

## 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 \$11.2 billion in 1990. 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 1992, the retailing tax base rose 47 percent, the wholesaling base by 45 percent, and the base for services by 74 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 58,000 in 1982 to 74,000 in 1992. There were 671 hotels, motels, transient condominiums, and apartment-hotels in Hawaii on the latter date, including 460 on the Neighbor Islands. Almost 31 percent of all transient units were in condominium structures. Occupancy rates averaged 81 percent in Waikiki and 61 percent on the Neighbor Islands during 1992. The average daily room rate was \$106 in 1992. Total hotel rentals in 1992 amounted to \$1.6 billion.

Fully 245 feature motion pictures and television specials and series were filmed in Hawaii in 1991, accounting for local expenditures of \$35 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: 1992, Section 28, presents similar data for other states and the nation as a whole.

Table 656.-- GENERAL EXCISE TAX BASE FOR TRADE AND SERVICE ACTIVITIES:  
1982 TO 1992

[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
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
1991 .....	13,398,382	4,888,164	209,128	451,078	7,722,752
1992 .....	13,846,332	5,032,682	229,091	247,850	7,498,622

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 657.-- 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 658.-- 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 659.-- 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 659.-- 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 660.-- 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 661.-- RETAIL SALES, BY TYPE OF STORE: 1987 AND 1990

[In millions of dollars]

Kind of store	1987	1990
All stores <u>1/</u> .....	8,267	<u>2/</u> 11,204
Food stores .....	1,599	2,137
Supermarkets .....	1,470	1,964
General merchandise stores .....	1,258	1,502
Department stores .....	997	1,191
Automotive dealers .....	1,232	1,476
Eating and drinking places .....	1,366	1,913
Gasoline service stations .....	434	692
Building materials, hardware dealers .....	235	339
Apparel and accessories stores .....	595	892
Furniture, home furnishings, appliance stores ...	293	413

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

2/ Sales per household were \$31,121, second highest of the 50 States. The U.S. ratio was \$19,488.

Source: Market Statistics estimates cited in Statistical Abstract of the United States: 1992, pp. 766-767.

Table 662.-- SHOPPING CENTER CHARACTERISTICS:  
1988 TO 1991

Characteristic	1988	1989	1990	1991
Number .....	129	141	148	152
Gross leasable area (mil. sq. ft.) ....	13.3	14.0	14.0	14.0
Retail sales (bil. dol.) .....	2.3	2.4	2.6	2.6

Source: National Research Bureau data cited in Statistical Abstract of the United States for 1990 (p. 775), 1991 (p. 777), and 1992 (p. 769).

Table 663.-- CHARACTERISTICS OF MAJOR SHOPPING CENTERS: 1992

[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
<b>Oahu:</b>						
Ala Moana Center ...	Honolulu	1959	50	1,500	7,800	200
Hawaii Kai Towne Center .....	Honolulu	1993	20	202	1,013	19
Kahala Mall .....	Honolulu	1970	10	377	1,580	81
Kapolei S.C. ....	Makakilo	1993	30	250	1,030	40+
Moanalua S.C. ....	Honolulu	1953	15	250	500	40
Pearl City S.C. ....	Pearl City	1967	14	252	830	34
Pearlridge Center ..	Aiea	1972	54	1,199	6,014	173
Royal Hawaiian S.C.	Honolulu	1980	6	281	620	140
Waikiki Shopping Plaza .....	Honolulu	1977	1	300	300	50
Waipahu Town Center	Waipahu	1988	11	244	700+	30
Windward City S.C.	Kaneohe	1956	15	232	744	39
Windward Mall S.C. .	Kaneohe	1982	32	530	2,300	109
<b>Hawaii:</b>						
Kaiko'o Mall S.C. ...	Hilo	1970	14	220	950	33
Kuakini S.C. ....	Kailua	1993	17	150	750	50
Prince Kuhio Plaza .	Hilo	1985	39	324	2,200	70+
<b>Maui:</b>						
Kaahumanu Center ...	Kahului	1973	34	290	1,450	60
Lahaina Market Place	Lahaina	1969	2	208	15	18+
Maui Mall .....	Kahului	1972	27	188	1,050	41
<b>Kauai:</b>						
Kukui Grove Center	Lihue	1982	35	311	1,590	57

Source: Hawaii Chapter, International Council of Shopping Centers, Hawaii 1992 Shopping Center Directory.



Table 664.-- 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 1/ .....	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

Continued on next page.

Table 664.-- 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 665.-- DUTY-FREE STORE REVENUES: 1982 TO 1991

[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
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
1986 .....	270,891,959	1991 .....	378,587,469

Source: DFS Hawaii, records.

Table 666.-- 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 667.-- 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 668.-- 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 669.-- 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 670.-- TOBACCO TAX BASE, TOTAL AND PER CAPITA: 1982 TO 1992

[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 <sup>1/</sup> (dollars)	Year	Tax base (\$1,000)	Per capita tax base <sup>1/</sup> (dollars)
1982 .....	37,338	34.43	1988 .....	58,819	48.99
1983 .....	49,580	44.69	1989 .....	59,836	48.04
1984 .....	48,262	42.69	1990 .....	62,376	49.58
1985 .....	47,188	41.47	1991 .....	69,800	54.63
1986 .....	51,796	44.36	1992 .....	68,920	52.97
1987 .....	46,622	39.29			

<sup>1/</sup> Based on estimated de facto population.

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

Table 671.-- ALCOHOLIC BEVERAGE SALES, BY TYPE: 1990 AND 1991

[Wine gallons of 128 fluid ounces]

Type of beverage	Total sales		Per capita sales <sup>1/</sup>	
	1990	1991	1990	1991
All types .....	36,374,344	35,740,219	28.9	28.0
Distilled spirits .....	1,716,023	1,550,172	1.4	1.2
Sparkling wine .....	287,281	289,350	0.2	0.2
Still wine .....	2,112,167	2,158,942	1.7	1.7
Cooler beverage .....	353,887	348,380	0.3	0.3
Draft beer .....	1,587,296	1,540,197	1.3	1.2
Beer other than draft .....	30,317,690	29,853,178	24.1	23.4

<sup>1/</sup> Based on estimated de facto population.

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

Table 672.-- 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 673.-- WHOLESAL 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 674.-- 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 675.-- 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 676.-- 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 <sup>1/</sup> .....	(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 <sup>1/</sup> .....	(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.

<sup>1/</sup> 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 677.-- 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 678.-- 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 679.-- 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 680.-- VISITOR ACCOMMODATIONS, BY TYPE, 1982 TO 1992, AND BY ISLANDS, 1992

[As of February 1982-1991 and Spring 1992]

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>
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> .....	534	264	270	71,566	52,438	19,128
1991 <u>3/</u> .....	596	313	283	72,575	52,468	19,887
1992 <u>3/</u> .....	671	374	297	73,779	51,134	22,645
ISLANDS:						
1992 <u>3/</u>						
Oahu .....	211	150	61	37,279	29,146	8,133
Waikiki <u>4/</u> .	133	81	52	32,539	25,114	7,425
Rest of Oahu	78	69	9	4,740	4,032	708
Other islands	460	224	236	36,500	21,988	14,512
Hawaii .....	133	81	52	9,170	6,836	2,334
Maui .....	197	65	132	18,626	9,322	9,304
Lanai .....	5	5	-	366	366	-
Molokai .....	9	5	4	560	373	187
Kauai .....	116	68	48	7,778	5,091	2,687

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 later years; treatment before 1990 not specified.

2/ Condominium accommodations in rental pools for transient use.

3/ Some properties reported later in the year.

4/ 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, 1982 to 1992. The 1990 and 1991 data have been revised.

Table 681.-- VISITOR ACCOMMODATIONS, BY TYPE AND GEOGRAPHIC AREA:  
 SPRING 1992

Type of accommodation	Properties			Units		
	State total	Oahu	Other islands	State total	Oahu	Other islands
All types .....	671	211	460	73,779	37,279	36,500
Apartment-hotel .....	18	11	7	360	303	57
Bed and breakfast .....	97	20	77	411	38	373
Condominium .....	233	36	197	14,363	3,289	11,074
Condo and hotel .....	64	25	39	8,282	4,844	3,438
Cottage .....	53	20	33	279	60	219
Hotel .....	163	86	77	49,324	28,500	20,824
Other <u>1/</u> .....	43	13	30	760	245	515

1/ Hostel, lodge, etc.

Source: Hawaii Visitors Bureau, 1992 Visitor Plant Inventory, pp. 4-10.

Table 682.-- HOTELS AND MOTELS (SIC 701), BY COUNTIES: 1985 TO 1990

County	1985	1986	1987	1988	1989	1990
State total .....	230	238	240	221	243	233
Hawaii .....	33	37	43	36	38	35
Honolulu .....	129	132	131	123	132	124
Kauai .....	25	27	24	22	27	24
Maui .....	43	42	42	40	46	50

Source: U.S. Bureau of the Census, County Business Patterns, Hawaii (annual).

Table 683.-- HOTEL ROOMS, OCCUPANCY RATES, AND DAILY ROOM AND GUEST RATES:  
1982 TO 1992

[Includes condominium units in rental pools for transient occupancy]

Year	Hotel units, February <u>1/</u>			Percent occupied <u>2/</u>	Daily rates <u>2/</u> (dollars)		Guests per room <u>2/</u>
	State total	Oahu	Other islands		Per room	Per guest	
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 ....	71,566	36,899	34,667	78.8	102.10	50.75	2.01
1991 ....	72,575	36,623	35,952	72.4	101.89	50.69	2.01
1992 ....	73,779	37,279	36,500	72.6	105.59	( <u>3/</u> )	2.02

1/ Except 1992, which was Spring. Data for 1990 and 1991 have been revised.

2/ Annual averages.

3/ Series discontinued after 1991.

Source: Hawaii Visitors Bureau, 1992 Visitor Plant Inventory Report, p. 64; Pannell Kerr Forster, Trends in the Hotel Industry, Hawaii (December issues).

Table 684.-- HOTEL ROOM OCCUPANCY AND ROOM RATES, AND FOOD AND BEVERAGE SALES, BY GEOGRAPHIC AREAS: 1992

[Includes condominium units in rental pools for transient occupancy]

Geographic area	Percent occupied	Average daily room rate (dollars)	Average revenue per available room (dollars)	Average daily sales per guest		Average food sales per cover (dollars)
				Food (dollars)	Beverage (dollars)	
State total ..	72.65	105.59	76.71	21.61	5.86	14.87
Oahu .....	80.52	98.38	79.21	18.91	4.48	14.59
Waikiki .....	80.76	99.35	80.24	18.97	4.54	15.00
Other Oahu.....	76.42	81.26	62.10	18.35	3.87	11.38
Hawaii .....	57.91	119.62	69.27	28.75	8.12	17.19
Hilo .....	62.48	62.27	38.91	13.28	2.88	11.24
Kona .....	59.43	77.74	46.20	14.60	4.25	11.86
Kohala .....	55.49	173.54	96.29	42.19	12.03	20.16
Maui .....	63.49	124.77	79.22	24.30	8.21	14.14
Kaanapali .....	68.91	129.37	89.15	20.70	7.43	13.59
West Maui .....	65.25	118.78	77.50	18.56	7.81	15.97
Other .....	53.84	122.06	65.72	39.94	11.03	14.67
Kauai .....	59.73	108.04	64.53	25.48	8.15	15.19
North .....	40.20	134.74	54.16	40.23	15.63	19.12
Central .....	62.58	91.64	57.35	20.88	6.05	13.96
South .....	61.07	137.56	84.00	29.61	9.82	15.70
Molokai .....	44.24	77.30	34.19	34.10	9.78	9.73
All Neighbor Islands .....	60.58	120.33	72.89	17.14	5.38	15.24

Source: Pannell Kerr Forster, Trends in the Hotel Industry, Hawaii, December 1992, and records.



Table 685.-- GENERAL EXCISE TAX BASE FOR RENTALS:  
1982 TO 1992

[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>
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
1991 .....	4,825,777	1,512,990	3,312,787
1992 .....	5,013,293	1,621,751	3,391,542

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 686.-- 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 687.-- PASSENGER TRANSPORTATION ARRANGEMENT: 1990

SIC code	Industry	Number of establishments		Number of employees, week incl. March 12	Annual payroll (\$1,000)
		State total	Oahu		
472	Passenger transp. arrangement	503	404	6,070	112,715
4724	Travel agencies .....	332	265	2,212	43,867
4725	Tour operators .....	111	92	2,993	54,936
4729	Pass. transport arrangement, n.e.c.	43	33	742	12,359

n.e.c. Not elsewhere classified.

Source: U.S. Bureau of the Census, County Business Patterns 1990, Hawaii, CBP-90-13 (November 1992), pp. 7 and 24.

Table 688.-- MOTION PICTURE SERVICES: 1977 TO 1990

[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
1990 <u>1/</u> .....	24	(NA)	3,212	137
Motion picture theaters (SIC 783):				
1977 <u>2/</u> .....	50	17,444	(D)	(D)
1982 .....	36	21,329	3,195	519
1987 .....	35	(D)	(D)	(D)
1990 .....	36	(NA)	6,531	672
Video tape rental (SIC 784):				
1987 .....	78	12,319	2,456	376
1990 .....	72	(NA)	3,930	515

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 1990, Hawaii, CBP-90-13 (November 1992).

Table 689.-- MOTION PICTURE AND TELEVISION PRODUCTION: 1989 TO 1992

Subject	1989	1990	1991	1992
Number of features and programs filmed <u>1/</u> .....	173	170	246	(NA)
Feature films for theater viewing ....	5	2	9	(NA)
TV movie of the week viewing <u>2/</u> .....	7	2	1	(NA)
Television episodics, specials and series <u>1/</u> .....	161	166	236	(NA)
Expenditures in Hawaii (million dollars) <u>3/</u> .....	61.6	48.3	35.4	56.8
Commercials .....	20.0	16.5	4.2	6.3
Hawaii-based TV series <u>4/</u> .....	27.0	16.4	-	12.9
Feature films .....	12.0	5.5	3.8	5.4
TV specials/episodics/movie of week ..	.8	4.8	8.2	3.4
Others (still photography, sports, exercise or music video, cable, misc.)	.5	3.5	3.3	4.8
Documentaries/industrials/news/ educational/travelog/video stock ...	1.3	1.6	2.9	2.0
Annual permit holders .....	(NA)	(NA)	1.6	<u>5/</u> 4.9
Private property projects .....	(NA)	(NA)	7.5	8.5
Sports events, annual (private) .....	(NA)	(NA)	4.0	<u>5/</u> 8.6
Tax revenues generated (million dollars) .....	9.2	7.2	5.3	9.1
Spending effect on economy (million dollars) .....	120.0	96.6	70.8	115.9

NA Not available.

1/ Each program in a series counted separately. Includes Hawaii TV network affiliates' locally produced programs. However, expenditures do not reflect the costs of such production.

2/ Previously referred to as feature films for TV viewing.

3/ 1991 and 1992 total expenditures include private filming and annual permit holders, which were not previously included.

4/ Previously referred to as TV series.

5/ Increase attributable to improved reporting rather than actual growth.

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