

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, 14 and 15.

These activities have undergone rapid growth in recent decades, largely because of surging tourism and higher price levels. Retail sales increased from \$1.9 billion in 1972 to \$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 1987, the retailing tax base rose 47 percent, the wholesaling base by 62 percent, and the base for services by 63 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 \$465 million in 1987.

Growth has been especially rapid for hotels and related facilities. The number of units in the State rose from 6,800 in 1959 to 69,000 in 1988. There were 481 hotels, motels and apartment-hotels in Hawaii on the latter date, including 298 on the Neighbor Islands. Almost 31 percent of all transient units were in condominium structures. Occupancy rates averaged 87 percent in Waikiki and 71 percent on the Neighbor Islands during 1987. The average daily room rate was \$80 in 1987. Total hotel rentals in 1987 exceeded \$1.45 billion, or \$34,000 per unit.

Fully 109 feature motion pictures and television specials and series were filmed in Hawaii in 1987, accounting for local expenditures of \$51 million. Both totals were all-time highs.

The major source of these data are the United State Censuses of Retail Trade, Wholesale Trade, and Service Industries, most recently published 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 Business 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: 1988, Section 28, presents similar data for other states and the nation as a whole.

Table 667.-- RETAIL TRADE, WHOLESALE TRADE, AND SELECTED SERVICES:
1958 TO 1982

[Excludes establishments on military bases]

Year and definition	Retail trade		Wholesale trade		Selected services	
	Estab-lish-ments	Sales (\$1,000)	Estab-lish-ments	Sales (\$1,000)	Estab-lish-ments	Receipts (\$1,000)
ALL ESTABLISHMENTS						
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	1,891,516	1,311	1,511,398	5,570	583,289
1972 (1972 def.)	6,392	1,864,985	1,336	1,538,429	6,348	683,201
1972 (1977 def.)	5,880	1,859,929	1,337	1,561,654	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	(NC)	(NC)
1982	8,917	5,193,406	1,737	4,084,369	(NC)	(NC)
ESTABLISHMENTS WITH PAYROLL						
1958 (1963 def.)	3,130	485,531	793	618,155	1,436	92,430
1963	3,354	725,977	974	735,205	1,837	153,272
1967	3,537	1,041,540	1,030	1,013,813	1,947	278,556
1972 (1967 def.)	4,515	1,846,414	1,311	1,511,398	2,559	554,329
1972 (1972 def.)	4,491	1,819,883	1,336	1,538,429	3,031	648,164
1972 (1977 def.)	4,491	1,819,883	1,337	1,561,654	(NA)	629,820
1977 (1977 def.)	5,273	3,222,715	1,569	2,571,489	3,306	1,216,214
1977 (1982 def.)	(NA)	3,225,311	1,569	2,571,489	(NC)	(NC)
1982	6,139	5,101,671	1,737	4,084,369	(NC)	(NC)

NA Not available.

NC Not comparable.

Source: U.S. Bureau of the Census, 1963 Census of Business, BC63-RA13, BC63-WA13, and BC63-SA13; 1967 Census of Business, BC67-RA13, BC67-WA13, and BC67-SA13; 1972 Census of Retail Trade, RC72-A-12; 1972 Census of Wholesale Trade, WC72-A-12; 1972 Census of Selected Service Industries, SC72-A-12; 1977 Census of Retail Trade, RC77-A-12; 1977 Census of Wholesale Trade, WC77-A-12 (Revised); 1977 Census of Service Industries, SC77-A-12; 1982 Census of Retail Trade, RC82-A-12; 1982 Census of Wholesale Trade, WC82-A-12; 1982 Census of Service Industries, SC82-A-12.

Table 668.-- GENERAL EXCISE TAX BASE FOR TRADE AND SERVICE ACTIVITIES:
1977 TO 1987

[In thousands of dollars. Data are on a cash basis accounting]

Year reported <u>1/</u>	Retailing	Services <u>2/</u>	Amusement, etc. <u>3/</u>	Intermediary services	Wholesaling
1977 <u>4/</u> ...	4,222,169	1,095,066	92,827	46,687	1,989,981
1978 <u>4/</u> ...	4,774,076	1,222,996	104,085	49,793	2,158,707
1979	5,519,889	1,412,195	109,143	44,302	2,800,951
1980	6,109,628	1,743,003	121,562	53,244	2,986,877
1981	6,700,750	1,809,913	129,501	57,191	3,528,763
1982	6,874,963	1,905,068	130,280	69,775	3,207,768
1983	7,438,193	2,134,524	144,095	102,227	3,694,220
1984	8,111,893	2,368,415	153,723	128,875	4,025,324
1985	8,499,254	2,481,669	154,830	116,300	4,095,220
1986	9,239,373	2,784,169	159,881	127,992	4,443,166
1987	10,097,233	3,096,002	157,824	148,557	5,188,215

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/ Theater, amusement, broadcasting, etc.

4/ Partly estimated.

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

Table 669.-- CHARACTERISTICS OF RETAIL ESTABLISHMENTS, FOR THE STATE,
1977 AND 1982, AND OAHU AND THE NEIGHBOR ISLANDS, 1982

[Excludes establishments operated by the armed forces]

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 670.-- RETAIL TRADE FOR COUNTIES AND URBAN PLACES: 1982

[Excludes establishments operated by the armed forces]

Geographic area	All establishments		Establishments with payroll	
	Number	Sales (\$1,000)	Number	Sales (\$1,000)
State total	8,917	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
Waiialua	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

Continued on next page.

Table 670.-- RETAIL TRADE FOR COUNTIES AND URBAN PLACES: 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 671.-- RETAIL TRADE, BY KIND OF BUSINESS: 1982 AND 1977

[Limited to establishments with payroll. Excludes establishments operated by the armed forces]

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 672.-- MERCHANDISE LINE SALES OF RETAIL ESTABLISHMENTS
WITH PAYROLL, FOR THE STATE AND OAHU: 1982

Merchandise line	Number of establishments		Sales (\$1,000)	
	State total	Oahu	State total	Oahu
Total retail trade <u>1/</u>	6,139	4,318	5,101,671	3,898,767
Groceries and other foods	1,127	760	908,817	638,919
Meals and snacks	1,852	1,394	762,547	615,707
Alcoholic drinks	892	650	139,845	108,396
Packaged alcoholic beverages	616	407	150,107	112,975
Cigars, cigarettes, and tobacco	717	482	63,754	49,745
Drugs, health aids, and beauty aids	674	433	265,268	208,242
Men's and boys' clothing exc. footwear ..	816	500	186,809	146,419
Women's and girls' wear exc. footwear ...	977	608	358,826	285,930
Footwear exc. infants and toddlers	494	320	67,200	55,486
Sewing, knitting, and needlework goods ..	178	95	25,803	19,439
Curtains, draperies, and dry goods	223	118	33,762	26,956
Major household appliances	173	104	47,975	34,574
Small electric appliances	202	124	31,128	22,813
TVs and video recorders and tapes	156	104	23,670	18,699
Audio equipment and musical instruments and supplies	270	173	47,674	38,482
Furniture and sleep equipment	185	128	73,472	55,307
Floor coverings	122	70	15,436	10,450
Kitchenware and home furnishings	430	270	54,895	43,674
Jewelry	860	584	165,600	137,562
Optical goods	103	73	10,010	8,550
Sporting goods	313	202	56,792	44,229
Hardware, tools, and plumbing and electrical supplies	253	130	56,361	37,555
Lawn and garden equipment and supplies ..	311	183	51,630	37,276
Lumber and building materials	152	82	100,242	54,935
Cars, trucks, and powered vehicles	97	69	391,570	320,107
Automotive fuels	425	286	365,151	274,029
Automotive lubricants	428	282	10,627	7,539
Auto tires, batteries, and accessories ..	518	343	121,699	84,532
All other merchandise	1,220	787	354,915	277,014
Unclassified merchandise	634	434	30,577	24,303
Nonmerchandise receipts	923	676	127,232	96,847
Miscellaneous merchandise	(X)	(X)	2,277	2,076

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 on next page.

Table 672.-- MERCHANDISE LINE SALES OF RETAIL ESTABLISHMENTS
WITH PAYROLL, FOR THE STATE AND OAHU: 1982 -- Con.

Source: U.S. Bureau of the Census, Census of Retail Trade: Merchandise Line Sales, Hawaii, 1982 (unpublished tabulations filed in the Hawaii State Department of Business 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 673.-- RETAIL SALES, BY TYPE OF STORE: 1982 AND 1986

[In millions of dollars. Data are estimates]

Type of store	1982	1986
Total <u>1/</u>	5,193	6,829
Food stores	1,101	1,332
Supermarkets	976	1,186
General merchandise stores	659	822
Department stores	445	572
Automotive dealers	551	1,001
Eating and drinking places	880	1,192
Gasoline service stations	411	354
Apparel and accessories stores	383	598
Building materials, hardware dealers	154	217
Furniture, appliance, home furnishings ...	167	212
Furniture	59	63

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

Source: Market Statistics data cited in Statistical Abstract of the United States: 1988, pp. 740-741.

Table 674.-- DEPARTMENT STORE SALES, FOR OAHU: 1983 TO 1987

[For earlier years, 1948-1982, see Data Book 1984, table 672]

Subject	1983	1984	1985	1986	1987
Number of department stores, Dec. .	(NA)	23	22	(NA)	22
Department store sales <u>1/</u> (\$1,000)	505,294	527,935	548,771	580,464	635,801

NA Not available.

1/ Includes sales of leased departments.

Source: U.S. Bureau of the Census, "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; "Monthly Retail Trade, Sales and Inventories, January 1988," Current Business Reports, BR-88-01 (April 1988), tables 8 and 8A.

Table 675.-- FOOD STORES AND SUPERMARKETS: 1986

Subject	Amount	Rank <u>1/</u>
Food stores:		
Number	2,049	...
Sales (million dollars)	1,344.4	...
Supermarkets:		
Number	106	54
Sales (million dollars)	751	54
Square feet per store	14,821	55
Weekly sales per square foot (dollars)	9.19	2
Weekly sales per checkout (dollars)	20,031	18
Population per store	9,573	6
Sales per capita (dollars)	740	54
Employees per store	39.8	33
Checkouts per store	6.8	29

1/ Among 55 market areas in the U.S.

Source: Progressive Grocer's 1988 Marketing Guidebook (1987).

Table 676.-- 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
French	4.1		
Portuguese	3.7		

^{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 677.-- LIQUOR AND TOBACCO TAX BASES: 1983 TO 1987

[Wholesale value, in thousands of dollars. By calendar year in which reported; data accordingly refer in general to liquor and tobacco sales for 12-month periods ended November 30. Excludes sales on military bases]

Tax	1983	1984	1985	1986	1987
Liquor tax base <u>1/</u>	145,935	143,668	161,107	(2/)	(2/)
Base for taxes paid	14,009	57,621	70,352	(2/)	(2/)
Base for taxes contested	131,927	86,047	90,755	(2/)	(2/)
Tobacco tax base	49,580	48,262	47,188	51,796	46,622

1/ In 1979, several major distributors legally contested the State liquor tax law. Tax revenues that otherwise would have been collected under this law were held in escrow until the courts ruled on the case. After the courts finally ruled against the State, the collections held in escrow were divided in 1987 in an out-of-court settlement.

2/ As of July 1, 1986, the excise tax on liquor was replaced by a gallonage tax.

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

Table 678.-- ALCOHOLIC BEVERAGE SALES, BY TYPE: 1987

[Wine gallons of 128 fluid ounces]

Type of beverage	Total sales	Per capita sales <u>1/</u>
All types	34,898,122	29.1
Distilled spirits	1,752,069	1.5
Sparkling wine	300,090	0.3
Still wine	2,221,919	1.9
Cooler beverage	525,745	0.4
Draft beer	1,552,188	1.3
Beer other than draft	28,546,111	23.8

1/ Based on estimated de facto population.

Source: Hawaii State Department of Taxation, Tax Research and Planning, July 20, 1988.

Table 679.-- 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 leaseable 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 680.-- 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 <u>1/</u> .	4,235	5,262	6,347	1,489,602	2,574,973	3,962,598
Honolulu CBD: <u>2/</u>						
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 <u>3/</u>	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/ Includes establishments not in major retail centers.

2/ 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).

3/ 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 681.-- 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 2.

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 682.-- SHOPPING CENTER CHARACTERISTICS: 1986 AND 1987

Subject	1986	1987
Number of shopping centers	117	123
Total leasable retail area (million square feet)	12.3	12.7
Retail sales in shopping centers (billion dollars)	2.0	2.2
Percent of total nonautomotive retail sales	39	39
Number of adults shopping in centers monthly (1,000)	740	740
State sales tax revenues from shopping centers (million dollars)	82	87
Employment in shopping centers (1,000)	33	34
Percent of total nonagricultural employment	8	8
New center construction starts	None	1
Construction contract value (million dollars)	None	2

Source: International Council of Shopping Centers, The Scope of the Shopping Center Industry in the United States 1988 (New York, 1988), p. 16.

Table 683.-- RETAIL SHOPPING MALL SPACE AND RENTAL RATES,
FOR OAHU: 1987

Mall classification	Number of centers	Gross leasable area (1,000 sq. ft.)	Vacant		Rental rates (dollars per sq. ft. per mo.)		Common area maintenance (dollars per sq. ft. per mo.)
			1,000 sq. ft.	Percent	Low	High	
Total	80	9,280	419	4.5	1.15	8.00	...
Neighborhood ..	30	2,467	96	3.0	1.15	2.25	0.27
Strip	26	777	118	11.0	1.25	3.00	0.30
Specialty	13	1,182	95	7.4	1.75	6.50	0.83
Community	7	1,241	79	5.8	1.25	2.25	0.26
Regional	2	913	30	3.3	1.55	5.25	0.43
Super regional	2	2,700	1	0.0	3.00	8.00	0.53

Source: Grubb & Ellis, Hawaii Real Estate 1988, p. 14.

Table 684.-- VIDEOCASSETTE RECORDER SALES: 1978 TO 1987

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
1986	52,203	51,795	408
1987	50,822	50,383	439

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

Table 685.-- RETAIL SALES AND HOTEL RECEIPTS OF ESTABLISHMENTS
OPERATED FOR MILITARY PERSONNEL: 1972 TO 1987

[In thousands of dollars. For earlier years, see Data Book 1987,
table 689]

Year	Retail sales <u>1/</u>			Hotel receipts <u>3/</u>
	Total	Commissaries	All other retail sales <u>2/</u>	
1972	136,088	37,618	98,470	-
1973	144,857	41,017	103,840	-
1974	158,481	45,682	112,799	-
1975	215,947	67,459	148,488	-
1976	229,987	67,183	155,804	6,365
1977	230,601	66,550	164,051	7,356
1978	261,462	77,034	184,429	8,151
1979	266,555	83,595	182,960	8,922
1980	316,985	98,237	218,748	10,114
1981	360,518	107,236	253,281	11,767
1982	405,021	115,314	289,707	13,796
1983	430,354	127,229	303,125	14,288
1984	442,820	129,796	313,023	14,341
1985	438,001	135,014	302,987	14,573
1986	454,093	139,077	315,016	15,839
1987	465,168	145,796	319,372	16,902

1/ Calendar year statistics.

2/ Exchanges, eating and drinking places, and related facilities.
Data are incomplete for food service facilities before 1977 and
miscellaneous facilities before 1982.

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

Source: Hawaii State Department of Planning and Economic
Development, Retail Sales and Hotel Receipts of the Armed Forces, 1986
(Statistical Report 198, May 7, 1987), table 2, as updated.

Table 686.-- RETAIL SALES AND HOTEL RECEIPTS AT CIVILIAN AND MILITARY ESTABLISHMENTS: 1982 TO 1987

[In millions of dollars]

Year	Retail sales <u>1/</u>			Hotel receipts <u>2/</u>		
	Total	Civilian	Military	Total	Civilian	Military
1982	7,280.0	6,875.0	405.0	852.3	838.5	13.8
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
1986	9,693.5	9,239.4	454.1	1,151.8	1,136.0	15.8
1987	10,562.4	10,097.2	465.2	1,428.7	1,411.8	16.9

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, 1986 (Statistical Report 198, May 7, 1987), as updated.

Table 687 .-- DUTY-FREE STORE REVENUES: 1981 TO 1987

[In dollars. These sales revenues are not included in the general excise and use tax base data cited elsewhere in this volume]

Year	Revenues	Year	Revenues
1981	145,264,415	1985	180,126,919
1982	145,382,976	1986	270,891,959
1983	150,424,959	1987	369,788,429
1984	170,661,949		

Source: Honolulu Star-Bulletin, December 11, 1987, p. D-1; Duty Free Shoppers Limited Partnership, July 21, 1988.

Table 688.-- 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 689.-- WHOLESALE ESTABLISHMENTS, EMPLOYMENT, AND PAYROLL: 1985 AND 1986

Major industry group	Number of establishments		Employees, week including Mar. 12		Annual payroll (\$1,000,000)	
	1985	1986	1985	1986	1985	1986
All wholesale trade ...	1,827	1,837	18,281	19,037	364.8	399.6
Durable goods	921	932	8,938	9,767	197.0	223.2
Nondurable goods	883	885	9,006	8,938	158.5	167.1
Administrative and auxiliary	23	20	337	332	9.3	9.2

Source: U.S. Bureau of the Census, County Business Patterns 1986, Hawaii, CBP-86-13 (August 1988), p. 1.

Table 690.-- WHOLESALE 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 691.-- 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 692.-- 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 693.-- SERVICE ESTABLISHMENTS, EMPLOYMENT, AND PAYROLL, FOR SELECTED INDUSTRY GROUPS: 1985 AND 1986

Major industry group	Number of establishments		Employees, week including March 12		Annual payroll (mil. dol.)	
	1985	1986	1985 1/	1986	1985 1/	1986
All services ...	8,145	8,457	116,442	121,398	1,797	1,970
Hotels	250	261	33,225	33,067	468	515
Business services ...	1,095	1,175	15,146	15,848	187	200
Health services	1,921	6,997	21,361	23,251	465	518

1/ Revised.

Source: U.S. Bureau of the Census, County Business Patterns 1986, Hawaii, CBP-86-13 (August 1988), p. 2.

Table 694.-- 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 695.-- 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 696.-- 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 697.-- HOTEL UNITS AND OCCUPANCY RATES, BY GEOGRAPHIC AREAS:
1967 TO 1988

[Includes condominium units in rental pools for
transient occupancy]

Year	Number of hotel units, February			Percent of units occupied, annual average		
	State total	Oahu	Neighbor Islands	State total 1/	Waikiki	Neighbor Islands
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	81.7	85.7	75.3
1987	65,318	38,185	27,133	81.1	87.2	70.7
1988	69,012	37,841	31,171	(NA)	(NA)	(NA)

NA Not available.

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

Source: Hawaii Visitors Bureau, Annual Research Report (annual),
Visitor Plant Inventory (periodic), and records.

Table 698.-- VISITOR ACCOMMODATIONS, BY TYPE, 1978 TO 1988, AND
BY ISLANDS, 1988

[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>
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
1987	510	196	314	65,318	43,422	21,896
1988	481	203	278	69,012	47,892	21,120
ISLANDS:						
1988						
Oahu	183	110	73	37,841	30,206	7,635
Waikiki <u>3/</u>	150	89	61	33,661	26,911	6,750
Rest of Oahu	33	21	12	4,180	3,295	885
Other islands	298	93	205	31,171	17,686	13,485
Hawaii	75	29	46	8,823	6,469	2,354
Maui	137	29	108	14,591	6,556	8,035
Lanai	1	1	-	10	10	-
Molokai	7	2	5	567	326	241
Kauai	78	32	46	7,180	4,325	2,855

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 89 hotel properties include 66 hotels (with 25,907 units), 23 apartment hotels (with 1,004 units), and no cottage properties.

Source: Hawaii Visitors Bureau, Visitor Plant Inventory, 1978 to 1988.

Table 699.-- GENERAL EXCISE TAX BASE FOR RENTALS:
1977 TO 1987

[In thousands of dollars. Data are on a cash basis accounting]

Year reported <u>1/</u>	Total	Hotel rentals	All other rentals <u>2/</u>
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
1986	3,278,450	1,212,782	2,065,668
1987	3,674,703	1,457,812	2,216,891

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 700.-- HOTEL OCCUPANCY AND ROOM RATES, AND FOOD AND BEVERAGE SALES, BY ISLANDS: ANNUAL AVERAGES, 1986 AND 1987

[1986 figures revised from Data Book 1987, table 704]

Subject and year	The State	Oahu	Hawaii	Maui	Kauai	Molokai
Percentage of occupancy:						
1986	81.20	85.16	62.15	82.73	76.74	50.30
1987	81.09	86.79	60.83	76.22	74.15	45.40
Average daily room rate (dollars):						
1986	72.67	61.99	73.88	115.33	71.56	56.73
1987	80.09	69.04	82.21	127.05	81.65	64.26
Average daily guest rate (dollars):						
1986	36.44	31.74	37.19	54.72	34.09	26.05
1987	40.23	35.59	41.32	59.89	37.64	28.90
Average daily food sales per room (dollars):						
1986	20.03	16.01	29.85	28.72	24.25	31.65
1987	20.36	16.98	31.31	28.81	22.50	31.73
Average daily beverage sales per room (dollars):						
1986	6.71	5.00	10.39	10.99	7.92	9.49
1987	6.51	5.00	9.95	11.16	6.94	10.36
Average food sales per cover (dollars):						
1986	10.93	10.07	12.49	12.26	11.67	9.55
1987	11.67	10.83	13.55	13.19	12.54	10.33

Source: Pannell Kerr Forster, Trends in the Hotel Industry, Hawaii, December 1987.

Table 701.-- PERCENT OF HOTEL UNITS OCCUPIED, BY GEOGRAPHIC AREAS:
ANNUAL AVERAGES, 1980 TO 1987

[Includes resort condominium units. Coverage prior to 1986
excluded several major hotel chains]

Geographic area	1980	1981	1982	1983	1984	1985	1986	1987
State total	69.3	68.2	70.4	69.7	76.0	76.1	81.7	81.1
Oahu	72.3	74.1	77.8	75.8	81.2	81.5	85.4	86.8
Waikiki	71.7	73.9	77.7	76.6	82.6	80.8	85.7	87.2
Hawaii	51.0	44.9	44.0	44.7	55.6	57.6	62.9	60.8
Hilo	34.4	35.3	37.7	39.2	58.2	57.8	54.6	55.3
Kailua-Kona	59.0	49.4	46.9	47.0	54.9	57.5	64.6	62.5
Maui	74.2	70.3	73.9	75.2	80.5	78.5	81.5	76.2
West Maui	76.1	73.7	78.0	77.8	84.1	82.5	85.8	79.8
Other	68.4	58.3	61.4	67.0	70.3	69.6	70.9	66.9
Kauai	69.6	62.7	57.5	57.2	63.0	64.8	77.6	74.2
South	52.5	46.2	44.2	50.2	63.1	70.1	82.1	80.6
East	75.1	68.5	63.4	59.3	63.0	62.6	75.4	71.8
Molokai	50.3	45.4
Neighbor island average	64.1	59.8	60.0	60.9	69.1	69.7	75.3	70.7

Source: Hawaii Visitors Bureau, Annual Research Report for 1980-1986 and records, from surveys by Pannell Kerr Forster for the Hawaii Hotel Association.

Table 702.--AVERAGE DAILY ROOM AND GUEST RATES, BY ISLANDS:
1978 TO 1988

[In dollars. Annual averages, unless otherwise specified]

Type of rate and year	The State	Oahu	Hawaii	Maui	Kauai	Molo-kai ^{1/}
Average daily room rate:						
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	73.20	62.13	75.19	113.66	75.37	56.73
1987	80.09	69.04	82.21	127.05	81.65	64.26
1988 ^{2/}	88.52	75.95	88.23	135.75	95.40	61.40
Average daily guest rate:						
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	36.80	31.83	38.16	54.36	36.03	26.05
1987	40.23	35.59	41.32	59.89	37.64	28.90
1988 ^{2/}	44.29	39.07	43.35	63.88	44.35	30.14

^{1/} Not available before 1986.

^{2/} First nine months.

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

Table 703.-- HOTEL EMPLOYMENT, PAYROLL, AND RENTAL RATIOS:
1984 TO 1987

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

Subject	1984	1985	1986	1987
Hotel units, February	44,846	44,115	43,309	43,422
Hotel employment, annual average <u>1/</u>	28,262	28,947	29,300	30,700
Per hotel unit	0.630	0.656	0.677	0.707
Hotel payrolls, annual <u>1/</u> (\$1,000) .	369,292	393,701	424,684	472,253
Per hotel unit (dollars)	8,235	8,924	9,806	10,876
Per hotel employee (dollars)	13,067	13,601	14,494	15,383
Hotel rentals, annual <u>2/</u> (\$1,000) ..	984,518	1,122,268	1,212,782	1,457,812
Per hotel unit (dollars)	21,953	25,440	28,003	33,573
Per hotel employee (dollars)	34,835	38,770	41,392	47,486

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 704.-- TRAVEL AGENCIES, TOUR OPERATORS, AND RELATED SERVICES
(SIC 4722), BY COUNTIES: 1986

Subject	State total	Honolulu	Hawaii	Kauai	Maui
Establishments with payroll	471	382	28	15	46
Employees, week including March 12	5,268	4,525	252	169	322
Annual payroll (\$1,000)	69,240	60,936	2,755	1,934	3,616

Source: U.S. Bureau of the Census, County Business Patterns 1986, Hawaii, CBP-86-13 (August 1988).

Table 705.-- MOTION PICTURE SERVICES: 1963 TO 1986

[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:				
1963	4	(D)	(D)	(D)
1967	4	(D)	(D)	(D)
1972	7	(D)	(D)	(D)
1977	11	926	174	31
1982	15	4,203	1,147	74
1986	<u>1/</u> 29	(NA)	2,119	121
Motion picture theaters:				
1963	74	(D)	(D)	(D)
1967	56	(D)	(D)	(D)
1972	59	11,982	2,305	762
1977 <u>2/</u>	50	17,444	(D)	(D)
1982	34	21,329	3,195	519
1986	42	(NA)	4,452	590

NA Not available.

D Withheld to avoid disclosing data for individual companies.

1/ Motion picture production and services, 25 establishments; motion picture distribution and services, 4 establishments.

2/ Data include 3 establishments without payroll.

Source: U.S. Bureau of the Census, 1963 Census of Business, Selected Services, Hawaii, BC63-SA13 (1963); 1972 Census of Selected Service Industries, Hawaii, SC72-A-12 (July 1974); 1977 Census of Service Industries, Hawaii, SC77-A-12 (December 1979); 1982 Census of Service Industries, Hawaii, SC82-A-12 (September 1984); 1982 Census of Service Industries, Motion Picture Industry, SC82-I-4 (December 1985); and County Business Patterns 1986, Hawaii, CBP-86-13 (August 1988), p. 10.

Table 706.-- MOTION PICTURE AND TELEVISION PRODUCTION: 1976 TO 1987

Subject	1976	1977	1978	1979	1980 <u>1/</u>	1981 <u>2/</u>
Number of features and programs 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	48.2	38.7

Continued on next page.

Table 706.-- MOTION PICTURE AND TELEVISION PRODUCTION:
1976 TO 1987 - Con.

Subject	1982	1983	1984	1985	1986	1987
Number of features and programs filmed	66	63	76	66	81	109
Feature films for theater viewing	1	1	2	1	3	4
Feature films for TV viewing	3	2	2	4	2	2
Television specials and series <u>3/</u>	62	60	72	61	76	103
Gross budgets (millions of dollars) <u>4/</u>	50.0	65.5	77.1	80.6	63.6	232.6
Feature films and television specials and series	37.6	41.2	53.4	60.5	52.9	209.2
Television commercials and related advertising	12.4	24.3	23.7	20.1	10.7	23.4
Expenditures in Hawaii for feature films and TV specials and series (millions of dollars)	31.6	35.2	38.2	40.6	35.3	50.5
Tax revenues generated (millions of dollars)	2.98	3.32	3.54	3.8	3.1	4.5
Employment: Total	2,625	2,575	2,720	(NA)	(NA)	(NA)
Direct	1,567	1,745	1,850	(NA)	700	(NA)
Spending effect on economy (millions of dollars)	71.9	80.1	86.9	90	78	114.8

NA Not available.

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 Business and Economic Development, Film Industry Branch, records.