

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 over \$11.5 billion in 1992. Wholesale sales rose from \$4.1 billion in 1982 to \$8.0 billion in 1992. Hotels, amusements, and other services have reported similar increases during this period. General excise and use tax base data indicate continued increases; between 1990 and 1995, the retailing tax base rose 17 percent, the wholesaling base by 14 percent, and the base for services by 25 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 62,400 in 1984 to 70,700 in 1994. There were 693 hotels, motels, transient condominiums, and apartment-hotels in Hawaii on the latter date, including 492 on the Neighbor Islands. Thirty percent of all transient units were in condominium structures. Occupancy rates averaged 82 percent in Waikiki and 69 percent on the Neighbor Islands during 1995. The average daily room rate was \$110 in 1995. Total hotel rentals in 1995 amounted to \$1.8 billion.

Fully 40 feature motion pictures and television specials and series were filmed in Hawaii in 1994, accounting for local expenditures of \$96 million.

The major sources of these data are the United State Censuses of Retail Trade, Wholesale Trade, and Service Industries, most recently published for 1992. 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: 1995*, Section 27, presents similar data for other states and the nation as a whole.

**Table 23.01-- GENERAL EXCISE TAX BASE FOR TRADE AND SERVICE
ACTIVITIES: 1985 TO 1995**

[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
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.....	13,976,048	5,092,654	226,443	218,173	7,646,215
1994.....	14,569,798	5,270,844	238,195	265,755	7,622,366
1995.....	15,050,113	5,351,079	233,843	264,193	7,808,103

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, as revised).

**Table 23.02-- RETAIL ESTABLISHMENTS, BY PAYROLL STATUS:
1972 TO 1992**

[Coverage differed somewhat from census to census]

Year	Number of establishments			Sales (million dollars)		
	Total	With payroll	Without payroll	Total	With payroll	Without payroll
1972.....	6,392	4,491	1,901	1,865	1,820	45
1977.....	7,388	5,273	2,115	3,294	3,223	71
1982.....	8,917	6,139	2,778	5,193	5,102	92
1987.....	11,143	7,195	3,948	8,267	8,084	183
1992.....	13,185	7,807	5,378	11,510	11,250	260

Source: U.S. Bureau of the Census, *1972 Census of Retail Trade, Hawaii*, RC72-A-12 (July 1974), table 1; *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; *1992 Census of Retail Trade, Hawaii*, RC92-A-12 (October 1994), table 1, and *Nonemployer Statistics Series, Summary*, RC92-N-1 (February 1995), table 3.

**Table 23.03-- CHARACTERISTICS OF RETAIL ESTABLISHMENTS WITH
PAYROLL, FOR THE STATE, 1987 AND 1992, AND OAHU AND THE
NEIGHBOR ISLANDS, 1992**

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

Subject	1987	1992		
		State total	Oahu	Neighbor islands
Number of establishments	7,195	7,807	5,181	2,626
Sales (\$1,000)	8,084,416	11,250,217	8,341,630	2,908,587
Annual payroll (\$1,000)	1,016,127	1,481,034	1,078,685	402,349
First quarter payroll (\$1,000)	242,236	361,560	261,844	99,716
Paid employees for pay period including March 12.....	101,969	110,411	79,307	31,104

Source: U.S. Bureau of the Census, *1992 Census of Retail Trade, Hawaii*, RC92-A-12 (October 1994), tables 1, 3, 7, and 8.

Table 23.04-- RETAIL ESTABLISHMENTS WITH PAYROLL, FOR COUNTIES AND URBAN PLACES: 1992

[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	7,807	11,250,217	1,481,034	110,411
Hawaii County	1,012	1,057,639	140,267	11,313
Captain Cook	8	15,295	1,320	89
Hilo	397	506,527	67,047	5,385
Holualoa	2	(D)	(D)	(D)
Kailua	294	270,607	36,646	3,046
Kalaoa	1	(D)	(D)	(D)
Mountain View	-	-	-	-
Waimea	4	4,791	714	32
Balance of county	306	(D)	(D)	(D)
Honolulu County	5,181	8,341,630	1,078,685	79,307
Ahuimanu	1	(D)	(D)	(D)
Aiea	326	473,230	58,727	4,886
Ewa Beach	24	31,196	3,985	353
Ewa Villages	-	-	-	-
Halawa	-	-	-	-
Hauula	12	13,348	1,529	112
Heeia	1	(D)	(D)	(D)
Hickam Housing	-	-	-	-
Honolulu	3,693	5,983,036	771,703	54,834
Kahaluu	2	(D)	(D)	(D)
Kailua	189	244,104	36,112	2,922
Kaneohe	223	361,995	47,626	3,766
Kaneohe Station	1	(D)	(D)	(D)
Laie	11	7,233	1,280	149
Maile	2	(D)	(D)	(D)
Makaha	1	(D)	(D)	(D)
Makakilo City	3	(D)	(D)	(D)
Maunawili	-	-	-	-
Mililani Town	68	104,623	12,905	1,041
Nanakuli	6	5,996	676	63
Pearl City	85	144,243	18,317	1,475
Pupukea	-	-	-	-

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Table 23.04-- RETAIL ESTABLISHMENTS WITH PAYROLL, FOR COUNTIES AND URBAN PLACES: 1992 -- Con.

Geographic area	Number of establishments	Sales (\$1,000)	Annual payroll (\$1,000)	Paid employees for pay period including March 12
Honolulu County - Cont.				
Schofield Barracks	3	611	136	7
Wahiawa	104	101,996	15,767	1,317
Waialua	12	5,646	954	86
Waianae	61	99,405	12,072	1,038
Waimalu	14	216,400	25,484	1,697
Waimanalo	16	15,635	2,389	160
Waimanalo Beach	6	7,490	808	58
Waipahu	178	349,473	41,117	2,761
Waipio	1	(D)	(D)	(D)
Whitmore Village	-	-	-	-
Balance of county	138	130,468	22,756	2,357
Kauai County	517	526,176	73,463	6,287
Hanamaulu	4	3,384	601	64
Kalaheo	9	4,824	793	74
Kapaa	133	130,712	17,534	1,414
Kekaha	4	1,527	152	17
Lihue	178	224,265	30,789	2,298
Wailua Homesteads	-	-	-	-
Balance of county	189	161,464	23,594	2,420
Maui County	1,097	1,324,772	188,619	13,504
Haiku-Pauwela	4	(D)	(D)	(D)
Island of Lanai	6	5,700	747	78
Island of Molokai	18	14,423	1,846	131
Kahului	223	478,844	56,254	3,635
Kaunakakai	8	14,730	1,365	90
Kihei	138	132,562	20,857	1,668
Lahaina	375	348,499	60,230	4,435
Makawao	19	10,383	1,970	154
Napili-Honokowai	6	3,001	693	51
Pukalani	21	41,106	5,005	425
Wailea-Makena	8	6,661	1,489	114
Wailuku	131	141,355	17,512	1,170
Balance of county	140	(D)	(D)	(D)

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

Source: U.S. Bureau of the Census, *1992 Census of Retail Trade, Hawaii*, RC92-A-12 (October 1990), table 4.

Table 23.05-- RETAIL ESTABLISHMENTS WITH PAYROLL, BY KIND OF BUSINESS: 1987 AND 1992

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

SIC code	Kind of business	Number of establishments		Sales		
		1987	1992	1987 (\$1,000)	1992 (\$1,000)	Percent change
	Retail trade	7,195	7,807	8,084,416	11,250,217	39.2
52	Building materials and garden supplies	149	157	230,051	327,967	42.6
53	General merchandise	151	147	1,253,965	1,868,516	49.0
54	Food stores	921	870	1,571,829	2,078,986	32.3
55 ex. 554	Automotive dealers.....	281	286	1,221,516	1,489,925	22.0
554	Gasoline service stations.....	355	326	427,232	550,193	28.8
56	Apparel and accessory stores	963	1,093	578,467	966,813	67.1
57	Furniture and home-furnishings stores	402	466	280,781	459,651	63.7
58	Eating and drinking places	2,209	2,576	1,350,648	1,841,416	36.3
591	Drug and proprietary stores	112	131	441,584	648,949	47.0
59 ex. 591	Miscellaneous retail stores	1,682	1,755	728,343	1,017,801	39.7

Source: U.S. Bureau of the Census, *1992 Census of Retail Trade, Hawaii*, RC92-A-12 (October 1994), table 3.

Table 23.06-- RETAIL SALES, BY TYPE OF STORE: 1992 AND 1993

[In millions of dollars]

Kind of store	1992	1993
All stores ^{1/}	12,086	^{2/} 13,244
Food stores	2,194	2,474
Supermarkets.....	2,009	2,263
General merchandise stores.....	1,994	2,203
Department stores.....	1,593	1,764
Automotive dealers	1,673	1,947
Eating and drinking places.....	1,949	1,966
Gasoline service stations.....	698	792
Building materials, hardware dealers.....	364	426
Apparel and accessories stores	899	971
Furniture, home furnishings, appliance stores.....	475	521

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

^{2/} Sales per household were \$34,454, highest of the 50 States. The U.S. ratio was \$21,683.

Source: Market Statistics estimates cited in *Statistical Abstract of the United States: 1995*, pp. 788-789.

Table 23.07-- SHOPPING CENTER CHARACTERISTICS: 1990 TO 1994

Characteristic	1990	1991	1992	1993	1994
Number	148	152	153	160	165
Gross leasable area (mil. sq. ft.).....	14	14	15	16	17
Retail sales (bil. dol.)	2.6	2.6	2.7	2.9	3.1

Source: National Research Bureau data cited in *Statistical Abstract of the United States: 1995* (p. 786) and earlier editions.

Table 23.08-- CHARACTERISTICS OF MAJOR SHOPPING CENTERS: 1995

[Includes all centers on Oahu with more than 250,000 square feet of gross leaseable area and all centers on other islands with more than 150,000 square feet]

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	220
Kahala Mall	Honolulu	1970	26	365	1,700	80
Koko Marina S.C.	Honolulu	1963	15	278	855	76
Pearl City S.C.	Pearl City	1965	14	251	864	36
Pearl Highlands Ctr.	Pearl City	1993	15	410	1,956	13
Pearlridge Center	Aiea	1972	67	1,200	6,273	185
Waikiki Shopping Plaza.....	Honolulu	1977	1	380	300	60
Waialeale Center.....	Waipahu	1994	60	720	9,100	67
Windward Mall S.C.	Kaneohe	1982	32	530	2,300	100
Hawaii:						
Keauhou Shopping Village....	Kailua	1985	8	163	826	25
Makalapua Center.	Kailua	1994	50	321	(NA)	(NA)
Prince Kuhio Plaza	Hilo	1985	46	505	2,891	115
Maui:						
Kaahumanu Center	Kahului	1972	32	573	1,575	64
Lahaina Center Factory Stores.....	Lahaina	1990	(NA)	150	(NA)	5
Maui Mall.....	Kahului	1971	27	190	1,300	50
Kauai:						
Kukui Grove Center.....	Lihue	1982	35	314	1,590	57

NA Not available.

Source: National Research Bureau, *Shopping Center Directory 1995, Western Volume*, 35th edition.

Table 23.09-- DUTY-FREE STORE REVENUES: 1984 TO 1994

[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
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	1994	413,417,555
1989	451,185,041		

Source: DFS Hawaii, records.

Table 23.10-- ALCOHOLIC BEVERAGE SALES, BY TYPE: 1992 TO 1994

Category	Wine gallons of 128 fluid ounces			Wholesale value, 1994 (dollars)
	1992	1993	1994	
All types	36,299,029	35,418,339	34,842,677	282,023,159
Distilled spirits	1,546,441	1,479,093	1,431,270	44,740,459
Sparkling wine	278,900	255,405	247,081	9,474,020
Still wine	2,212,174	2,168,233	2,301,420	45,082,336
Cooler beverage	294,924	277,787	223,325	1,793,814
Draft beer	1,631,686	1,569,064	1,552,134	5,904,429
Beer other than draft	30,334,904	29,668,757	29,087,447	175,028,101

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

**Table 23.11-- WHOLESALE TRADE ESTABLISHMENTS AND SALES:
1939 TO 1992**

[Based on then-current definition]

Year	No of estab.	Sales (\$1,000)	Year	No. of estab.	Sales (\$1,000)
1939.....	704	97,045	1972.....	1,336	1,538,429
1948.....	702	480,734	1977.....	1,569	2,571,489
1954.....	594	581,940	1982.....	1,737	4,084,369
1958.....	793	618,155	1987.....	1,998	5,362,490
1963.....	974	735,205	1992.....	2,202	8,001,621
1967.....	1,030	1,013,813			

Source: Robert C. Schmitt, *Historical Statistics of Hawaii* (1977), table 20.7; U.S. Bureau of the Census, *1977 Census of Wholesale Trade, WC77-A-12* (Rev.), *1982 Census of Wholesale Trade, WC82-A-12*, *1987 Census of Wholesale Trade, WC87-A-12*, and *1992 Census of Wholesale Trade, WC92-A-12*.

**Table 23.12-- CHARACTERISTICS OF WHOLESALE ESTABLISHMENTS,
FOR THE STATE, 1987 AND 1992, AND OAHU AND THE NEIGHBOR
ISLANDS, 1992**

Subject	1987	1992		
		State total	Oahu	Neighbor Islands
Number of establishments.....	1,998	2,202	1,690	512
Sales (\$1,000).....	5,362,490	8,001,621	6,757,480	1,244,141
Annual payroll (\$1,000).....	415,114	624,541	520,472	104,069
First quarter payroll (\$1,000).....	100,963	150,772	(NA)	(NA)
Paid employees for pay period including March 12 (number).....	20,157	23,308	18,847	4,461
Operating expenses (\$1,000).....	883,223	1,332,892	(NA)	(NA)
Inventories (\$1,000):				
Beginning of year.....	472,167	794,259	(NA)	(NA)
End of year.....	579,212	787,828	(NA)	(NA)

NA Not available.

Source: U.S. Bureau of the Census, *1987 Census of Wholesale Trade, Hawaii, WC87-A-12* (April 1989), table 1; *1992 Census of Wholesale Trade, Hawaii, WC92-A-12* (November 1994), tables 1, 3, 7, and 8.

Table 23.13-- WHOLESALE TRADE, BY TYPE OF OPERATION AND KIND OF BUSINESS: 1992

Type of operation and kind of business	Number of establishments	Sales (\$1,000)
Wholesale trade	2,202	8,001,621
Type of operation:		
Merchant wholesalers	1,885	5,334,775
Manufacturers' sales branches and sales offices	141	1,849,467
Agents, brokers, and commission merchants	176	817,379
Kind of business:		
Motor vehicles and motor vehicle parts and supplies.....	121	354,209
Furniture and homefurnishings.....	80	166,265
Lumber and other construction materials.....	181	465,861
Professional and commercial equipment and supplies	123	457,866
Metals and minerals, except petroleum.....	23	81,988
Electrical goods	130	553,741
Hardware, and plumbing and heating equipment and supplies ..	107	241,480
Machinery, equipment, and supplies	153	343,191
Miscellaneous durable goods	213	396,691
Paper and paper products	100	350,724
Drugs, drug proprietaries, and druggists' sundries	50	349,716
Apparel, piece goods, and notions.....	125	196,947
Groceries and related products	404	2,046,337
Farm-product raw materials	13	18,102
Chemicals and allied products.....	44	164,997
Petroleum and petroleum products.....	56	1,023,655
Beer, wine, and distilled alcoholic beverages	37	348,616
Miscellaneous nondurable goods	242	441,235

Source: U.S. Bureau of the Census, *1992 Census of Wholesale Trade, Hawaii*, WC92-A-12 (November 1994), table 1.

Table 23.14-- WHOLESALE TRADE, FOR COUNTIES AND SPECIFIED PLACES: 1992

Geographic area	All wholesalers		Merchant wholesalers	
	Number of establishments	Sales (\$1,000)	Number of establishments	Sales (\$1,000)
State total	2,202	8,001,621	1,885	5,334,775
Hawaii County	228	537,485	204	430,234
Hilo	121	371,154	108	276,073
Kailua.....	60	90,299	55	80,376
Honolulu County.....	1,690	6,757,480	1,426	4,343,180
Aiea	101	324,272	87	251,348
Ewa Beach.....	36	407,662	31	353,905
Honolulu.....	1,303	5,276,318	1,094	3,139,135
Kailua.....	39	45,367	29	33,984
Kaneohe.....	34	53,836	30	41,846
Mililani Town.....	13	47,699	9	44,791
Pearl City	39	158,511	33	78,235
Waipahu	77	312,820	69	295,870
Kauai County.....	92	194,257	83	133,942
Lihue.....	49	113,237	43	(D)
Maui County	192	512,399	172	427,419
Island of Lanai.....	2	(D)	-	-
Island of Molokai.....	4	(D)	3	2,826
Kahului.....	70	272,494	63	227,813
Wailuku.....	56	131,963	52	120,157

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

Source: U.S. Bureau of the Census, *1992 Census of Wholesale Trade, Hawaii*, WC92-A-12 (November 1994), table 4.

**Table 23.15-- SERVICE ESTABLISHMENTS, BY PAYROLL STATUS:
1972 TO 1992**

[Data not adjusted for changing coverage over time. Data exclude firms exempt from Federal income tax for all years, hospitals prior to 1987, and most other health services before 1982]

Year	Number of establishments			Receipts (million dollars)		
	Total	With payroll	Without payroll	Total	With payroll	Without payroll
1972.....	6,348	3,031	3,317	683	648	35
1977.....	8,023	3,306	4,717	1,276	1,216	60
1982.....	(NA)	6,124	(NA)	(NA)	2,660	(NA)
1987.....	30,114	7,458	22,656	4,902	4,456	446
1992.....	41,584	8,468	33,116	8,027	7,291	736

NA Not available.

Source: U.S. Bureau of the Census, *1972 Census of Selected Service Industries, Hawaii*, SC72-A-12 (July 1974), table 1; *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; and *1992 Census of Service Industries, Nonemployer Statistics Series, Summary*, SC92-N-1 (March 1995), table 3.

Table 23.16-- CHARACTERISTICS OF SERVICE ESTABLISHMENTS WITH PAYROLL, FOR THE STATE, 1987 AND 1992, AND OAHU AND THE NEIGHBOR ISLANDS, 1992

Subject	1987	1992		
		State total	Oahu	Neighbor islands
FIRMS SUBJECT TO FEDERAL INCOME TAX				
Number of establishments	7,458	8,468	6,248	2,220
Receipts (\$1,000)	4,455,953	7,290,719	5,368,982	1,921,737
Annual payroll (\$1,000)	1,499,500	2,654,278	1,944,260	710,018
First quarter payroll (\$1,000)	356,723	617,437	443,438	173,999
Paid employees <u>1/</u>	91,673	117,965	81,084	36,881
FIRMS EXEMPT FROM FEDERAL INCOME TAX				
Number of establishments	998	1,032	690	342
Revenue (\$1,000)	1,222,359	2,081,077	1,718,951	362,126
Expenses (\$1,000)	1,155,012	1,937,721	(NA)	(NA)
Annual payroll (\$1,000)	521,108	923,630	768,048	155,582
First quarter payroll (\$1,000)	128,303	227,965	189,433	38,532
Paid employees <u>1/</u>	28,541	37,492	30,622	6,870

NA Not available.

1/ For pay period including March 12.

Source: U.S. Bureau of the Census, *1992 Census of Service Industries, Hawaii, SC92-A-12* (August 1994), tables la, lb, 3a, 3b, 7a, 7b, 8a, and 8b.

Table 23.17-- SERVICE ESTABLISHMENTS WITH PAYROLL AND SUBJECT TO FEDERAL INCOME TAX, FOR COUNTIES AND SELECTED URBAN PLACES: 1992

Geographic area	Number of establishments		Receipts (\$1,000)	
	All services	Hotels <u>1/</u>	All services	Hotels <u>1/</u>
State total	8,468	267	7,290,719	2,248,082
Hawaii County	974	37	651,105	(D)
Hilo	430	9	204,396	(D)
Kailua	252	10	149,521	38,422
Honolulu County	6,248	135	5,368,982	(D)
Aiea	288	3	165,156	3,906
Ewa Beach	51	-	38,564	-
Honolulu	4,797	123	4,559,049	1,236,343
Kailua	259	1	98,330	(D)
Kaneohe	226	1	81,928	(D)
Mililani Town.....	65	-	28,210	-
Pearl City.....	118	-	65,224	-
Wahiawa	92	-	30,426	-
Waianae	43	1	25,687	(D)
Waipahu	165	-	67,314	-
Kauai County.....	366	28	352,279	191,548
Kapaa	71	8	31,911	18,636
Lihue	149	9	140,529	(D)
Maui County	880	67	918,353	(D)
Island of Lanai	2	-	(D)	-
Island of Molokai.....	20	3	11,803	(D)
Kahului	195	3	128,700	(D)
Kihei	121	17	149,065	112,386
Lahaina.....	137	20	167,454	118,132
Wailuku	254	2	131,363	(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, *1992 Census of Service Industries, Hawaii, SC92-A-12* (August 1994), table 4.

Table 23.18-- SERVICE ESTABLISHMENTS WITH PAYROLL AND SUBJECT TO FEDERAL INCOME TAX, BY KIND OF BUSINESS OR OPERATION: 1987 AND 1992

SIC code	Kind of business or operation	Number of establishments		Receipts		
		1987	1992	1987 (\$1,000)	1992 (\$1,000)	Percent change
	Total	7,458	8,468	4,455,953	7,290,719	63.6
70 ex. 704	Hotels, motels, other lodging	237	267	1,562,043	2,248,082	43.9
72	Personal services.....	699	746	145,045	221,769	52.9
73	Business services	1,056	1,348	456,740	768,486	68.3
75	Automotive repair, services, & parking	653	720	416,441	598,685	43.8
76	Miscellaneous repair services.....	255	281	72,490	124,504	71.8
78, 79	Amusement & recreation services, including motion pictures and museums.....	532	688	229,608	456,200	98.7
80	Health services	1,981	2,225	742,548	1,310,880	76.5
81	Legal services.....	721	741	315,500	481,540	52.6
823, 4, 9	Selected educational services.....	62	93	11,829	20,225	71.0
83	Social services.....	90	105	19,319	33,546	73.6
87 ex. 8733	Engineering and related services <u>1</u> /.....	1,099	1,204	473,389	1,000,148	111.3
89	Services, n.e.c.	73	50	11,001	26,654	142.3

1/ Includes engineering, architectural, surveying, accounting, research, management, and related services (except noncommercial research organizations).

Source: U.S. Bureau of the Census, *1992 Census of Service Industries, Hawaii*, SC92-A-12 (August 1994), table 3a.

**Table 23.19-- ARRANGEMENT OF PASSENGER TRANSPORTATION
(SIC 472): 1992**

[Includes only establishments with payroll]

Kind of business	Establishments	Revenue (\$1,000)	Annual payroll (\$1,000)	Paid employees, Mar. 12
All establishments.....	553	362,211	123,571	5,789
Travel agencies.....	364	138,322	49,935	2,338
Tour operators.....	161	205,493	68,006	3,241
Arrangement of passenger transportation, n.e.c.....	28	18,396	5,630	210

n.e.c. Not elsewhere classified.

Source: U.S. Bureau of the Census, *1992 Census of Transportation, Communications, and Utilities, UC92-A-1, Summary* (March 1995), table 1.

**Table 23.20-- HOTELS, MOTELS, AND OTHER LODGING PLACES WITH
AND WITHOUT PAYROLL: 1992**

[Data apparently exclude condominium units in rental pools intended for transient use]

SIC code	Kind of business	Number of establishments		Receipts (million dollars)	
		With payroll	Without payroll	With payroll	Without payroll
70 ex. 704	Total.....	267	369	2,248	11
7011	Hotels and motels.....	256	151	2,246	5
702,3	Other lodging places.....	11	218	2	6
702	Rooming and boarding houses	10	213	(D)	6
703	Camps and rec. vehicle parks.....	1	5	(D)	(Z)

D Withheld to avoid disclosing data for individual companies.

Z Less than \$500,000.

Source: U.S. Bureau of the Census, *1992 Census of Service Industries, Nonemployer Statistics Series, Summary, SC92-N-1* (March 1995), table 3.

Table 23.21-- HOTELS, MOTELS, AND OTHER LODGING PLACES: 1992

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

Subject	Number of establishments	Receipts (\$1,000)	Annual payroll (\$1,000)	Paid employees, pay period including March 12
SUBJECT TO FEDERAL INCOME TAX				
Hotels, motels, other lodging.....	267	2,248,082	761,453	41,038
Hotels.....	226	2,233,841	758,533	40,792
25 guestrooms or more.....	211	2,230,571	757,604	40,727
Less than 25 guestrooms.....	15	3,270	929	65
Motels, motor hotels, tourist courts.....	30	12,017	2,373	208
Other lodging places <u>1/</u>	11	2,224	547	38
EXEMPT FROM FEDERAL INCOME TAX				
Camps and membership lodging <u>2/</u>	1	(D)	(D)	(D)

D Withheld to avoid disclosing data for individual companies.

1/ Rooming and boarding houses, 10 establishments; camps and recreational vehicle parks, 1.

2/ Sporting and recreational camps, 1; organization hotels and lodging houses on membership basis, none.

Source: U.S. Bureau of the Census, *1992 Census of Service Industries, Hawaii*, SC92-A-12 (August 1994), tables 1a and 1b.

Table 23.22-- VISITOR ACCOMMODATIONS, BY TYPE, 1984 TO 1994, AND BY ISLANDS, 1994

[As of February 1984-1991, Spring 1992, June 1993, and December 1994]

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>
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
1994.....	693	397	296	70,683	49,436	21,247
ISLANDS: 1994						
Oahu.....	201	146	55	36,194	29,359	6,835
Waikiki <u>3/</u>	123	76	47	31,033	24,883	6,150
Rest of Oahu ...	78	70	8	5,161	4,476	685
Other islands.....	492	251	241	34,489	20,077	14,412
Hawaii.....	149	93	56	9,595	7,112	2,483
Maui.....	206	76	130	18,141	9,359	8,782
Lanai.....	5	5	-	367	367	-
Molokai.....	9	4	5	516	249	267
Kauai.....	123	73	50	5,870	2,990	2,880

1/ Hotels, apartment hotels, bed-and-breakfast, bungalows, 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. Includes condo/hotel units.

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*, 1984 to 1994, as corrected.

Table 23.23-- VISITOR ACCOMMODATIONS, BY TYPE AND GEOGRAPHIC AREA: DECEMBER 1994

Type of accommodation	Properties			Units		
	State total	Oahu	Other islands	State total	Oahu	Other islands
All types.....	693	201	492	70,683	36,194	34,489
Apartment-hotel.....	20	12	8	528	417	111
Bed and breakfast	108	18	90	495	40	455
Condominium.....	209	25	184	10,588	1,936	8,652
Condo and hotel.....	87	30	57	10,659	4,899	5,760
Cottage, bungalow.....	52	20	32	318	46	272
Hotel	160	80	80	47,311	28,414	18,897
Other ^{1/}	57	16	41	784	442	342

^{1/} Hostel, lodge, etc.

Source: Hawaii Visitors Bureau, *1994 Visitor Plant Inventory*, p. 2.

Table 23.24-- HOTELS AND MOTELS (SIC 701), BY COUNTIES: 1988 TO 1993

County	1988	1989	1990	1991	1992	1993
State total	221	243	233	260	264	266
Hawaii.....	36	38	35	36	37	37
Honolulu.....	123	132	124	138	131	134
Kauai.....	22	27	24	33	30	29
Maui.....	40	46	50	53	66	66

Source: U.S. Bureau of the Census, *County Business Patterns, Hawaii* (annual report) and 1993 CD-ROM.

**Table 23.25-- VISITOR ACCOMMODATIONS, BY NIGHTLY PRICE:
DECEMBER 1994**

Island and type of accommodation	All levels	\$100 or less	\$101 to \$250	\$251 to \$500	Over \$500
Number reporting	69,137	21,935	30,588	15,448	1,166
Island:					
Oahu	35,358	12,831	16,250	5,866	411
Hawaii	9,161	2,726	3,870	2,376	189
Kauai	5,824	1,685	2,847	1,212	80
Maui	17,968	4,496	7,325	5,700	447
Molokai.....	459	195	260	4	-
Lanai	367	2	36	290	39
Type of accommodation:					
Apartment, apartment-hotel	506	449	57	-	-
Bed and breakfast	395	315	76	3	1
Condominium	9,807	3,845	5,265	659	38
Hotel	46,753	11,494	21,064	13,168	1,027
Hotel/condominium.....	10,618	5,072	3,861	1,587	98
Other	1,058	760	265	31	2

Source: Hawaii Visitors Bureau, *1994 Visitor Plant Inventory*, pp. 16 and 18.

**Table 23.26-- HOTEL ROOMS, OCCUPANCY RATES, AND DAILY ROOM
AND GUEST RATES: 1985 TO 1995**

[Includes condominium units in rental pools for transient occupancy]

Year	Hotel units <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			
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
1994.....	70,683	36,194	34,489	76.5	105.46	2.04
1995.....	(NA)	(NA)	(NA)	76.6	110.27	2.05

NA Not available.

1/ February data through 1991; Spring 1992; June 1993; and December 1994.

2/ Annual averages for hotels in PKF sample.

Source: Hawaii Visitors Bureau, *1994 Visitor Plant Inventory Report*; PKF-Hawaii, *Trends in the Hotel Industry, Hawaii* (December issues), and records.

**Table 23.27-- HOTEL ROOM OCCUPANCY AND ROOM RATES, BY
GEOGRAPHIC AREAS: 1995**

[Includes condominium units in rental pools for transient occupancy]

Geographic area	Percent occupied	Average daily room rate (dollars)	Average revenue per available room (dollars)
State total	76.63	110.27	84.50
Oahu	81.45	101.37	82.56
Waikiki	81.79	102.70	84.00
Other Oahu.....	76.19	79.12	60.29
Hawaii	60.44	114.51	69.21
Hilo.....	(NA)	(NA)	(NA)
Kona.....	57.30	70.44	40.36
Kohala	61.43	166.04	102.00
Maui	75.30	135.01	101.66
Kaanapali	82.26	139.29	114.58
West Maui	73.60	117.45	86.44
Other	67.71	144.58	97.90
Kauai.....	65.23	126.67	82.62
North	66.78	174.34	116.43
Central.....	60.67	73.91	44.84
South.....	70.02	162.33	113.66
Molokai	37.47	71.85	26.92
All Neighbor Islands.....	68.62	127.87	87.75

NA Not available.

Source: PKF-Hawaii, *Trends in the Hotel Industry, Hawaii*, December 1995, and records.

**Table 23.28-- GENERAL EXCISE TAX BASE FOR RENTALS:
1985 TO 1995**

[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>
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.....	5,035,581	1,527,037	3,508,544
1994.....	5,358,587	1,666,406	3,692,182
1995.....	5,552,792	1,776,527	3,776,265

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, as revised).

**Table 23.29-- COMPUTER AND SOFTWARE STORES AND SERVICES,
1992, AND COMPUTER OWNERSHIP, 1994**

Type of establishment	No. of establishments	Sales (\$1,000)
Wholesale trade, 1992: Computers and computer peripheral equipment and software (SIC 5045)	49	177,123
Retail trade, 1992: Computer and software stores (SIC 5734)	29	43,766
Services, 1992: Computer programming, prepackaged software, and integrated systems (SIC 7371, 2, 3)	79	47,250
Data processing services (SIC 7374, 5, 6)	39	46,858
Computer rental and leasing, maintenance, and related services (SIC 7377, 8, 9)	47	18,857
Subject		Amount
Computer ownership by persons 18 and over, 1994:		
Number of persons		341,204
Percent of population 18 and over		38.4

Source: U.S. Bureau of the Census, *1992 Census of Wholesale Trade, Hawaii*, WC92-A-12 (November 1994), table 1; *1992 Census of Retail Trade, Hawaii*, RC92-A-12 (October 1994), table 1; *1992 Census of Service Industries, Hawaii*, SC92-A-12 (August 1994), table 1. Simmons/SMS Hawaii Media & Market Study 1994, cited in *Pacific Business News*, March 20, 1995, p. 34.

Table 23.30-- MOTION PICTURE SERVICES: 1977 TO 1993

[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
1992	50	20,394	6,028	250
1993	53	(NA)	7,291	214
Motion picture theaters (SIC 783):				
1977 <u>1/</u>	50	17,444	(D)	(D)
1982	36	21,329	3,195	519
1987	35	(D)	(D)	(D)
1992	34	(D)	(D)	(D)
1993	34	(NA)	8,103	579
Video tape rental (SIC 784):				
1987	78	12,319	2,456	376
1992	78	26,909	5,252	545
1993	80	(NA)	5,653	546

D Withheld to avoid disclosing data for individual companies.

NA Not available.

1/ 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); *1992 Census of Service Industries, Hawaii*, SC92-A-12 (August 1994); *County Business Patterns 1993, Hawaii*, CBP-93-13 (August 1993).

**Table 23.31-- MOTION PICTURE AND TELEVISION PRODUCTION:
1992 TO 1994**

Subject	1992	1993	1994
Number of features and programs filmed <u>1/</u>	27	20	40
Feature films for theater viewing.....	2	3	6
TV movie of the week, television episodic, specials.....	5	2	3
Hawaii based TV network series	20	15	31
Expenditures in Hawaii (million dollars)	56.8	45.0	96.5
Commercials	6.3	7.3	5.9
Hawaii-based TV series	12.9	3.9	24.2
Feature films	5.4	3.6	33.4
TV specials/episodics/movie of week.....	3.4	2.0	6.4
Others (still photography, sports, exercise or music video, cable, misc.).....	4.8	2.7	4.4
Documentaries/industrials/news/educational/ travelog/video stock.....	2.0	1.7	2.1
Annual permit holders.....	4.9	6.5	6.1
Private property projects.....	8.5	7.2	5.7
Sports events, annual (private)	8.6	10.1	8.3
Tax revenues generated (million dollars)	9.1	6.7	14.4
Spending effect on economy (million dollars)	115.9	91.8	196.9

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.

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