

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 \$11.4 billion in 1991. 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 1988 and 1993, the retailing tax base rose 35 percent, the wholesaling base by 35 percent, and the base for services by 55 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 58,800 in 1983 to 70,500 in 1993. There were 701 hotels, motels, transient condominiums, and apartment-hotels in Hawaii on the latter date, including 493 on the Neighbor Islands. Almost 30 percent of all transient units were in condominium structures. Occupancy rates averaged 77 percent in Waikiki and 64 percent on the Neighbor Islands during 1992. The average daily room rate was \$103 in 1993. Total hotel rentals in 1993 amounted to \$1.5 billion.

Fully 245 feature motion pictures and television specials and series were filmed in Hawaii in 1992, accounting for local expenditures of \$57 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: 1993*, Section 28, presents similar data for other states and the nation as a whole.

Table 23.1-- GENERAL EXCISE TAX BASE FOR TRADE AND SERVICE ACTIVITIES: 1983 TO 1993

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

Year reported ^{1/}	Retailing	Services ^{2/}	Amusement, etc. ^{3/}	Intermediary services	Wholesaling
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	7,498,621
1993.....	13,976,049	5,092,656	226,443	218,172	7,646,217

^{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 23.2-- 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 establishments ...	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 23.3-- 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 23.4-- 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)	Percent 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 23.5-- RETAIL SALES, BY TYPE OF STORE: 1990 AND 1991

[In millions of dollars]

Kind of store	1990	1991
All stores ^{1/}	^{2/} 11,204	^{2/} 11,412
Food stores	2,137	2,224
Supermarkets	1,964	2,043
General merchandise stores	1,502	1,527
Department stores	1,191	1,224
Automotive dealers.....	1,476	1,390
Eating and drinking places	1,913	2,095
Gasoline service stations	692	655
Building materials, hardware dealers	339	343
Apparel and accessories stores	892	883
Furniture, home furnishings, appliance stores	413	409

^{1/} Includes other types of stores, not shown separately.^{2/} Sales per household were \$31,095, highest of the 50 States. The U.S. ratio was \$19,443.Source: Market Statistics estimates cited in *Statistical Abstract of the United States: 1993*, pp. 782-783.**Table 23.6- SHOPPING CENTER CHARACTERISTICS: 1989 TO 1992**

Characteristic	1989	1990	1991	1992
Number.....	141	148	152	153
Gross leasable area (mil. sq. ft.)	14	14	14	15
Retail sales (bil. dol.).....	2.4	2.6	2.6	2.7

Source: National Research Bureau data cited in *Statistical Abstract of the United States: 1993*, (p. 781) and earlier editions.

Table 23.7-- 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
Oahu:						
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
Hawaii:						
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+
Maui:						
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
Kauai:						
Kukui Grove Center.....	Lihue	1982	35	311	1,590	57

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

Table 23.8-- DUTY-FREE STORE REVENUES: 1983 TO 1993

[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
1983	150,424,959	1989	451,185,041
1984	170,661,949	1990	413,932,037
1985	180,126,919	1991	378,587,469
1986	270,891,959	1992	421,953,644
1987	369,788,429	1993	397,322,968
1988	445,072,755		

Source: DFS Hawaii, records.

Table 23.9-- 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 ^{1/}	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 ^{2/}	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 23.10-- 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 ^{1/} (dollars)	Year	Tax base (\$1,000)	Per capita tax base ^{1/} (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			

^{1/} 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 23.11-- ALCOHOLIC BEVERAGE SALES, BY TYPE: 1991 TO 1993

[Wine gallons of 128 fluid ounces]

Type of beverage	1991	1992	1993
All types	35,740,219	36,299,029	35,418,339
Distilled spirits	1,550,172	1,546,441	1,479,093
Sparkling wine	289,350	278,900	255,405
Still wine	2,158,942	2,212,174	2,168,233
Cooler beverage.....	348,380	294,924	277,787
Draft beer	1,540,197	1,631,686	1,569,064
Beer other than draft	29,853,178	30,334,904	29,668,757

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

Table 23.12-- 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 23.13-- 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 23.14-- 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 23.15-- 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 <u>1/</u>	(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 <u>1/</u>	(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 23.16-- 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 establishments		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, architectural, 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 23.17-- VISITOR ACCOMMODATIONS, BY TYPE, 1983 TO 1993, AND BY ISLANDS, 1993

[As of February 1983-1991 and Spring 1992 and June 1993]

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>
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	534	264	270	71,566	52,438	19,128
1991	596	313	283	72,575	52,468	19,887
1992	671	374	297	73,779	51,134	22,645
1993	701	407	294	70,542	49,461	21,081
ISLANDS: 1993						
Oahu.....	208	149	59	37,032	29,212	7,820
Waikiki <u>3/</u>	126	74	52	31,966	24,741	7,225
Rest of Oahu ..	82	75	7	5,066	4,471	595
Other islands	493	258	235	33,510	20,249	13,261
Hawaii.....	150	96	54	9,490	7,270	2,220
Maui.....	208	77	131	18,443	9,374	9,069
Lanai.....	5	5	-	367	367	-
Molokai.....	9	4	5	579	276	303
Kauai.....	121	76	45	4,131	2,962	1,669

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/ 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*, 1983 to 1993. The 1990 and 1991 data have been revised.

Table 23.18-- VISITOR ACCOMMODATIONS, BY TYPE AND GEOGRAPHIC AREA: JUNE 1993

Type of accommodation	Properties			Units		
	State total	Oahu	Other islands	State total	Oahu	Other islands
All types	701	208	493	70,542	37,032	33,510
Apartment-hotel.....	21	13	8	423	310	113
Bed and breakfast	121	20	101	534	47	487
Condominium	208	29	179	10,337	2,617	7,720
Condo and hotel	86	30	56	10,744	5,203	5,541
Cottage.....	58	21	37	333	42	291
Hotel.....	163	82	81	47,638	28,626	19,007
Other <u>1</u> /	44	13	31	538	187	351

1/ Hostel, lodge, etc.

Source: Hawaii Visitors Bureau, *1993 Visitor Plant Inventory*, pp. 4-10.

Table 23.19-- HOTELS AND MOTELS (SIC 701), BY COUNTIES: 1986 TO 1991

County	1986	1987	1988	1989	1990	1991
State total	238	240	221	243	233	260
Hawaii.....	37	43	36	38	35	36
Honolulu	132	131	123	132	124	138
Kauai	27	24	22	27	24	33
Maui.....	42	42	40	46	50	53

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

Table 23.20-- HOTEL ROOMS, OCCUPANCY RATES, AND DAILY ROOM AND GUEST RATES: 1983 TO 1993

[Includes condominium units in rental pools for transient occupancy]

Year	Hotel units, February <u>1/</u>			Percent occupied <u>2/</u>	Daily rates per room <u>2/</u> (dollars)	Guests per room <u>2/</u>
	State total	Oahu	Other islands			
1983	58,765	34,354	24,411	69.7	54.78	1.98
1984	62,448	36,848	25,600	76.0	59.25	2.00
1985	65,919	38,600	27,319	76.1	68.84	2.00
1986	66,308	39,010	27,298	81.7	73.20	1.99
1987	65,318	38,185	27,133	81.1	80.09	1.99
1988	69,012	37,841	31,171	78.5	87.94	1.99
1989	68,034	36,467	31,567	79.0	95.83	2.00
1990	71,566	36,899	34,667	78.8	102.10	2.01
1991	72,575	36,623	35,952	72.4	101.89	2.01
1992	73,779	37,279	36,500	72.6	105.59	2.02
1993	70,542	37,032	33,510	72.0	103.26	2.04

1/ Except 1992, which was Spring, and 1993, which was June. Data for 1990 and 1991 have been revised.

2/ Annual averages for hotels in PKF sample.

Source: Hawaii Visitors Bureau, *1993 Visitor Plant Inventory Report*, p. 67; PKF-Hawaii, *Trends in the Hotel Industry, Hawaii* (December issues), and records.

Table 23.21-- HOTEL ROOM OCCUPANCY AND ROOM RATES, AND FOOD AND BEVERAGE SALES, BY GEOGRAPHIC AREAS: 1993

[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	71.99	103.26	74.33	21.20	5.35	15.20
Oahu	76.40	96.16	73.47	18.84	4.14	15.02
Waikiki.....	76.71	97.24	74.59	18.81	4.18	15.44
Other Oahu	71.71	78.68	56.42	19.14	3.72	11.88
Hawaii	58.18	121.26	70.55	29.63	8.34	17.56
Hilo.....	60.84	61.48	37.41	15.18	2.90	11.57
Kona.....	58.94	74.74	44.05	15.21	3.96	11.27
Kohala.....	57.02	173.31	98.82	40.98	12.01	20.90
Maui	67.56	122.88	83.02	23.04	7.16	14.17
Kaanapali.....	72.74	128.15	93.22	19.94	6.50	13.14
West Maui.....	69.92	116.27	80.94	16.31	6.68	16.68
Other.....	58.19	119.86	69.74	36.41	9.41	15.53
Kauai.....	76.66	65.14	49.94	5.73	2.14	10.94
North
Central	76.66	65.14	49.94	5.73	2.14	10.94
South.....
Molokai.....	42.66	74.69	31.87	32.27	10.45	10.66
All Neighbor Islands.....	64.30	117.92	75.82	15.91	4.73	15.45

Source: PKF-Hawaii, *Trends in the Hotel Industry, Hawaii*, December 1993, and records.

**Table 23.22-- GENERAL EXCISE TAX BASE FOR RENTALS:
1983 TO 1993**

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

Year reported ^{1/}	Total	Hotel rentals	All other rentals ^{2/}
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
1993	5,035,586	1,527,041	3,508,545

^{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 23.23-- ARRANGEMENT OF PASSENGER TRANSPORTATION: 1987

[Includes only establishments with payroll]

Kind of business	Establish- ments	Revenue (\$1,000)	Annual payroll (\$1,000)	Paid employees, 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 23.24-- PASSENGER TRANSPORTATION ARRANGEMENT: 1991

SIC code	Industry	Number of establishments		Number of employees, week incl. March 12	Annual payroll (\$1,000)
		State total	Oahu		
472	Passenger transp. arrangement ...	509	405	6,251	131,486
4724	Travel agencies.....	343	265	2,572	60,170
4725	Tour operators.....	114	96	2,973	56,445
4729	Pass. transport arrangement, n.e.c.....	36	31	652	13,300

n.e.c. Not elsewhere classified.

Source: U.S. Bureau of the Census, *County Business Patterns 1991, Hawaii*, CBP-91-13 (December 1993), pp. 7 and 24.

Table 23.25-- MOTION PICTURE SERVICES: 1977 TO 1991

[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. March 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
1991 <u>1</u> /.....	31	(NA)	3,229	139
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)
1991.....	35	(NA)	(D)	(D)
Video tape rental (SIC 784):				
1987.....	78	12,319	2,456	376
1991.....	76	(NA)	4,860	513

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 1991, Hawaii*, CBP-91-13 (December 1993).

**Table 23.26-- 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.