AND TELEVISION PRODUCTION: 1980 TO 1985

Subject	1980	1981	1982	1983	1984	1985
Number of features filmed ..	58	54	66	63	76	66
Feature films for theater viewing	6	2	1	1	2	1
Feature films for TV viewing	2	1	3	2	2	4
Television specials and series <u>1/</u>	50	51	62	60	72	61
Gross budgets (millions of dollars) <u>2/</u>	47.5	40.0	50.0	65.5	77.1	80.6
Feature films and television specials and series	36.5	32.0	37.6	41.2	53.4	60.5
Television commercials and related advertising	11	8.0	12.4	24.3	23.7	20.1
Expenditures in Hawaii for feature films and TV specials and series (millions of dollars)	21.2	17.0	31.6	35.2	38.2	40.6
Tax revenues generated (millions of dollars)	1.9	1.5	2.98	3.32	3.54	3.8
Employment: Total	1,551	1,244	2,625	2,575	2,720	(NA)
Direct	1,051	843	1,567	1,745	1,850	(NA)
Spending effect on economy (millions of dollars)	48.2	38.7	71.9	80.1	86.9	92.4

NA Not available.

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, Film Industry Branch, records.