

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 and \$9.7 billion in 1989. Wholesale sales rose from \$4.1 billion in 1982 to \$5.4 billion in 1987. Hotels, amusements, and other services have reported similar increases during this period. General excise and use tax base data indicate continued increases; between 1987 and 1990, the retailing tax base rose 36 percent, the wholesaling base by 44 percent, and the base for services by 48 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 54,000 in 1980 to 72,000 in 1990. There were 537 hotels, motels, transient condominiums, and apartment-hotels in Hawaii on the latter date, including 362 on the Neighbor Islands. Almost 27 percent of all transient units were in condominium structures. Occupancy rates averaged 87 percent in Waikiki and 67 percent on the Neighbor Islands during 1990. The average daily room rate was \$102 in 1990. Total hotel rentals in 1990 amounted to \$1.6 billion.

Fully 379 feature motion pictures and television specials and series were filmed in Hawaii in 1990, accounting for local expenditures of \$48 million.

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: 1991, Section 28, presents similar data for other states and the nation as a whole.

Table 647.-- GENERAL EXCISE TAX BASE FOR TRADE AND SERVICE ACTIVITIES:
1980 TO 1990

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

Year reported <u>1/</u>	Retailing	Services <u>2/</u>	Amuse- ment, etc. <u>3/</u>	Inter- mediary services	Wholesaling
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	9,449,673	2,896,159	157,824	148,557	5,188,215
1988	10,385,974	3,287,715	165,729	182,138	5,683,815
1989	11,607,779	3,699,003	184,154	189,018	6,595,569
1990	12,827,883	4,276,876	201,003	349,111	7,494,330

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.

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

Table 648.-- 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 649.-- 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 650.-- 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 650.-- 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	47,12	5,173
Hanamaulu	7	2,932	64	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 651.-- 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 652.-- 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 estab- lishments		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 653.-- RETAIL SALES, BY TYPE OF STORE: 1987 AND 1989

[In millions of dollars]

Kind of store	1987	1989
All stores <u>1/</u>	8,267	<u>2/</u> 9,737
Food stores	1,601	1,852
Supermarkets	1,472	1,701
General merchandise stores	1,257	1,362
Department stores	997	1,080
Automotive dealers	1,258	1,458
Eating and drinking places	1,369	1,691
Gasoline service stations	438	523
Building materials, hardware dealers	238	295
Apparel and accessories stores	586	714
Furniture, home furnishings, appliance stores	294	362

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

2/ Sales per household were \$26,971, second highest of the 50 States. The U.S. ratio was \$18,534.

Source: Market Statistics estimates cited in Statistical Abstract of the United States: 1991, pp. 774-775.

Table 654.-- SHOPPING CENTER CHARACTERISTICS:
1988 AND 1989

Characteristic	1988	1989
Number	129	141
Gross leasable area (mil. sq. ft.)	13.3	14.0
Retail sales (mil. dol.)	2,267	2,423

Source: National Research Bureau data cited in Statistical Abstract of the United States for 1990 (p. 775) and 1991 (p. 777).

Table 655.-- 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 656.-- SHOPPING CENTER VACANCY RATES AND AVERAGE RENTS, BY TYPE OF CENTER: DECEMBER 1990

Subject	Type of retail center				
	Super regional	Regional	Community	Strip neighborhood	Specialty
Average vacancy rate	0.3	3.6	3.5	3.7	3.8
Average rent per square foot (dollars)	4.67	2.87	2.25	2.21	4.27

Source: Grubb & Ellis/Locations, Inc., Hawaii Real Estate 1991 (1991), p. 19.

Table 657.-- 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 658.-- MERCHANDISE LINE SALES OF RETAIL ESTABLISHMENTS
WITH PAYROLL, FOR THE STATE AND OAHU: 1987

Merchandise line	Number of establishments		Sales (\$1,000)	
	State total	Oahu	State total	Oahu
Total retail trade <u>1/</u>	7,195	4,918	8,084,416	6,079,556
Groceries and other foods	1,379	910	1,202,647	810,779
Meals and snacks	2,422	1,726	1,190,265	923,059
Alcoholic drinks	1,114	780	193,732	138,029
Packaged alcoholic beverages	810	503	285,075	213,456
Cigars, cigarettes, and tobacco	1,022	615	118,405	83,794
Drugs, health aids, and beauty aids	860	526	444,311	351,591
Soaps, detergents, & household cleaners .	466	275	50,477	33,623
Paper and related products	469	269	51,217	30,892
Men's and boys' wear exc. footwear	989	560	289,292	223,761
Women's and girls' wear exc. footwear ...	1,257	775	537,393	432,690
Footwear exc. infants and toddlers	527	308	109,908	89,258
Sewing, knitting, and needlework goods ..	138	87	19,333	14,506
Curtains, draperies, and dry goods	199	113	49,146	36,454
Major household appliances	182	91	70,593	49,049
Small electric appliances	238	145	33,975	23,879
TVs and video recorders and tapes	164	105	37,825	27,546
Audio equipment, musical instruments, and supplies	264	182	86,908	73,167
Furniture and sleep equipment	243	172	133,271	103,102
Floor coverings	146	74	29,617	21,941
Computer hardware/software equipment and supplies	75	51	18,050	14,762
Kitchenware and home furnishings	505	282	67,273	50,591
Jewelry	941	606	333,687	276,603
Photographic equipment and supplies	322	182	37,476	28,859
Toys, hobby goods, and games	434	276	68,218	53,323
Optical goods	140	94	17,976	14,218
Sporting goods	343	211	97,703	74,288
Hardware, tools, plumbing and electrical supplies	345	193	81,945	55,732
Lawn and garden equipment and supplies ..	386	222	63,773	46,218
Lumber and building materials	147	84	104,432	70,282
Paint and related preservatives and supplies	146	55	30,463	18,853

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Table 658.-- MERCHANDISE LINE SALES OF RETAIL ESTABLISHMENTS
WITH PAYROLL, FOR THE STATE AND OAHU: 1987 -- Con.

Merchandise line	Number of establishments		Sales (\$1,000)	
	State total	Oahu	State total	Oahu
Cars, trucks, and powered vehicles	115	77	968,730	776,288
Automotive fuels	430	282	373,181	260,591
Automotive lubricants	538	325	8,914	5,110
Auto tires, batteries, and accessories ..	517	334	147,467	104,489
Household fuels	25	(NA)	9,463	(NA)
Pets, pet foods, and supplies	280	173	21,378	15,863
All other merchandise	1,161	735	426,299	330,250
Unclassified merchandise	936	580	56,964	40,212
Nonmerchandise receipts	1,239	808	213,000	157,053
Miscellaneous merchandise	(X)	(X)	4,634	5,395

X Not applicable.

NA Not available.

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

Source: U.S. Bureau of the Census, 1987 Economic Censuses CD-ROM Vol. 1, Release 1C, "1987 Census of Retail Trade: Merchandise Line sales--U.S., States, MSAs."

Table 659 .-- DUTY-FREE STORE REVENUES: 1981 TO 1990

[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	1990	413,932,037

Source: DFS Hawaii, records.

Table 660.-- 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 661.-- 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 662.-- CHARACTERISTICS OF EATING PLACES WITH PAYROLL: 1987

Subject	Restaurants and lunchrooms	Cafeterias	Refreshment places
Number of establishments in business --			
Any time during year	964	24	720
At end of year	915	23	690
Sales (\$1,000)	664,981	15,381	424,531
Seating capacity, end of year	88,936	2,404	37,171
Average cost of meal:			
Less than \$2.00	28	-	37
\$2.00 to \$4.99	232	23	515
\$5.00 to \$6.99	272	1	131
\$7.00 to \$9.99	130	-	37
\$10.00 to \$14.99	182	-	-
\$15.00 to \$29.99	105	-	-
\$30.00 or more	15	-	-

Source: U. S. Bureau of the Census, 1987 Census of Retail Trade, Miscellaneous Subjects, RC87-S-4 (October 1990), tables 8 and 10.

Table 663.-- FLOOR SPACE OF DEPARTMENT STORES AND GROCERY STORES WITH PAYROLL: 1987

Subject	Depart- ment stores <u>1/</u>	Grocery stores
Number of establishments in business--		
Any time during year	26	604
At end of year	26	576
Sales (\$1,000)	646,151	1,450,165
Under-roof floor space, December 31 (1,000 sq. ft.) ..	3,267	3,894
Selling space	2,575	2,862
Sales per square foot of selling space (dollars)	251	507

1/ Including leased departments.

Source: U.S. Bureau of the Census, 1987 Census of Retail Trade, Miscellaneous Subjects, RC87-S-4 (October 1990), table 25.

Table 664.-- TOBACCO TAX BASE, TOTAL AND PER CAPITA: 1980 TO 1990

[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)
1980	33,275	31.53	1986	51,796	44.29
1981	35,151	33.08	1987	46,622	39.20
1982	37,338	34.42	1988	58,819	48.77
1983	49,580	44.67	1989	59,836	47.91
1984	48,262	42.65	1990	62,376	49.67
1985	47,188	41.39			

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 665.-- ALCOHOLIC BEVERAGE SALES, BY TYPE: 1989 AND 1990

[Wine gallons of 128 fluid ounces]

Type of beverage	Total sales		Per capita sales 1/	
	1989	1990	1989	1990
All types	35,629,085	36,374,344	28.5	29.0
Distilled spirits	1,718,116	1,716,023	1.4	1.4
Sparkling wine	320,586	287,281	0.3	0.2
Still wine	2,258,481	2,112,167	1.8	1.7
Cooler beverage	415,989	353,887	0.3	0.3
Draft beer	1,520,693	1,587,296	1.2	1.3
Beer other than draft	29,395,220	30,317,690	23.5	24.1

1/ Based on estimated de facto population.

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

Table 666.-- 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 667.-- 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 668.-- 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 669.-- 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 670.-- 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 671.-- 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 672.-- 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 673.-- 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 674.-- 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 675.-- HOTELS, MOTELS, AND OTHER LODGING PLACES: 1987

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

Subject	Number of establishments	Guest-rooms, Dec. 31	Receipts (\$1,000)	Annual payroll (\$1,000)	Paid employees, pay period including March 12
SUBJECT TO FEDERAL INCOME TAX					
Hotels, motels, other lodging ...	237	47,209	1,562,043	436,081	31,600
Hotels	196	45,342	1,539,940	430,648	31,099
25 guestrooms or more	175	45,084	1,536,711	429,804	30,995
Less than 25 guestrooms	21	258	3,229	844	104
Motels, motor hotels, tourist courts .	33	1,867	20,893	5,085	462
Other lodging places <u>1/</u>	8	(NA)	1,210	348	39
EXEMPT FROM FEDERAL INCOME TAX					
Camps and membership lodging <u>2/</u>	3	(NA)	(D)	(D)	(D)

DA Withheld to avoid disclosing data for individual companies.

NA Not available.

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, Hotels, Motels, and Other Lodging Places, SC87-S-3 (April 1991), tables 1, 6, and 11.

Table 676.-- VISITOR ACCOMMODATIONS, BY TYPE, 1981 TO 1991, AND BY ISLANDS, 1991

[As of February, unless otherwise specified]

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>
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
1990 <u>3/</u>	537	265	272	72,237	52,758	19,479
1991 <u>4/</u>	604	319	285	74,112	54,044	20,068
ISLANDS:						
1991 <u>4/</u>						
Oahu	191	137	54	38,022	33,303	4,719
Waikiki <u>5/</u> .	135	93	42	33,380	29,465	3,915
Rest of Oahu	56	44	12	4,642	3,838	804
Other islands	413	182	231	36,090	20,741	15,349
Hawaii	111	62	49	9,384	6,983	2,401
Maui	187	57	130	18,241	8,264	9,977
Lanai	4	4	-	364	364	-
Molokai	8	2	6	527	91	436
Kauai	103	57	46	7,574	5,039	2,535

1/ Hotels, apartment hotels, bed-and-breakfast, cottages, hostels, and lodges. Properties with both condo and hotel units are included with condominiums in 1990 and 1991; treatment before 1990 not specified.

2/ Condominium accommodations in rental pools for transient use.

3/ February-October.

4/ February-November.

5/ 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, 1981 to 1991.

Table 677.-- HOTEL ROOMS, OCCUPANCY RATES, AND DAILY ROOM AND GUEST RATES:
1980 TO 1990

[Includes condominium units in rental pools for transient occupancy]

Year	Hotel units, February			Percent occu- pied <u>1/</u>	Daily rates <u>1/</u> (dollars)		Guests per room <u>1/</u>
	State total	Oahu	Other islands		Per room	Per guest	
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
1990	72,237	37,270	34,967	78.8	102.10	50.75	2.01

1/ Annual averages.

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

Table 678.-- HOTEL ROOM OCCUPANCY AND ROOM RATES, AND FOOD AND BEVERAGE SALES, BY GEOGRAPHIC AREAS: 1990

[Includes condominium units in rental pools for transient occupancy]

Geographic area	Percent occupied	Average daily room rate (dollars)	Average daily guest rate (dollars)	Average daily sales per guest		Average food sales per cover (dollars)
				Food (dollars)	Beverage (dollars)	
State total ..	78.80	102.10	50.75	21.24	6.30	14.09
Oahu	86.26	93.45	47.83	18.55	4.96	13.64
Waikiki	86.88	94.01	48.04	18.04	4.90	13.92
Other Oahu.....	72.66	78.72	42.09	28.45	6.02	10.95
Hawaii	61.67	125.31	60.58	27.56	8.34	17.01
Hilo	59.06	56.60	30.55	13.39	3.48	10.89
Kona	66.76	78.15	36.57	13.30	4.55	11.92
Kohala	58.33	192.19	92.63	41.35	12.26	19.86
Maui	70.10	130.49	62.11	26.30	9.59	13.89
Kaanapali	76.32	146.63	72.55	23.40	9.37	14.07
West Maui	70.47	121.31	52.76	24.72	9.55	15.74
Other	59.60	106.54	51.81	38.85	10.51	12.96
Kauai	67.62	92.06	39.73	20.63	6.33	12.80
North	44.71	79.47	31.16	19.54	6.58	13.72
Central	68.51	77.65	37.07	19.40	6.39	12.92
South	73.56	128.85	46.16	23.93	6.12	12.39
Molokai	47.82	66.28	32.20	27.57	9.90	10.23
All Neighbor Islands	66.68	120.82	56.73	15.64	5.21	14.74

Source: Pannell Kerr Forster, Trends in the Hotel Industry, Hawaii, December 1990, and records.

Table 679.-- VISITOR ACCOMMODATIONS, BY TYPE AND GEOGRAPHIC AREA:
FEBRUARY-NOVEMBER 1991

Type of accommodation	Properties			Units		
	State total	Oahu	Other islands	State total	Oahu	Other islands
All types	604	191	413	74,112	38,022	36,090
Apartment-hotel	22	16	6	1,075	922	153
Bed and breakfast	58	5	53	319	16	303
Condominium	228	37	191	14,162	2,819	11,343
Condo and hotel	57	17	40	5,906	1,900	4,006
Cottage	38	13	25	292	64	228
Hotel	169	90	79	51,765	31,968	19,797
Other ^{1/}	32	13	19	593	333	260

^{1/} Hostel, lodge, etc.

Source: Hawaii Visitors Bureau, 1991 Visitor Plant Inventory.

Table 680.-- HOTEL OCCUPANCY AND ROOM RATES, FOR THE UNITED STATES
HAWAII, AND HONOLULU: 1989 AND 1990

Geographic area	States			Cities		
	United States	Hawaii	Hawaii rank ^{1/}	All U.S. cities	Honolulu	Honolulu rank ^{2/}
Occupancy (percent):						
1989	65.5	75.5	1	66.6	82.5	1
1990	65.0	74.0	1	66.3	81.5	1
Average daily rate (dollars):						
1989	70.19	94.73	3	74.14	85.00	9
1990	72.83	100.88	3	77.36	94.08	7

^{1/} Among 35 reported States or combinations of States.

^{2/} Among 57 reported U.S. cities.

Source: Pannell Kerr Forster, Trends in the Hotel Industry, United States, Worldwide, March 1991.

Table 681.-- GENERAL EXCISE TAX BASE FOR RENTALS:
1980 TO 1990

[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>
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	3,443,271	1,369,401	2,073,870
1988	3,715,546	1,408,891	2,306,655
1989	4,108,740	1,505,071	2,603,669
1990	4,401,733	1,572,994	2,828,739

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.

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

Table 682.-- ARRANGEMENT OF PASSENGER TRANSPORTATION: 1987

[Includes only establishments with payroll]

Kind of business	Estab- lish- ments	Revenue (\$1,000)	Annual payroll (\$1,000)	Paid em- ployees, Mar. 12
All establishments	486	197,360	68,128	4,796
Travel agencies	327	79,850	25,688	1,975
Tour operators	110	99,542	35,273	2,400
Arrangement of passenger transportation, n.e.c.	49	17,968	7,167	421

n.e.c. Not elsewhere classified.

Source: U.S. Bureau of the Census, 1987 Census of Transportation, TC87-S-1 Miscellaneous Subjects (July 1991), tables 15 and 16.

Table 683.-- PASSENGER TRANSPORTATION ARRANGEMENT: 1989

SIC code	Industry	Number of establishments		Number of employees, week incl. March 12	Annual payroll (\$1,000)
		State total	Oahu		
472	Passenger transp. arrangement	471	379	5,598	93,357
4724	Travel agencies	315	254	1,997	33,804
4725	Tour operators	100	84	2,956	47,549
4729	Pass. transport. arrangement, n.e.c.	43	31	588	11,393

n.e.c. Not elsewhere classified.

Source: U.S. Bureau of the Census, County Business Patterns 1989, Hawaii, CBP-89-13 (October 1991), pp. 7 and 25.

Table 684.-- MOTION PICTURE SERVICES: 1977 TO 1989

[Data limited to establishments with payroll. For 1963-1972 data, see Data Book 1990, table 699]

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 (SIC 781, 2):				
1977	11	926	174	31
1982	16	4,203	1,147	74
1987	25	10,177	2,394	136
1989 <u>1/</u>	20	(NA)	2,889	121
Motion picture theaters (SIC 768):				
1977 <u>2/</u>	50	17,444	(D)	(D)
1982	36	21,329	3,195	519
1987	35	(D)	(D)	(D)
1989	37	(NA)	6,574	657
Video tape rental (SIC 784):				
1987	78	12,319	2,456	376
1989	67	(NA)	3,161	422

D Withheld to avoid disclosing data for individual companies.

NA Not available.

1/ Excludes motion picture distribution (SIC 782).

2/ Data include 3 establishments without payroll.

Source: U.S. Bureau of the Census, 1977 Census of Service Industries, Hawaii, SC77-A-12 (December 1979); 1982 Census of Service Industries, Hawaii, SC82-A-12 (September 1984); 1982 Census of Service Industries, Motion Picture Industry, SC82-I-4 (December 1985); 1987 Census of Service Industries, Hawaii, SC87-A-12 (July 1989); County Business Patterns 1989, Hawaii, CBP-89-13 (October 1991).

Table 685.-- MOTION PICTURE AND TELEVISION PRODUCTION: 1986 TO 1990

Subject	1986	1987	1988	1989	1990
Number of features and programs filmed <u>1/</u>	81	109	182	173	379
Feature films for theater viewing	3	4	2	5	2
Feature films for TV viewing	2	2	1	7	2
Television episodics, specials and series <u>1/</u>	76	103	179	161	375
Expenditures in Hawaii (million dollars)	35.3	50.5	24.8	61.6	48.3
Commercials	4.6	12.1	9.4	20.0	16.5
TV series	23.2	22.9	7.0	27.0	16.4
Features (theater & TV)	4.4	3.9	6.2	12.0	5.5
TV specials/episodics	1.6	10.8	1.5	.8	4.8
Others (still photography, sports, music, cable)	1.5	.8	.1	.5	3.5
Documentaries/industrials6	1.3	1.6
Tax revenues generated (million dollars)	3.1	4.5	2.24	9.2	7.2
Spending effect on economy (millions dollars)	78	114.8	56.5	120.0	96.6

1/ Each program in a series counted separately.

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