

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, including the motion picture industry. 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 \$5.2 billion in 1982 to \$8.3 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 1989 indicate continued increases; between 1987 and 1989, the retailing tax base rose 23 percent, the wholesaling base by 27 percent, and the base for all services also by 27 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 453 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 87 percent in Waikiki and 67 percent on the Neighbor Islands during 1989. The average daily room rate was \$96 in 1989. Total hotel rentals in 1989 exceeded \$1.5 billion.

Fully 173 feature motion pictures and television specials and series were filmed in Hawaii in 1989, accounting for local expenditures of \$62 million. The latter was an all-time high.

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, Economic Development & Tourism 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: 1990, Section 28, presents similar data for other states and the nation as a whole.

Table 663.-- GENERAL EXCISE TAX BASE FOR TRADE AND SERVICE ACTIVITIES:
1979 TO 1989

[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
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>4/</u> ...	9,449,673	2,896,159	157,824	148,557	5,188,215
1988 <u>4/</u> ...	10,385,974	3,287,715	165,729	182,138	5,683,815
1989 <u>4/</u> ...	11,607,779	3,699,003	184,154	189,018	6,595,569

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/ Data exclude tax base for unallocated collections, distributed for earlier years.

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

Table 664.-- RETAIL ESTABLISHMENTS, BY PAYROLL STATUS:
1977 TO 1987

[Coverage differed somewhat from census to census]

Payroll status	Number of establishments			Sales (million dollars)		
	1977	1982	1987	1977	1982	1987
All retail establish. .	7,388	8,917	11,143	3,294	5,193	8,267
With payroll	5,273	6,139	7,195	3,223	5,102	8,084
Without payroll	2,115	2,778	3,948	71	92	183

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), table 1; 1987 Census of Retail Trade, Hawaii, RC87-A-12 (May 1989), table 1, and Nonemployer Statistics Series, West, RC87-N-4 (February 1990), table 2.

Table 665.-- CHARACTERISTICS OF RETAIL ESTABLISHMENTS WITH PAYROLL, FOR THE STATE, 1982 AND 1987, AND OAHU AND THE NEIGHBOR ISLANDS, 1987

[Excludes establishments without payroll. Also 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 666.-- RETAIL ESTABLISHMENTS WITH PAYROLL, FOR COUNTIES AND URBAN PLACES: 1987

[Excludes establishments without payroll. Also 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 666.-- RETAIL ESTABLISHMENTS WITH PAYROLL, 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 667.-- RETAIL ESTABLISHMENTS WITHOUT PAYROLL, FOR COUNTIES, ISLANDS,
AND SELECTED URBAN PLACES: 1987

[For retail establishments with payroll, see preceding table]

Geographic area <u>1/</u>	No. of estab.	Sales (\$1,000)	Geographic area <u>1/</u>	No. of estab.	Sales (\$1,000)
State total	3,948	183,020	Kauai County	202	10,367
Hawaii County	481	24,965	Maui County	369	19,566
Hilo	133	5,315	Lanai	5	329
Kailua	112	7,473	Maui	345	18,524
Honolulu County ...	2,896	128,122	Molokai	19	713
Aiea	134	5,449			
Honolulu	1,894	92,621			
Kailua	127	5,078			
Kaneohe	121	4,749			
Pearl City	131	4,109			

1/ Shown for urban places with 100 establishments or more. For other urban places, see source.

Source: U.S. Bureau of the Census, 1987 Census of Retail Trade, Nonemployer Statistics Series, West, RC87-N-4 (February 1990), table 4.

Table 668.-- RETAIL ESTABLISHMENTS WITH PAYROLL, BY KIND OF BUSINESS:
1982 AND 1987

[Excludes establishments without payroll. Also excludes establishments operated by the armed forces]

SIC code	Kind of business	Number of establishments		Sales		
		1982	1987	1982 (\$1,000)	1987 (\$1,000)	Per- cent change
	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 669.-- RETAIL ESTABLISHMENTS WITHOUT PAYROLL, BY KIND OF BUSINESS: 1987

[For retail establishments with payroll, see preceding table]

SIC code	Kind of business	No. of estab.	Sales (\$1,000)
	Retail trade	3,948	183,020
52	Building materials, garden supplies	127	3,709
53	General merchandise stores	95	3,866
54	Food stores	370	26,891
55 ex. 554	Automotive dealers	124	10,046
554	Gasoline service stations	37	4,899
56	Apparel and accessory stores	389	16,433
57	Furniture, homefurnishings	274	12,641
58	Eating and drinking places	324	15,454
591	Drug and proprietary stores	15	425
59 ex. 591	Miscellaneous retail stores	2,193	88,656

Source: U.S. Bureau of the Census, 1987 Census of Retail Trade, Nonemployer Statistics Series, West, RC87-N-4 (February 1990), table 2.

Table 670.-- 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 671.-- CHARACTERISTICS OF MAJOR SHOPPING CENTERS: 1989

[Includes all centers on Oahu with more than 200,000 square feet of gross leaseable area and all centers on other islands with more than 150,000 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	7,600	180
Kahala Mall	Honolulu	1970	22	370	1,650	80
Kapolei S.C.	Makakilo	1991	30	510	1,009	(NA)
Moanalua S.C.	Honolulu	1954	15	240	500+	50+
Pearl City S.C.	Pearl City	1967	14	260	824	37
Pearlridge Center ..	Aiea	1972	54	1,400	4,915	150
Royal Hawaiian S.C.	Honolulu	1980	6	280	600	125
Wahiawa S.C.	Wahiawa	1977	1	300	300	50
Waikiki Shopping Plaza	Honolulu	1977	1	300	300	50
Waipahu Town Center	Waipahu	1988	11	244	650+	30
Windward City S.C.	Kaneohe	1956	15	231	785	41
Windward Mall S.C. .	Kaneohe	1982	32	530	2,300	95
Hawaii:						
Kaiko'o Mall S.C. ..	Hilo	1970	14	220	950	33
Prince Kuhio Plaza .	Hilo	1979	(NA)	494	400	(NA)
Maui:						
Kaahumanu Center ...	Kahului	1973	25	300	1,400	60
Lahaina Cannery S.C.	Lahaina	1987	15	169	735	51
Maui Mall	Kahului	1971	25	182	1,400	38
Kauai:						
Kukui Grove Center	Lihue	1982	35	311	1,590	57

NA Not available.

Source: Hawaii Chapter, International Council of Shopping Centers, Hawaii Shopping Center Directory 1989.

Table 672.-- SHOPPING CENTER CHARACTERISTICS: 1988

Characteristic	1988	Percent increase 1987-1988
Number	129	4.9
Gross leasable area (mil. sq. ft.)	13.3	4.2
Retail sales (mil. dol.)	2,267	2.4

Source: National Research Bureau data cited in
Statistical Abstract of the United States: 1990, p. 775.

Table 673.-- SHOPPING CENTER FLOOR AREA AND VACANCY RATES, BY ISLANDS:
DECEMBER 1989

Island	Area (1,000 sq. feet)	Vacancy rates by type of retail center (percent)					
		Super regional	Region- al	Commu- nity	Neighbor- hood	Strip	Special- ty
Oahu	9,850.5	1.00	3.83	2.28	3.60	3.27	4.38
Other islands	<u>1/</u> 3,845.7	...	3.26	1.07	2.42	1.57	5.09

1/ Hawaii, 1,471.5; Maui, 1,412.3; Kauai, 961.9.

Source: Grubb & Ellis/Locations, Inc., Hawaii Real Estate 1990 (1990),
p. 20.

Table 674.-- RETAIL SALES AT ALA MOANA CENTER: 1986 TO 1989

Subject	1986	1987	1988	1989
Ala Moana sales (million dollars)	460	541	588	663
Percent of State retail total	5.7	6.6	6.3	6.4

Source: Hawaii Investor, August 1990, p. 50.

Table 675 .-- DUTY-FREE STORE REVENUES: 1981 TO 1989

[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	1986	270,891,959
1982	145,382,976	1987	369,788,429
1983	150,424,959	1988	445,072,755
1984	170,661,949	1989	451,185,041
1985	180,126,919		

Source: DFS Hawaii, records.

Table 676-- 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 677.-- 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 678.-- 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 678.-- 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 679.-- FOOD STORES AND SUPERMARKETS: 1988-1989

Subject	Amount	Rank <u>1/</u>
Food stores, 1989:		
Number	1,886	...
Sales (million dollars)	1,371.2	...
Supermarkets, 1988:		
Number	105	43
Sales (million dollars)	785	45
Square feet per store	16,800	49
Sales per capita (dollars)	725	50
Sales per household (dollars)	2,302	45
Employees per store	43.2	32

1/ Among 50 States and D.C.

Source: Progressive Grocer's Marketing Guidebook 1990 (1989), pp. 14, 15, and 632.

Table 680.-- TOBACCO TAX BASE, TOTAL AND PER CAPITA: 1979 TO 1989

[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)
1979	31,020	29.75	1985	47,188	41.12
1980	33,275	31.52	1986	51,796	43.92
1981	35,151	33.01	1987	46,622	38.84
1982	37,338	34.30	1988	58,819	48.34
1983	49,580	44.46	1989	59,836	47.38
1984	48,262	42.39			

1/ Based on de facto population estimates in table 3.

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

Table 681.-- ALCOHOLIC BEVERAGE SALES, BY TYPE: 1988 AND 1989

[Wine gallons of 128 fluid ounces]

Type of beverage	Total sales		Per capita sales 1/	
	1988	1989	1988	1989
All types	35,447,580	35,629,085	29.1	28.2
Distilled spirits	1,769,604	1,718,116	1.5	1.4
Sparkling wine	320,159	320,586	0.3	0.3
Still wine	2,231,709	2,258,481	1.8	1.8
Cooler beverage	460,434	415,989	0.4	0.3
Draft beer	1,608,408	1,520,693	1.3	1.2
Beer other than draft	29,057,266	29,395,220	23.9	23.3

1/ Based on estimated de facto population.

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

Table 682.-- 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 683.-- 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 684.-- 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 685.-- SERVICE ESTABLISHMENTS, BY PAYROLL STATUS: 1977 TO 1987

[Excludes firms exempt from Federal income tax for all years, hospitals prior to 1987, and most other health services before 1982]

Payroll status	Number of establishments			Receipts (million dollars)		
	1977	1982	1987	1977	1982	1987
All service establishments	8,023	(NA)	30,114	1,276	(NA)	4,902
With payroll	3,306	6,124	7,458	1,216	2,660	4,456
Without payroll	4,717	(NA)	22,656	60	(NA)	446

NA Not available.

Source: U.S. Bureau of the Census, 1977 Census of Service Industries, Hawaii, SC77-A-12 (December 1979), table 1; 1982 Census of Service Industries, Hawaii, SC82-A-12 (September 1984), table 1; 1987 Census of Service Industries, Hawaii, SC87-A-12 (July 1989), table 1, and Nonemployer Statistics Series, West, SC87-N-4 (March 1990), table 2.

Table 686.-- 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 687.-- 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 688.-- SERVICE ESTABLISHMENTS WITHOUT PAYROLL, FOR COUNTIES, ISLANDS,
AND SELECTED URBAN PLACES: 1987

[Excludes establishments exempt from Federal income tax. For service establishments with payroll, see preceding table]

Geographic area <u>1/</u>	No. of estab.	Receipts (\$1,000)	Geographic area <u>1/</u>	No. of estab.	Receipts (\$1,000)
State total	22,656	445,628	Kauai County	1,022	17,390
Hawaii County	2,945	45,198	Maui County	2,636	51,438
Hilo	870	13,354	Lanai	10	57
Kailua	728	12,807	Maui	2,528	50,067
Honolulu County ...	16,053	331,602	Molokai	98	1,314
Aiea	632	13,834			
Honolulu	9,975	234,300			
Kailua	1,086	19,060			
Kaneohe	754	11,036			
Pearl City	611	10,206			
Waipahu	578	8,281			

1/ Shown for urban places with 500 establishments or more. For other urban places, see source.

Source: U.S. Bureau of the Census, 1987 Census of Service Industries Nonemployer Statistics Series, West, SC87-N-4 (March 1990), table 4.

Table 689.-- 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 690.-- SERVICE ESTABLISHMENTS WITHOUT PAYROLL,
BY KIND OF BUSINESS: 1987

[Excludes establishments exempt from Federal income tax. For service establishments with payroll, see preceding table]

SIC code	Kind of business	No. of estab.	Receipts (\$1,000)
	Total	22,656	445,628
70, ex. 704	Hotels, rooming houses, camps, other lodging .	346	7,015
7011	Hotels and motels	98	2,555
702.3	Other lodging places	248	4,460
72	Personal services	4,166	55,433
73	Business services	6,106	106,400
75	Automotive repair, services, and parking	861	26,636
76	Miscellaneous repair services	782	18,588
78, 79, 84	Amusement and recreation services	2,321	47,495
78	Motion pictures	156	6,070
80	Health services	1,580	48,782
81	Legal services	548	19,421
823, 4, 9	Selected educational services	959	8,512
83	Social services	815	5,563
835	Child day care services	614	2,812
87, ex. 873	Engineering, accounting, research, management	3,427	76,668
89	Services, n.e.c.	745	25,115

Source: U.S. Bureau of the Census, 1987 Census of Service Industries, Nonemployer Statistics Series, West, SC87-N-4 (March 1990), table 2.

Table 691.-- 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 692.-- 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 693.-- HOTEL ROOMS, OCCUPANCY RATES, AND DAILY ROOM AND GUEST RATES:
1979 TO 1989

[Includes condominium units in rental pools for transient occupancy]

Year	Hotel units, February			Percent occupied <u>1/</u>	Daily rates <u>1/</u> (dollars)		Guests per room <u>1/</u>
	State total	Oahu	Other islands		Per room	Per guest	
1979	49,832	30,065	19,767	73.8	44.41	22.70	1.96
1980	54,246	34,334	19,912	69.3	47.28	24.40	1.94
1981	56,769	33,967	22,802	68.2	49.73	25.70	1.94
1982	57,968	33,492	24,476	70.4	51.78	26.44	1.96
1983	58,765	34,354	24,411	69.7	54.78	27.71	1.98
1984	62,448	36,848	25,600	76.0	59.25	29.59	2.00
1985	65,919	38,600	27,319	76.1	68.84	34.39	2.00
1986	66,308	39,010	27,298	81.7	73.20	36.80	1.99
1987	65,318	38,185	27,133	81.1	80.09	40.23	1.99
1988	69,012	37,841	31,171	78.5	87.94	44.22	1.99
1989	68,034	36,467	31,567	79.0	95.83	47.93	2.00

1/ Annual averages.

Source: Hawaii Visitors Bureau, Visitor Plant Inventory (annual); Pannell Kerr Forster, Trends in the Hotel Industry, Hawaii (December issues).

Table 694.-- HOTEL OCCUPANCY AND ROOM RATES, FOR THE UNITED STATES AND HONOLULU: 1988 AND 1989

Year	Occupancy (percent)			Average daily rate (dollars)		
	United States	Honolulu	Rank <u>1/</u>	United States	Honolulu	Rank <u>1/</u>
1988	63.7	85.4	1	70.03	75.16	11
1989	64.6	86.4	1	72.69	84.48	10

1/ Honolulu's rank among 52 cities.

Source: Pannell Kerr Forster, Trends in the Hotel Industry, United States, Worldwide (March 1990).

Table 695.-- HOTEL ROOMS, OCCUPANCY AND ROOM RATES, AND FOOD AND BEVERAGE SALES, BY GEOGRAPHIC AREAS: 1989

[Includes condominium units in rental pools for transient occupancy]

Geographic area	Hotel and condo units ^{1/}	Percent occupied	Average daily room rate (dollars)	Average daily guest rate (dollars)	Average daily sales per room		Average food sales per cover (dollars)
					Food (dollars)	Beverage (dollars)	
State .	68,034	78.98	95.83	47.93	20.37	6.25	13.17
Oahu	36,467	86.44	84.48	43.66	17.20	4.77	12.45
Waikiki ..	32,808	86.70	(NA)	(NA)	(NA)	(NA)	(NA)
Other Oahu	3,659	84.16	68.41	41.98	15.27	4.74	10.42
Hawaii	8,161	60.84	121.27	58.33	28.49	10.00	15.53
Hilo	1,336	54.72	50.11	27.15	12.55	4.18	10.00
Kona	6,825	61.98	132.97	62.79	30.64	10.78	16.02
Maui	15,439	69.23	133.65	63.11	26.69	9.21	13.86
West Maui	9,274	71.21	142.05	66.65	24.74	9.18	14.17
Other	6,165	62.96	103.72	50.13	35.12	9.39	13.01
Kauai	7,398	71.32	92.77	41.19	20.46	6.38	12.32
East	5,153	67.42	77.74	36.34	19.79	6.35	12.42
South	2,245	79.17	118.55	48.46	21.50	6.42	12.18
Molokai	559	45.44	66.38	31.41	22.96	7.33	11.88
All Neighbor Islands ..	31,567	66.7	(NA)	(NA)	(NA)	(NA)	(NA)

NA Not available.

^{1/} As of February.

Source: Hawaii Visitors Bureau, 1989 Visitor Plant Inventory, p. 4; Pannell Kerr Forster, Trends in the Hotel Industry, Hawaii, December 1989, and records.

Table 696.-- GENERAL EXCISE TAX BASE FOR RENTALS:
1979 TO 1989

[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>
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>3/</u>	3,443,271	1,369,401	2,073,870
1988 <u>3/</u>	3,715,546	1,408,891	2,306,655
1989 <u>3/</u>	4,108,740	1,505,071	2,603,669

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/ Data exclude tax base for unallocated collections, distributed before 1987.

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

Table 697.-- TRAVEL AGENCIES, TOUR OPERATORS, AND RELATED SERVICES
(SIC 4722), BY COUNTIES: 1987

Subject	State total	Honolulu	Hawaii	Kauai	Maui
Establishments with payroll	491	390	31	21	49
Employees, week including March 12	4,588	3,998	225		365
Annual payroll (\$1,000)	67,335	60,196	2,210	4,929	

Source: U.S. Bureau of the Census, County Business Patterns 1987, Hawaii, CBP-87-13 (November 1989).

Table 698.--FUNERAL SERVICE AND CREMATORIES (SIC 726):
1977 TO 1987

[Data limited to establishments with payroll. For earlier years, 1939-1972, see Data Book 1984, table 704]

Subject	1977	1982	1987
Number of establishments	23	18	23
Receipts (\$1,000)	5,556	6,049	15,119
Deaths occurring in Hawaii	4,724	5,495	6,490
Receipts per death (dollars)	1,176	1,101	2,330

Source: U.S. Bureau of the Census, 1982 Census of Service Industries, Hawaii, SC82-A-12 (September 1984), table 2a; 1987 Census of Service Industries, Hawaii, SC87-A-12 (July 1989), table 3a. Deaths from Hawaii State Department of Health, records.

Table 699.-- 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	16	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 <u>1/</u>	50	17,444	(D)	(D)
1982	<u>2/</u> 36	21,329	3,195	519
1987	<u>3/</u> 35	(D)	(D)	(D)
Video tape rental:				
1987 <u>4/</u>	78	12,319	2,456	376

D Withheld to avoid disclosing data for individual companies.

1/ Data include 3 establishments without payroll.2/ Includes 3 drive-in theaters.3/ Includes 2 drive-in theaters.4/ Earliest year available.

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 700.-- MOTION PICTURE AND TELEVISION PRODUCTION: 1984 TO 1989

Subject	1984	1985	1986	1987	1988	1989
Number of features and programs filmed	76	66	81	109	182	173
Feature films for theater viewing	2	1	3	4	2	5
Feature films for TV viewing	2	4	2	2	1	7
Television specials and series ^{1/}	72	61	76	103	179	161
Gross budgets (millions of dollars) ^{2/}	77.1	80.6	63.6	232.6	53.8	101.4
Feature films and television specials and series	53.4	60.5	52.9	209.2	36.7	78.9
Television commercials and related advertising	23.7	20.1	10.7	23.4	17.1	22.5
Expenditures in Hawaii ^{3/} (millions of dollars)	38.2	40.6	35.3	50.5	24.9	61.6
Tax revenues generated (millions of dollars)	3.54	3.8	3.1	4.5	2.24	9.2
Spending effect on economy (millions of dollars)	86.9	90	78	114.8	56.5	120.0

^{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.