

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 \$5.1 billion in 1982 to \$8.1 billion in 1987. Wholesale sales rose from \$4.1 billion in 1982 to \$5.4 billion in 1987. Hotels, amusements, and other services reported similar increases during this five-year period. General excise and use tax base data for 1988 indicate continued increases; between 1987 and 1988, the retailing tax base rose 10 percent, the wholesaling base also by 10 percent, and the base for services by 14 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 \$558 million in 1988.

Growth has been especially rapid for hotels and related facilities. The number of units in the State rose from 6,800 in 1959 to 68,000 in 1989. There were 455 hotels, motels and apartment-hotels in Hawaii on the latter date, including 296 on the Neighbor Islands. More than 28 percent of all transient units were in condominium structures. Occupancy rates averaged 86 percent in Waikiki and 67 percent on the Neighbor Islands during 1988. The average daily room rate was \$88 in 1988. Total hotel rentals in 1988 exceeded \$1.4 billion, or \$29,000 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 sources of these data are the United State Censuses of Retail Trade, Wholesale Trade, and Service Industries, most recently published for 1987. 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: 1989, Section 28, presents similar data for other states and the nation as a whole.

Table 641.-- GENERAL EXCISE TAX BASE FOR TRADE AND SERVICE ACTIVITIES:
1978 TO 1988

[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
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 <u>5/</u> ...	9,449,673	2,896,159	157,824	148,557	5,188,215
1988 <u>5/</u> ...	10,385,974	3,287,715	165,729	182,138	5,683,815

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.

5/ Data exclude tax base for unallocated collections, distributed for earlier years. The 1987 totals for retailing and services have been revised; for unrevised data, see Data Book 1988, table 668.

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

Table 642.-- CHARACTERISTICS OF RETAIL ESTABLISHMENTS, FOR THE STATE, 1982 AND 1987, AND OAHU AND THE NEIGHBOR ISLANDS, 1987

[Includes only establishments with payroll. Excludes establishments operated by the armed forces]

Subject	1982	1987		
		State total	Oahu	Neighbor islands
Number of establishments	6,564	7,195	4,918	2,277
Sales (\$1,000)	5,100,237	8,084,416	6,079,556	2,004,860
Annual payroll (\$1,000)	696,064	1,016,127	752,824	263,303
First quarter payroll (\$1,000) ..	(NA)	242,236	178,477	63,759
Paid employees for pay period including March 12	81,950	101,969	74,485	27,484
Unincorporated businesses:				
Individual proprietorships	(NA)	1,215	792	423
Partnerships	(NA)	408	250	158

NA Not available.

Source: U.S. Bureau of the Census, 1987 Census of Retail Trade, Hawaii, RC87-A-12 (May 1989), tables 1, 2, 8, and 9.

Table 643.-- RETAIL TRADE FOR COUNTIES AND URBAN PLACES: 1987

[Includes only establishments with payroll. Excludes establishments operated by the armed forces]

Geographic area	Number of establishments	Sales (\$1,000)	Annual payroll (\$1,000)	Paid employees for pay period including March 12
State total	7,195	8,084,416	1,016,127	101,969
Hawaii County	842	721,798	87,929	9,456
Hilo	378	403,435	49,429	5,077
Kailua	219	186,592	23,352	2,553
Balance of county	245	131,771	15,148	1,826
Honolulu County	4,918	6,079,556	752,824	74,485
Ahuimanu	5	(D)	(D)	(D)
Aiea	246	420,642	47,567	4,593
Ewa	2	(D)	(D)	(D)
Ewa Beach	16	9,687	1,199	158
Hauula	10	10,815	1,202	123
Heeia	3	3,288	786	78
Hickam Housing	-	-	-	-
Honolulu	3,644	4,451,451	559,406	54,846
Iroquois Point	-	-	-	-
Kahaluu	1	(D)	(D)	(D)
Kailua	173	175,779	22,961	2,383
Kaneohe	188	292,847	31,582	3,036
Laie	7	7,307	972	156
Maile	5	2,651	475	57
Makaha	8	6,780	639	98
Makakilo City	3	(D)	(D)	(D)
Maunawili	8	3,199	282	30
Mililani Town	35	68,832	7,728	588
Mokapu	1	(D)	(D)	(D)
Nanakuli	9	9,914	788	90
Pearl City	101	137,280	17,042	1,806
Schofield Barracks ...	3	432	85	9
Wahiawa	102	71,320	10,233	1,177
Waialua	12	5,564	653	72
Waianae	39	49,897	5,855	611
Waimanalo	25	15,660	2,417	268
Waimanalo Beach	-	-	-	-
Waipahu	154	208,664	22,902	2,014
Waipio Acres	-	-	-	-
Balance of county	118	99,948	15,677	2,117

Continued on next page.

Table 643.-- RETAIL TRADE FOR COUNTIES AND URBAN PLACES: 1987 -- Con.

Geographic area	Number of establishments	Sales (\$1,000)	Annual payroll (\$1,000)	Paid employees for period including March 12
Kauai County	464	362,491	47,121	5,173
Hanamaulu	7	2,932	640	108
Kalaheo	8	3,815	591	68
Kapaa	108	72,905	8,965	993
Kekaha	4	(D)	(D)	(D)
Lihue	158	155,160	18,116	1,773
Balance of county	179	(D)	(D)	(D)
Maui County	971	920,571	128,253	12,855
Island of Lanai	10	5,260	727	69
Island of Molokai	29	21,436	2,359	247
Kahului	191	294,026	36,963	3,471
Kihei	105	92,034	12,382	1,588
Lahaina	361	277,365	44,865	4,579
Makawao	9	6,046	540	68
Pukalani	14	19,169	2,100	229
Wailuku	132	115,312	14,036	1,207
Balance of county	120	89,923	14,281	1,397

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

Source: U.S. Bureau of the Census, 1987 Census of Retail Trade, Hawaii, RC87-A-12 (May 1989), table 5.

Table 644.-- RETAIL TRADE, BY KIND OF BUSINESS: 1982 AND 1987

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

SIC code	Kind of business	Number of establishments		Sales		
		1982	1987	1982	1987	Per- cent change
				(\$1,000)	(\$1,000)	
	Retail trade	6,569	7,204	5,101,671	8,087,398	58.5
52	Building materials and garden supplies	136	149	149,622	230,051	53.8
53	General merchandise ...	160	151	748,493	1,253,965	67.5
54	Food stores	836	921	1,081,175	1,571,829	45.4
55 ex. 554	Automotive dealers	239	281	540,566	1,221,516	126.0
554	Gasoline service stations	389	355	400,141	427,232	6.8
56	Apparel and accessory stores	828	963	379,746	578,467	52.3
57	Furniture and home-furnishings stores ..	365	402	160,828	280,781	74.6
58	Eating and drinking places	1,894	2,209	872,558	1,350,648	54.8
591	Drug and proprietary stores	129	112	337,590	441,584	30.8
59 ex. 591	Miscellaneous retail stores.....	1,593	1,661	522,198	731,325	40.0

Source: U.S. Bureau of the Census, 1987 Census of Retail Trade, Hawaii, RC87-A-12 (May 1989), table 3.

Table 645.-- 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 ^{1/}	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 645.-- 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 646.-- DEPARTMENT STORES, FOR THE STATE, OAHU, AND HONOLULU:
1948 TO 1987

Year	Number of stores, Dec.			Sales <u>1/</u> (1,000)		
	State total	Oahu	Honolulu CDP <u>2/</u>	State total	Oahu	Honolulu CDP <u>2/</u>
1948	2	2	2	(D)	(D)	(D)
1954	4	4	2	(D)	(D)	(D)
1958	7	7	5	30,629	30,629	(D)
1963	13	13	7	71,776	71,776	63,021
1967	15	15	10	131,843	131,843	122,260
1972	19	15	10	215,428	205,619	167,758
1977	23	19	12	375,943	354,087	251,219
1982	24	21	13	483,195	453,656	322,155
1987	26	19	10	646,151	575,151	380,982

D Withheld to avoid disclosing data for individual companies.

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

2/ Honolulu Census Designated Place, consisting of the area southwest of the crest of the Koolau Mountains, between Red Hill and Makapuu Point.

Source: U.S. Bureau of the Census, U.S. Census of Business: 1948, Bulletin No. 1-RWS-51; U.S. Census of Business: 1954, Bulletin R-1-52 and CBD-47; U.S. Census of Business: 1958, BC58-RA52 and BC58-CBD36; U.S. Census of Business: 1963, BC63-RA13 and BC63-MRC-43; U.S. Census of Business, 1967, BC67-RA13 and BC67-MRC-12; Census of Retail Trade, 1972, RC72-A-12 and RC72-C-12; 1977 Census of Retail Trade, RC77-A-12 and RC77-C-12; 1982 Census of Retail Trade, RC82-A-12; 1987 Census of Retail Trade, RC87-A-12.

Table 647.-- 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 648.-- VIDEOCASSETTE RECORDER SALES: 1978 TO 1988

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
1988	47,224	46,720	504

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

Table 649.-- ALCOHOLIC BEVERAGE SALES, BY TYPE: 1987 AND 1988

[Wine gallons of 128 fluid ounces]

Type of beverage	Total sales		Per capita sales ^{1/}	
	1987	1988	1987	1988
All types	34,898,122	35,447,580	29.1	29.1
Distilled spirits	1,752,069	1,769,604	1.5	1.5
Sparkling wine	300,090	320,159	0.2	0.3
Still wine	2,221,919	2,231,709	1.9	1.8
Cooler beverage	525,745	460,434	0.4	0.4
Draft beer	1,552,188	1,608,408	1.3	1.3
Beer other than draft	28,546,111	29,057,266	23.8	23.8

^{1/} Based on estimated de facto population.

Source: Hawaii State Department of Taxation, Tax Research and Planning, records.

Table 650.-- TOBACCO TAX BASE, TOTAL AND PER CAPITA: 1978 TO 1988

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

Year	Tax base (\$1,000)	Per capita tax base ^{1/} (dollars)	Year	Tax base (\$1,000)	Per capita tax base ^{1/} (dollars)
1978	28,082	27.69	1984	48,262	42.39
1979	31,020	29.75	1985	47,188	41.05
1980	33,275	31.52	1986	51,796	43.88
1981	35,151	33.02	1987	46,622	38.82
1982	37,338	34.31	1988	58,819	48.21
1983	49,580	44.46			

^{1/} Based on de facto population estimates in table 6.

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

Table 651.-- CHARACTERISTICS OF MAJOR SHOPPING CENTERS: 1985

[Includes all centers on Oahu with more than 175,000 square feet of gross leaseable 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
Dillingham Plaza ...	Honolulu	1968	8	187	550	7
Kahala Mall	Honolulu	1970	22	370	1,425	60
Koko Marina S.C. ...	Honolulu	1963	6	186	846	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 Galleria ...	Honolulu	1980	1	194	403	17
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 652.-- 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 653.-- RETAIL SHOPPING MALL SPACE AND RENTAL RATES,
FOR OAHU: JANUARY 1989

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	79	9,612	304	3.2	1.27	10.00	0.49
Neighborhood ..	30	2,483	82	3.3	1.27	2.60	0.29
Strip	26	800	46	5.7	1.42	4.00	0.32
Specialty	12	1,146	74	6.5	2.00	10.00	0.82
Community	7	1,570	66	4.2	1.25	3.20	0.35
Regional	2	913	31	3.4	1.55	5.25	0.68
Super regional	2	2,700	5	0.2	3.09	8.00	0.51

Source: Grubb & Ellis, Hawaii Real Estate 1989, p. 18.

Table 654-- RETAIL SALES AND HOTEL RECEIPTS OF FACILITIES OPERATED FOR THE ARMED FORCES, BY TYPE AND FACILITY: 1986 TO 1988

[In dollars]

Type of facility	1986	1987	1988
Retail sales <u>1/</u>	454,092,570	465,168,573	558,243,976
Commissaries	139,076,522	145,795,399	159,079,031
Exchanges	240,951,904	247,501,620	326,197,701
Clubs and food services	46,520,878	46,166,032	45,454,512
Package stores	16,268,682	13,207,235	8,495,505
Gas stations	5,025,084	6,110,441	10,022,536
Vending outlets	6,249,500	6,387,846	8,994,691
Hotel receipts <u>2/</u>	15,839,089	16,901,584	17,887,611
Room	7,481,014	8,027,520	8,324,284
Food	6,367,191	6,923,720	7,599,969
Beverage	1,990,884	1,950,344	1,963,358

1/ Calendar year data. Excludes Hale Koa Hotel.

2/ Hale Koa Hotel receipts for fiscal years ended September 30.

Source: Hawaii State Data Center, annual facilities survey.

Table 655.-- RETAIL SALES AND HOTEL RECEIPTS OF CIVILIAN AND MILITARY ESTABLISHMENTS WITH PAYROLL: 1977 TO 1987

[In millions of dollars]

Control of establishment	Retail sales			Hotel receipts		
	1977	1982	1987	1977	1982	1987
Total	3,455.9	5,506.7	8,552.6	556.1	987.1	1,578.9
Civilian	3,225.3	5,101.7	8,087.4	548.7	973.3	1,562.0
Military	230.6	405.0	465.2	7.4	13.8	16.9
Percent	6.7	7.4	5.4	1.3	1.4	1.1

Source: U.S. Bureau of the Census, Census of Retail Trade and Census of Service Industries, 1982 and 1987; Data Book 1988, table 685.

Table 656 .-- DUTY-FREE STORE REVENUES: 1981 TO 1988

[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	1988	445,072,755

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

Table 657.-- CHARACTERISTICS OF WHOLESALE ESTABLISHMENTS, FOR THE STATE, 1982 AND 1987, AND OAHU AND THE NEIGHBOR ISLANDS, 1987

Subject	1982	1987		
		State total	Oahu	Neighbor Islands
Number of establishments	1,810	1,998	1,577	421
Sales (\$1,000)	4,084,369	5,362,490	4,501,802	860,688
Annual payroll (\$1,000)	287,626	415,114	357,469	57,645
First quarter payroll (\$1,000) ...	69,858	100,963	(NA)	(NA)
Paid employees for pay period including March 12 (number)	17,210	20,157	16,907	3,250
Operating expenses (\$1,000)	620,882	883,223	(NA)	(NA)
Inventories (\$1,000):				
Beginning of year	457,525	472,167	(NA)	(NA)
End of year	440,723	579,212	(NA)	(NA)

NA Not available.

Source: U.S. Bureau of the Census, 1982 Census of Wholesale Trade, Hawaii, WC82-A-12 (September 1984), table 1; 1987 Census of Wholesale Trade, Hawaii, WC87-A-12 (April 1989), tables 1, 3, 8, and 9.

Table 658.-- WHOLESALE TRADE, FOR COUNTIES AND SPECIFIED PLACES: 1987

Geographic area	All wholesalers		Merchant wholesalers	
	Number of establishments	Sales (\$1,000)	Number of establishments	Sales (\$1,000)
State total	1,998	5,362,490	1,718	3,762,672
Hawaii County	191	347,224	171	269,888
Hilo	116	275,949	102	204,498
Kailua	36	33,323	32	(D)
Honolulu County	1,577	4,501,802	1,340	3,127,947
Aiea	67	172,664	61	144,516
Ewa Beach	13	27,206	12	(D)
Honolulu	1,293	3,816,710	1,095	2,621,357
Kailua	31	21,399	27	16,189
Kaneohe	24	14,315	21	12,606
Pearl City	40	117,864	33	46,125
Waipahu	49	135,071	41	103,325
Kauai County	73	124,882	64	96,221
Lihue	43	85,106	38	(D)
Maui County	157	388,582	143	268,616
Island of Lanai	1	(D)	1	(D)
Island of Molokai ...	5	3,047	4	(D)
Kahului	73	260,544	67	164,568
Wailuku	42	77,007	39	(D)

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

Source: U.S. Bureau of the Census, 1987 Census of Wholesale Trade, Hawaii, WC87-A-12 (April 1989), table 5.

Table 659.-- WHOLESALE TRADE, BY TYPE OF OPERATION AND KIND OF BUSINESS: 1987

Type of operation and kind of business	Number of establishments	Sales (\$1,000)
Wholesale trade	1,998	5,362,490
Type of operation:		
Merchant wholesalers	1,718	3,762,672
Manufacturers' sales branches and offices	130	1,060,066
Agents, brokers, and commission merchants	150	539,752
Kind of business:		
Motor vehicles and motor vehicle parts and supplies	121	409,040
Furniture and home furnishings	69	105,823
Professional and commercial equipment and supplies	193	427,975
Lumber and other construction materials	82	217,920
Metals and minerals, except petroleum	18	41,947
Electrical goods	116	367,006
Hardware, and plumbing and heating equipment and supplies	93	164,382
Machinery, equipment, and supplies	144	241,390
Miscellaneous durable goods	202	226,496
Paper and paper products	69	203,601
Drugs, drug proprietaries, and druggists' sundries	40	133,740
Apparel, piece goods, and notions	108	146,805
Groceries and related products	388	1,453,873
Farm-product raw materials	10	7,477
Chemicals and allied products	39	105,375
Petroleum and petroleum products	50	468,694
Beer, wines, and distilled alcoholic beverages	41	270,773
Miscellaneous nondurable goods	215	370,173

Source: U.S. Bureau of the Census, 1987 Census of Wholesale Trade, Hawaii, WC87-A-12 (April 1989), table 1.

Table 660.-- CHARACTERISTICS OF SERVICE ESTABLISHMENTS WITH PAYROLL, FOR THE STATE, 1982 AND 1987, AND OAHU AND THE NEIGHBOR ISLANDS, 1987

Subject	1982	1987		
		State total	Oahu	Neighbor islands
FIRMS SUBJECT TO FEDERAL INCOME TAX				
Number of establishments	(NA)	7,458	5,704	1,754
Excluding hospitals	6,469	7,456	5,702	1,754
Receipts (\$1,000)	(NA)	4,455,953	3,234,314	1,221,639
Excluding hospitals	2,659,651	(D)	(D)	1,221,639
Annual payroll (\$1,000)	(NA)	1,499,500	1,124,039	375,461
Excluding hospitals	904,328	(D)	(D)	375,461
First quarter payroll (\$1,000)	(NA)	356,723	268,298	88,425
Paid employees ^{1/}	(NA)	91,673	66,533	25,140
Excluding hospitals	71,051	(D)	(D)	25,140
Unincorp. businesses or operations:				
Individual proprietorships	(NA)	2,146	1,578	568
Partnerships	(NA)	452	321	131
FIRMS EXEMPT FROM FEDERAL INCOME TAX				
Number of establishments	(NA)	998	685	313
Excluding hospitals	881	973	672	301
Revenue (\$1,000)	(NA)	1,222,359	1,044,911	177,448
Expenses, except hospitals (\$1,000)	315,006	464,222	(NA)	(NA)
Annual payroll (\$1,000)	(NA)	521,108	444,007	77,101
Excluding hospitals	122,302	176,335	145,635	30,700
First quarter payroll (\$1,000)	(NA)	128,303	109,597	18,706
Paid employees ^{1/}	(NA)	28,541	23,594	4,947
Excluding hospitals	12,442	13,811	11,186	2,625

D Withheld to avoid disclosing data for individual companies.

NA Not available.

^{1/} For pay period including March 12.

Source: U.S. Bureau of the Census, 1987 Census of Service Industries, Hawaii, SC87-A-12 (July 1989), tables 1a, 1b, 3a, 3b, 8a, 8b, 9a, and 9b.

Table 661.-- SERVICE ESTABLISHMENTS WITH PAYROLL AND SUBJECT TO FEDERAL INCOME TAX, FOR COUNTIES AND SELECTED URBAN PLACES: 1987

Geographic area	Number of establishments		Receipts (\$1,000)	
	All services	Hotels <u>1/</u>	All services	Hotels <u>1/</u>
State total	7,458	237	4,455,953	1,562,043
Hawaii County	736	35	382,211	191,918
Hilo	388	9	131,071	12,539
Kailua	170	13	85,259	46,113
Honolulu County	5,704	130	3,234,314	868,888
Aiea	188	3	70,268	2,575
Ewa Beach	18	-	3,838	-
Honolulu	4,529	118	2,848,869	828,367
Kailua	242	-	57,539	-
Kaneohe	143	1	36,243	(D)
Mililani Town	39	-	12,131	-
Pearl City	144	-	45,720	-
Wahiawa	96	1	23,833	(D)
Waianae	24	1	10,155	(D)
Waimanalo	13	-	10,649	-
Waipahu	116	-	26,747	-
Kauai County	293	27	186,636	98,474
Kapaa	56	9	28,560	20,513
Lihue	129	8	69,391	10,311
Maui County	725	45	652,792	402,763
Island of Lanai ...	3	-	(D)	-
Island of Molokai .	20	2	17,641	(D)
Kahului	171	3	110,323	(D)
Kihei	66	7	16,496	8,064
Lahaina	116	17	140,715	102,114
Pukalani	18	-	2,674	-
Wailuku	237	1	67,673	(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, 1987 Census of Service Industries, Hawaii, SC87-A-12 (July 1989), table 5.

Table 662.-- SERVICE ESTABLISHMENTS WITH PAYROLL AND SUBJECT TO FEDERAL INCOME TAX, BY KIND OF BUSINESS OR OPERATION: 1982 AND 1987

1972 SIC code	Kind of business or operation	Number of estab- lishments		Receipts		
		1987	1982	1987 (\$1,000)	1982 (\$1,000)	Percent change
	Total	7,456	6,469	(D)	2,659,651	(D)
70	Hotels, motels, other lodging	237	213	1,562,043	973,328	60.5
72	Personal services	727	704	(D)	100,785	(D)
73	Business services	1,435	1,097	548,807	313,686	75.0
75	Automotive repair, services, & parking	653	615	416,441	249,342	67.0
76	Miscellaneous repair services	255	250	72,490	47,779	51.7
78, 79	Amusement & recreation services, including motion pictures.....	429	346	(D)	128,452	(D)
80, ex. 806	Health services, except hospitals ..	1,979	1,711	(D)	420,211	(D)
81	Legal services	721	672	315,500	173,129	82.2
823, 4, 9	Selected educational services	62	63	11,829	8,032	47.3
83	Social services	90	69	19,319	6,401	201.8
891	Engineering, architec- tural, surveying services	409	350	281,543	158,104	78.1
893	Accounting, auditing, bookkeeping services	386	325	111,178	75,046	48.1
892, 9	Other services	73	(NC)	11,001	(NC)	(X)

D Withheld to avoid disclosing data for individual companies.

NC Not comparable.

X Not applicable.

Source: U.S. Bureau of the Census, 1987 Census of Service Industries, Hawaii, SC87-A-12 (July 1989), table 3.

Table 663.-- HOTELS, MOTELS, AND OTHER LODGING PLACES: 1987

[Includes only establishments with payroll. Excludes condominium units in rental pools for transient use]

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 .	237	1,562,043	436,081	31,600
Hotels	196	1,539,940	430,648	31,099
25 guestrooms or more	175	1,536,711	429,804	30,995
Less than 25 guestrooms	21	3,229	844	104
Motels, motor hotels, tourist courts	33	20,893	5,085	462
Other lodging places <u>1/</u>	8	1,210	348	39
EXEMPT FROM FEDERAL INCOME TAX				
Camps and membership lodging <u>2/</u>	3	(D)	(D)	(D)

1/ Rooming and boarding houses, 6 establishments; camps and recreational vehicle parks, 2.

2/ Sporting and recreational camps, 2; organization hotels and lodging houses on membership basis, 1.

Source: U.S. Bureau of the Census, 1987 Census of Service Industries, Hawaii, SC87-A-12 (July 1989), tables 1a and 1b.

Table 664.-- HOTEL UNITS AND OCCUPANCY RATES, BY GEOGRAPHIC AREAS:
1969 TO 1989

[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 <u>1/</u>	Waikiki	Neighbor Islands
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	78.5	86.0	67.1
1989	68,034	36,467	31,567	(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 665.-- VISITOR ACCOMMODATIONS, BY TYPE, 1979 TO 1989, AND
BY ISLANDS, 1989

[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>
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
1989	453	197	256	68,034	48,894	19,140
ISLANDS:						
1989						
Oahu	157	104	53	36,467	30,548	5,919
Waikiki <u>3/</u>	129	83	46	32,808	27,604	5,204
Rest of Oahu	28	21	7	3,659	2,944	715
Other islands	296	93	203	31,567	18,346	13,221
Hawaii	73	31	42	8,161	6,143	2,018
Maui	143	31	112	15,439	7,503	7,936
Lanai	1	1	-	10	10	-
Molokai	7	2	5	559	326	233
Kauai	72	28	44	7,398	4,364	3,034

NA Not available.

1/ Hotels, apartment hotels, and cottages. Excludes condominium properties. In 1989, there were 155 hotels (with 47,474 units), 31 apartment hotels (with 1,138 units), and 11 cottage hotels (with 282 units).

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.

Source: Hawaii Visitors Bureau, Visitor Plant Inventory, 1979 to 1989.

Table 666.-- GENERAL EXCISE TAX BASE FOR RENTALS:
1978 TO 1988

[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>
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 <u>4/</u>	3,443,271	1,369,401	2,073,870
1988 <u>4/</u>	3,715,546	1,408,891	2,306,655

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.

4/ Data exclude tax base for unallocated collections, distributed for earlier years. The 1987 totals have been revised; for unrevised data, see Data Book 1988, table 699.

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

Table 667.-- HOTEL OCCUPANCY AND ROOM RATES, AND FOOD AND BEVERAGE SALES, BY ISLANDS: ANNUAL AVERAGES, 1987 AND 1988

[1987 figures revised from Data Book 1988, table 700]

Subject and year	The State	Oahu	Hawaii	Maui	Kauai	Molokai
Percentage of occupancy:						
1987	81.07	86.75	60.83	76.22	74.15	45.40
1988	78.48	85.42	56.38	73.22	67.49	45.30
Average daily room rate (dollars):						
1987	80.03	68.99	82.21	127.05	81.65	64.26
1988	87.94	75.66	87.15	134.26	94.04	59.06
Average daily guest rate (dollars):						
1987	40.19	35.55	41.32	59.89	37.64	28.90
1988	44.22	39.20	42.92	63.31	43.66	28.73
Average daily food sales per room (dollars):						
1987	20.37	16.99	31.31	28.81	22.50	31.73
1988	21.73	17.86	32.60	30.42	26.28	30.18
Average daily beverage sales per room (dollars):						
1987	6.50	5.00	9.95	11.16	6.94	10.36
1988	6.60	4.81	10.18	11.45	8.21	9.52
Average food sales per cover (dollars):						
1987	11.67	10.83	13.55	13.19	12.54	10.33
1988	12.59	11.80	13.81	13.74	13.88	11.88

Source: Pannell Kerr Forster, Trends in the Hotel Industry, Hawaii, December 1988.

Table 668.-- PERCENT OF HOTEL UNITS OCCUPIED, BY GEOGRAPHIC AREAS:
ANNUAL AVERAGES, 1981 TO 1988

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

Geographic area	1981	1982	1983	1984	1985	1986	1987	1988
State total	68.2	70.4	69.7	76.0	76.1	81.7	81.1	78.5
Oahu	74.1	77.8	75.8	81.2	81.5	85.4	86.8	85.4
Waikiki	73.9	77.7	76.6	82.6	80.8	85.7	87.2	86.0
Hawaii	44.9	44.0	44.7	55.6	57.6	62.9	60.8	56.4
Hilo	35.3	37.7	39.2	58.2	57.8	54.6	55.3	49.8
Kailua-Kona	49.4	46.9	47.0	54.9	57.5	64.6	62.5	58.4
Maui	70.3	73.9	75.2	80.5	78.5	81.5	76.2	73.2
West Maui	73.7	78.0	77.8	84.1	82.5	85.8	79.8	76.2
Other	58.3	61.4	67.0	70.3	69.6	70.9	66.9	64.4
Kauai	62.7	57.5	57.2	63.0	64.8	77.6	74.2	67.5
South	46.2	44.2	50.2	63.1	70.1	82.1	80.6	71.9
East	68.5	63.4	59.3	63.0	62.6	75.4	71.8	65.4
Molokai ^{1/}	50.3	45.4	45.3
Neighbor island average	59.8	60.0	60.9	69.1	69.7	75.3	70.7	67.1

^{1/} Not available before 1986.

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

Table 669.--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 <u>1/</u>
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	87.94	75.66	87.15	134.26	94.04	59.06
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	44.22	39.20	42.92	63.31	43.66	28.73

1/ Not available before 1986.

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

Table 670.-- HOTEL EMPLOYMENT, PAYROLL, AND RENTAL RATIOS:
1985 TO 1988

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

Subject	1985	1986	1987	1988
Hotel units, February	44,115	43,309	43,422	47,892
Hotel employment, annual average <u>1/</u> Per hotel unit	28,947 0.656	29,300 0.677	30,700 0.707	34,259 0.715
Hotel payrolls, annual <u>1/</u> (\$1,000) Per hotel unit (dollars)	393,701 8,924	424,684 9,806	472,253 10,876	570,310 11,908
Per hotel employee (dollars)	13,601	14,494	15,383	16,647
Hotel rentals, annual <u>2/</u> (\$1,000) .	1,122,268	1,212,782	1,369,401	1,408,891
Per hotel unit (dollars)	25,440	28,003	31,537	29,418
Per hotel employee (dollars)	38,770	41,392	44,606	41,125

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

2/ General excise tax base. Data before 1987 include estimate for unallocated collections.

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 671.-- 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 672.-- MOTION PICTURE SERVICES: 1963 TO 1987

[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
1987	25	10,177	2,394	136
Motion picture theaters:				
1963	74	(D)	(D)	(D)
1967	56	(D)	(D)	(D)
1972	59	11,982	2,305	762
1977 1/	50	17,444	(D)	(D)
1982	34	21,329	3,195	519
1987	35	(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, 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 1987 Census of Service Industries, Hawaii, SC87-A-12 (July 1989).

Table 673.-- MOTION PICTURE AND TELEVISION PRODUCTION: 1983 TO 1988

Subject	1983	1984	1985	1986	1987	1988
Number of features and programs filmed	63	76	66	81	109	182
Feature films for theater viewing	1	2	1	3	4	2
Feature films for TV viewing	2	2	4	2	2	1
Television specials and series <u>1/</u>	60	72	61	76	103	179
Gross budgets (millions of dollars) <u>2/</u>	65.5	77.1	80.6	63.6	232.6	53.8
Feature films and television specials and series	41.2	53.4	60.5	52.9	209.2	36.7
Television commercials and related advertising	24.3	23.7	20.1	10.7	23.4	17.1
Expenditures in Hawaii <u>3/</u> (millions of dollars)	35.2	38.2	40.6	35.3	50.5	24.9
Tax revenues generated (millions of dollars)	3.32	3.54	3.8	3.1	4.5	2.24
Spending effect on economy (millions of dollars)	80.1	86.9	90	78	114.8	56.5

1/ Each program in a series counted separately.

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

3/ For all productions, including commercials, stills, etc.

Source: Hawaii State Department of Business and Economic Development, Film Industry Branch, records.