

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.

The major sources of these data are the U.S. Census Bureau, *1997 Economic Census, Geographic Area Series*, Retail Trade, Wholesale Trade, and all others relating to the services industry. 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 State Department of Business, Economic Development & Tourism's Tourism Research Branch. The Film Industry Branch of the Hawaii State 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: 2001*, Section 22 and 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 2001**

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

Year reported 1/	Retailing	Services 2/	Amusement, etc. 3/	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
1996	16,091,429	5,618,027	246,232	292,250	8,153,155
1997	15,973,955	5,414,691	229,802	283,064	8,101,894
1998	15,730,858	5,545,001	232,288	320,845	8,030,448
1999	15,957,379	5,647,648	220,959	298,815	8,059,260
2000	17,453,936	6,045,695	253,484	378,574	9,082,585
2001	17,823,297	6,426,452	249,098	322,183	9,171,140

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 23.02-- RETAIL ESTABLISHMENTS, BY PAYROLL STATUS:
1972 TO 1997**

[Coverage has differed somewhat from census to census]

Year	Number of establishments			Sales (million dollars)		
	Total	With payroll	Without payroll	Total	With payroll	Without payroll
old definition:						
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
1997	17,478	7,860	9,618	13,638	13,299	339
new definition:						
1997 1/	14,098	5,088	9,010	11,628	11,318	310

1/ Excludes foodservices (eating and drinking places), included in earlier censuses.

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; *1997 Economic Census, Retail Trade, Hawaii*, EC97R44A-HI (November 1999), table 1; *1997 Economic Census Accomodation and Foodservices*, EC97R72A-HI (October 1999), table 1; and *1997 Economic Census, Nonemployer Statistics*, EC97X-CS4 (January 2001), table 2.

**Table 23.03-- FOODSERVICES & DRINKING PLACES (NAICS 722)
BY TYPE OF SERVICE: 1997**

NAICS code	Type of service	Establishments (number)	Sales (\$1,000)	Employees, week including March 12	Annual payroll (\$1,000)
722	Foodservices & drinking places	2,772	1,980,996	47,978	555,115
7221	Full-service restaurants	1,207	1,002,421	25,170	309,458
7222	Limited-service eating places	1,185	723,521	17,988	178,691
7223	Special foodservices	96	162,149	2,846	46,009
72231	Foodservice contractors	51	142,848	2,267	40,228
72232	Caterers	22	12,597	447	4,173
72233	Mobile foodservices	23	6,704	132	1,608
7224	Drinking places	284	92,905	1,974	20,957

Source: U.S. Bureau of the Census, *1997 Economic Census, Accommodation and Foodservices, Geographic Area Series* EC97R72A-HI (October 1999), p. 7.

**Table 23.04-- CHARACTERISTICS OF RETAIL ESTABLISHMENTS
(NAICS 44-45) WITH PAYROLL, BY BROAD GEOGRAPHIC AREAS: 1997**

[Excludes establishments without payroll and all establishments operated by the armed forces]

Subject	State total	Oahu	Other Islands
Number of establishments	5,088	3,269	1,819
Sales (\$1,000)	11,317,752	8,264,716	3,053,036
Annual payroll (\$1,000)	1,161,805	823,553	338,252
First quarter payroll (\$1,000)	281,093	199,128	81,965
Paid employees for pay period including March 12	64,218	44,960	19,258

Source: U.S. Bureau of the Census, *1997 Economic Census, Retail Trade, Hawaii*, EC97R44A-HI (November 1999), tables 1, 2.

Table 23.05-- RETAIL ESTABLISHMENTS (NAICS 44-45) WITH PAYROLL, FOR COUNTIES AND SELECTED URBAN PLACES: 1997

[Excludes establishments without payroll and 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	5,088	11,317,752	1,161,805	64,218
Hawaii County	688	1,183,054	128,529	7,587
Captain Cook	7	8,266	671	36
Hilo	261	552,226	63,033	3,696
Holualoa	10	3,298	215	19
Kailua	180	347,694	34,911	1,930
Honolulu County	3,269	8,264,716	823,553	44,960
Aiea	140	311,300	35,589	2,539
Ewa Beach	17	34,770	3,766	194
Halawa	9	5,795	1,128	55
Honolulu	2,258	5,483,510	534,745	27,812
Kailua	104	227,863	27,505	1,758
Kaneohe	137	371,808	37,739	2,171
Laie	7	15,088	1,857	136
Maunawili	7	6,186	559	34
Mililani Town	50	176,798	19,549	1,181
Nanakuli	12	27,729	2,325	148
Pearl City	50	239,662	18,809	1,062
Wahiawa	43	85,223	9,703	500
Waialua	12	4,635	591	63
Waianae	23	67,704	7,621	427
Waimalu	84	251,665	27,022	1,259
Waimanalo	11	12,513	1,361	86
Waipahu	119	378,262	39,561	1,908
Kauai County	326	510,684	59,002	3,427
Kalaheo	10	8,415	900	70
Kapaa	86	106,699	12,065	712
Lihue	102	238,693	27,520	1,490
Maui County	805	1,359,298	150,721	8,244
Haiku-Pauwela	7	4,325	483	30
Island of Lanai	7	7,656	1,098	55
Island of Molokai 1/	15	28,391	3,441	196

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Table 23.05-- RETAIL ESTABLISHMENTS (NAICS 44-45) WITH PAYROLL, FOR COUNTIES AND SELECTED URBAN PLACES: 1997 -- Con.

Geographic area	Number of establishments	Sales (\$1,000)	Annual payroll (\$1,000)	Paid employees for pay period including March 12
Maui County - Con.				
Kahului	203	583,649	59,310	3,405
Kihei	82	123,551	12,785	720
Lahaina	242	299,657	37,875	1,873
Makawao	24	10,241	1,389	108
Napili-Honokowai	9	12,195	1,173	62
Pukalani	10	35,689	3,756	197
Wailea-Makena	22	20,371	2,487	162
Wailuku	64	107,198	12,027	604

1/ Sales, payroll, and paid employess are for the 14 retail establishments in Kaunakakai.

Source: U.S. Bureau of the Census, *1997 Economic Census, Retail Trade, Hawaii*, EC97R44A-HI (November 1999); table 1,3, and 4.

Table 23.06-- RETAIL ESTABLISHMENTS WITH PAYROLL, BY KIND OF BUSINESS: 1997

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

NAICS code	Kind of business	Number of establishments	Sales (\$1,000)	Annual payroll (\$1,000)	Paid employees 1/
44-45	Retail trade	5,088	11,317,752	1,161,805	64,218
441	Motor vehicle and parts dealers	313	1,761,391	167,121	5,739
442	Furniture and home furnishing stores	194	194,421	29,622	1,393
443	Electronic's and appliance stores	168	236,489	24,169	1,345
444	Building material, garden equipment	278	676,787	78,874	3,127
445	Food and beverage stores	699	1,989,435	210,465	12,269
446	Health and personal care stores	309	764,851	88,198	3,866
447	Gasoline stations	360	728,210	56,679	3,884
448	Clothing and accessory stores	1,389	1,751,735	192,240	11,409
451	Sporting goods, hobby, book, and music stores	369	376,741	44,730	3,254
452	General merchandise stores	136	2,273,713	185,352	12,586
453	Miscellaneous store retailers	764	468,002	68,703	4,706
454	Nonstore retailers	109	95,977	15,652	640

1/ For pay period including March 12.

Source: U.S. Bureau of the Census, *1997 Economic Census, Retail Trade, Hawaii*, EC97R44A-HI (November 1999), table 1.

**Table 23.07-- PRIVATE INDUSTRY RETAIL EMPLOYMENT AND WAGES,
ANNUAL AVERAGES: 2000**

SIC code	Retail trade	No. of establishments	Average employment	Total wages (\$1,000)	Average wage
	Total	7,439	115,379	2,103,475	18,231
5231	Paint, glass, and wallpaper stores	13	129	4,617	35,721
5251	Hardware stores	51	1,397	31,614	22,634
5311	Department stores	60	10,963	209,323	19,094
5331	Variety stores	18	276	5,138	18,598
5399	Misc. general merchandise stores	56	525	7,719	14,693
5411	Grocery stores	382	11,139	222,154	19,944
5421	Meat and fish markets	48	335	5,955	17,797
5441	Candy, nut, and confectionery stores	38	256	2,979	11,644
5461	Retail bakeries	125	1,206	17,335	14,380
5499	Misc. food stores	96	853	12,658	14,838
5511	New and used car dealers	76	3,939	167,628	42,560
5521	Used car dealers	20	124	5,351	43,065
5531	Auto and home supply stores	182	1,669	39,997	23,963
5541	Gasoline service stations	267	3,202	52,674	16,450
5551	Boat dealers	18	96	2,038	21,250
5571	Motorcycle dealers	22	179	5,278	29,571
5611	Men's and boys' clothing stores	55	616	9,139	14,842
5621	Women's clothing stores	254	2,152	38,221	17,762
5632	Women's accessory and specialty stores	87	593	14,183	23,921
5641	Children's and infants' wear stores	19	130	1,479	11,405
5651	Family clothing stores	112	2,216	36,176	16,325
5661	Shoe stores	95	1,075	20,250	18,832
5699	Misc. apparel and accessory stores	181	1,390	21,250	15,290
5712	Furniture stores	90	709	21,523	30,349
5713	Floor covering stores	29	276	8,564	30,991
5714	Drapery and upholstery stores	13	24	636	26,506
5719	Misc. homefurnishing stores	40	361	5,678	15,741
5722	Household appliance stores	39	237	6,244	26,364
5731	Radio, TV, and electronic stores	87	678	14,962	22,073
5734	Computer and software stores	41	475	14,177	29,877
5735	Record and prerecorded tape stores	35	396	4,989	12,600
5736	Musical instrument stores	17	112	2,187	19,471
581	Eating and drinking places	2,766	50,137	692,864	13,819
5912	Drug stores and proprietary stores	160	3,861	105,998	27,452
5932	Used merchandise stores	72	361	5,630	15,577
5941	Sporting goods and bicycle shops	164	1,250	21,667	17,330
5942	Book stores	62	752	11,402	15,166

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**Table 23.07-- PRIVATE INDUSTRY RETAIL EMPLOYMENT AND WAGES,
ANNUAL AVERAGES: 2000 - Con.**

SIC code	Retail trade	No. of establishments	Average employment	Total wages (\$1,000)	Average wage
5943	Stationery stores	29	195	4,065	20,893
5944	Jewelry stores	360	2,183	59,930	27,452
5945	Hobby, toy, and game shops	33	406	5,280	13,015
5946	Camera and photographic supply stores	6	27	564	20,623
5947	Gift, novelty, and souvenir shops	352	3,459	72,697	21,017
5948	Luggage and leather goods stores	29	391	12,326	31,566
5949	Sewing, needlework, and piece goods	22	253	3,486	13,761
5963	Direct selling establishments	48	181	4,471	24,679
5992	Florists	119	634	8,364	13,186
5995	Optical goods stores	51	304	6,829	22,470
5999	Misc. retail stores, not elsewhere classified	309	1,772	41,851	23,617

Source: U.S. Department of Labor, *Employment and Wages Annual Averages* (annual).

**Table 23.08-- RETAIL TRADE AND FOOD SERVICES SALES, BY
TYPE OF STORE: 2000**

[In millions of dollars; data are estimates]

Kind of store	NAICS code 1/	2000
All stores 2/		11,902
Total Retail sales and food and drink		13,915
Motor vehicle and parts dealers	441	2,265
Furniture and home furnishings	442	192
Electronics and appliances	443	213
Building and material supply	444	660
Food and beverage stores	445	2,179
Health and personal care	446	854
Gasoline service stations	447	687
Clothing and accessories	448	1,578
Sporting goods, hobby, book, & music stores	451	362
General merchandise	452	2,344
Miscellaneous store	453	482
Nonstore retailers	454	86
Food services & drinking establishments	722	2,013

1/ Datatable has been altered from previous year, table no longer use SIC code for classification purposes.

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

Source: Market Statistics (a division of Claritas Inc., Arlington VA), estimates cited in *Statistical Abstract of the United States: 2001*, pp. 646-647.

Table 23.09-- CHARACTERISTICS OF MAJOR SHOPPING CENTERS: 1998

[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	200
Kahala Mall	Honolulu	1970	20	407	1,800	86
Koko Marina S.C.	Honolulu	1963	15	281	855	68
Mililani Town Center	Mililani	1988	45	434	1,675	85
Moanalua S.C.	Honolulu	1952	15	250	500	50+
Pearl City S.C.	Pearl City	1967	14	252	837	34
Pearl Highlands Center	Pearl City	1993	13	410	1,847	20
Pearlridge Center	Aiea	1972	56	1,400	6,600	170
Royal Hawaiian S.C.	Honolulu	1980	7	280	614	150
Waikele Center	Waipahu	1993	42	522	2,162	25
Windward Mall S.C.	Kaneohe	1982	32	530	2,300	100
Hawaii:						
Kaiko'o Mall S.C.	Hilo	1970	15	220	950	33
Keauhou Shopping Center	Kailua	1984	22	170	893	48
Pines Plaza	Kailua	1992	1	161	64	(NA)
Prince Kuhio Plaza	Hilo	1985	46	506	2,831	75
Waiakea Center	Hilo	1997	18	229	1,157	16
Maui:						
Apex Building	Kahului	1995	11	281	146	(NA)
Kaahumanu Center	Kahului	1972	32	573	2,864	102
Lahaina Market Place	Lahaina	1969	2	208	16	17
Maui Mall	Kahului	1972	27	191	1,272	48
Maui Marketplace	Kahului	1997	20	315	1,400	25
Kauai:						
Kukui Grove Center	Lihue	1982	49	461	2,552	64
Poipu Shopping Village	Koloa	1985	4	378	182	34

NA Not available.

Source: International Council of Shopping Centers, Hawaii Chapter, *Hawaii Shopping Center Directory 1998*.

Table 23.10-- CHARACTERISTICS OF SHOPPING MALLS: 1997 TO 2000

Subject	1997	1998	1999	2000
Number of shopping centers	186	186	188	194
Leasable retail area (million square feet)	19.4	19.4	19.6	20.2
Adults shopping in centers (Monthly in millions)	0.8	0.8	0.8	1/ 0.8
Retail sales (billions of dollars)	3.34	3.37	3.54	3.75

1/ Hawaii ranked 41st among the 50 states.

Source: *The Honolulu Advertiser*, June 3, 2001, p.G1.

Table 23.11-- SHOPPING CENTER CHARACTERISTICS: 1997 TO 2000

Characteristic	1997	1998	1999	2000
Number	182	182	184	190
Gross leasable area (mil. sq. ft.)	19	19	20	20
Retail sales (bil. dol.)	3.9	4.2	4.6	5.1

Source: *Statistical Abstract of the United States: 2001* (p. 656) and earlier editions.

Table 23.12-- CHARACTERISTICS OF EATING AND DRINKING PLACES: 1997

Subject	Full- service restaurants	Limited- service restaurants	Cafeterias	Drinking Places
Establishments in business at end of year	1,168	926	8	266
Sales, calendar year (million dollars)	1002.4	653.7	2.8	92.9
Seats, Dec. 31	98,059	28,190	453	16,278
Average cost per meal (establishments):				
Less than \$5.00	134	356	3	...
\$30.00 or more	54	-	-	...
Menu type or specialty (establishments):				
Italian	41	6	-	...
Mexican	29	46	-	...
Chinese	246	43	-	...
Other ethnic	408	153	-	...
Seafood	61	2	-	...
Steak	22	11	-	...
Pizza	50	258	-	...
Chicken	-	46	-	...
Hamburger	1	216	-	...
Sub shop	6	41	-	...
Other food specialty	15	38	-	...
American	328	111	8	...

Source: U.S. Census Bureau, *1997 Economic Census, Miscellaneous Subjects*, EC97R72S-SB(RV) (December 2000), pp. 25, 43, 53-54.

Table 23.13-- DUTY-FREE STORE REVENUES: 1985 TO 2001

[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
1985	180,126,919	1994	413,417,555
1986	270,891,959	1995	419,548,514
1987	369,788,429	1996	425,824,748
1988	445,072,755	1997	355,636,355
1989	451,185,041	1998	271,692,798
1990	413,932,037	1999	192,429,772
1991	378,587,469	2000	229,392,900
1992	421,953,644	2001	215,257,193
1993	397,322,968		

Source: DFS Hawaii, records, for 1995-2001 data Hawaii State Department of Transportation, Airport Division records.

Table 23.14-- ALCOHOLIC BEVERAGE SALES, BY TYPE: 1999 TO 2001

Category	Wine gallons of 128 fluid ounces			Wholesale value, 2001 (dollars)
	1999	2000	2001	
All types	32,933,885	33,707,562	33,773,901	340,352,839
Distilled spirits	1,337,880	1,434,126	1,467,944	65,662,179
Sparkling wine	259,422	208,264	214,201	11,529,851
Still wine	2,715,869	2,793,299	2,824,342	85,801,306
Cooler beverage	216,118	206,902	229,674	3,054,167
Draft beer	1,735,885	1,927,724	1,976,106	8,846,862
Beer other than draft	26,668,711	27,137,247	27,061,634	165,458,474

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

**Table 23.15-- MERCHANDISE LINE SALES FOR RETAIL TRADE
IN HAWAII: 1997**

Merchandise line code	Kind of business and merchandise line	Number of establishments	Sales of specified merchandise line		
			Amount (\$1,000)	As percent of total sales of --	
				Establishments handling line	All establishments
	Retail trade	5,088	11,317,752	(X)	100.0
100	Groceries and other food items	1,298	1,910,787	40.1	16.9
120	Meals and snacks	430	119,935	6.0	1.1
140	Packaged alcoholic beverages	743	280,830	7.1	2.5
150	Cigars, cigarettes, and tobacco	976	193,535	4.3	1.7
160	Drugs, health aids, and beauty aids	1,035	776,494	14.7	6.9
180	Soaps, detergents, and household cleaners	547	95,687	2.7	0.8
190	Paper and related products	634	117,699	3.3	1.0
200	Men's wear	931	468,259	13.0	4.1
220	Women's, juniors', and misses' wear	1,113	936,203	24.7	8.3
240	Children's wear	511	139,497	6.9	1.2
260	Footwear	773	298,683	8.6	2.6
270	Sewing, knitting, and needlework goods	154	21,438	2.1	0.2
280	Curtains, draperies, and dry goods	185	63,319	3.9	0.6
300	Major household appliances	106	92,644	21.1	0.8
310	Small electric appliances	180	30,988	1.3	0.3
320	Televisions, video equipment, videotapes	217	67,820	5.4	0.6
330	Audio equipment, musical instruments and supplies	320	119,940	10.2	1.1
340	Furniture and sleep equipment	214	125,314	12.4	1.1
360	Floor coverings	94	60,348	14.3	0.5
370	Computer hardware, software, and supplies	112	124,338	28.2	1.1
380	Kitchenware and homefurnishings	609	132,298	3.7	1.2
400	Jewelry	1,056	498,437	12.6	4.4
420	Books	404	89,691	3.7	0.8
440	Photographic equipment and supplies	247	33,259	1.5	0.3
460	Toys, hobby goods, and games	453	116,057	3.8	1.0
490	Optical goods	278	45,595	5.0	0.4

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**Table 23.15-- MERCHANDISE LINE SALES FOR RETAIL TRADE
IN HAWAII: 1997 -- Con.**

Merchandise line code	Kind of business and merchandise line	Number of establishments	Sales of specified merchandise line		
			Amount (\$1,000)	As percent of total sales of --	
				Establishments handling line	All establishments
500	Sporting goods	406	163,942	6.8	1.4
600	Hardware, tools, and plumbing and electrical supplies	385	294,216	9.2	2.6
620	Lawn and garden equipment	449	150,684	5.3	1.3
640	Lumber, millwork, building materials	168	204,318	46.0	1.8
670	Paint and related preservatives and supplies	153	71,393	12.9	0.6
690	Wallpaper	14	596	2.5	0.0
700	Cars, vans, trucks, and other powered vehicles	96	1,274,548	84.4	11.3
720	Automotive fuels	380	538,555	70.4	4.8
730	Automotive lubricants	590	39,541	1.2	0.3
740	Automotive tires, batteries, accessories	483	312,323	13.0	2.8
780	Household fuels	44	34,238	32.0	0.3
800	Pets, pet foods, and pet supplies	341	64,066	2.6	0.6
850	All other merchandise	1,749	699,275	12.5	6.2
9810	All other merchandise	754	193,773	6.2	1.7
9900	Nonmerchandise receipts	958	316,673	7.5	2.8

X Not applicable.

Source: U.S. Census Bureau, Economic Census 1997, extracted from American FactFinder from Census Bureau website, E9744L1.MBD: Retail Trade: Merchandise Lines by Kind of Business: 1997 (Table 1).

**Table 23.16-- WHOLESALE TRADE ESTABLISHMENTS AND SALES:
1939 TO 1997**

[Based on then-current definition]

Year	Number of establishments	Sales (\$1,000)	Year	Number of establishments	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	1997	1,872	7,147,462

Source: Robert C. Schmitt, *Historical Statistics of Hawaii* (1977), table 20.7; U.S. Census Bureau, *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, *1997 Economic Census, Wholesale Trade, Hawaii*, EC97W42A-HI(RV) (March 2000), table 1.

**Table 23.17-- CHARACTERISTICS OF WHOLESALE ESTABLISHMENTS
(NAICS 42), BY BROAD GEOGRAPHIC AREAS: 1997**

Subject	State total	Oahu	Neighbor Islands
Number of establishments	1,872	1,463	409
Sales (\$1,000)	7,147,462	6,079,891	1,067,571
Annual payroll (\$1,000)	575,955	486,975	88,980
First quarter payroll (\$1,000)	138,454	117,329	21,125
Paid employees for pay period including March 12 (number)	18,532	15,423	3,109
Operating expenses (\$1,000)	1,213,543	1,017,689	195,854
Inventories (\$1,000):			
Beginning of year	691,610	604,482	87,128
End of year	734,465	642,470	91,995

Source: U.S. Census Bureau, 1997 Economic Census, Wholesale Trade, Geographic Area Series, Hawaii, EC97W42A-HI(RV) (March 2000), table 1 and 5.

Table 23.18-- WHOLESALE TRADE, BY TYPE OF OPERATION AND KIND OF BUSINESS: 1997

NAICS codes	Type of operation and kind of business	Number of establishments	Sales (\$1,000)	Annual payroll (\$1000)	Paid employees, pay period including March 12
42	Wholesale trade	1,872	7,147,462	575,955	18,532
	Type of operation:				
	Merchant wholesalers	1,606	5,088,686	473,494	15,934
	Manufacturers' sales branches and sales offices	108	1,369,799	80,676	1,829
	Agents, brokers, and commission merchants	158	688,977	21,785	769
	Kind of business:				
4211	Motor vehicles and motor vehicle parts and supplies	59	299,862	18,818	738
4212	Furniture and homefurnishings	60	112,853	11,496	415
4213	Lumber and other construction materials	53	175,511	14,784	405
4214	Professional and commercial equipment and supplies	152	549,838	76,398	1,840
4215	Metals and minerals, except petroleum	29	63,686	8,448	246
4216	Electrical goods	112	350,849	35,000	930
4217	Hardware, and plumbing and heating equipment and supplies	76	132,140	17,209	511
4218	Machinery, equipment, and supplies	141	271,903	42,255	1,220
4219	Miscellaneous durable goods	207	265,527	26,884	1,034
4221	Paper and paper products	76	274,118	28,497	923
4222	Drugs, drug proprietaries, and druggists' sundries	58	501,086	23,380	668
4223	Apparel, piece goods, and notions	156	284,985	24,818	1,006
4224	Groceries and related products	381	2,188,753	152,857	5,663
4225	Farm-product raw materials	9	11,733	1,182	70
4226	Chemicals and allied products	49	106,947	11,425	339
4227	Petroleum and petroleum products	43	898,052	22,372	518
4228	Beer, wine, and distilled alcoholic beverages	31	354,613	31,352	816
4229	Miscellaneous nondurable goods	180	305,006	28,780	1,190

Source: U.S. Census Bureau, *1997 Economic Census, Wholesale Trade, Geographic Area Series, Hawaii*, EC97W42A-HI(RV) (March 2000), table 1.

Table 23.19-- WHOLESALE TRADE, FOR COUNTIES AND SPECIFIED PLACES: 1997

Geographic area	All wholesalers		Merchant wholesalers	
	Number of establishments	Sales (\$1,000)	Number of establishments	Sales (\$1,000)
State total	1,872	7,147,462	1,606	5,088,686
Hawaii County	179	457,317	156	367,182
Hilo	87	314,200	75	240,104
Kailua	34	60,574	32	(D)
Honolulu County	1,463	6,079,891	1,244	4,215,679
Aiea	70	293,347	60	229,327
Ewa Beach	11	352,507	7	(D)
Halawa	10	4,554	10	4,554
Honolulu	1,114	4,537,499	950	2,987,420
Kailua	26	58,412	17	27,758
Kaneohe	22	23,091	17	13,278
Mililani Town	14	37,540	12	(D)
Pearl City	37	176,063	33	(D)
Wahiawa	5	5,005	5	5,005
Waimalu	18	10,026	15	(D)
Waipahu	60	364,737	54	356,431
Kauai County	64	176,689	55	(D)
Lihue	35	112,582	29	(D)
Maui County	166	433,565	151	(D)
Island of Lanai	2	(D)	1	(D)
Kaunakakai	4	3,308	4	3,308
Makawao	7	4,816	6	(D)
Kahului	54	205,784	50	193,860
Kihei	10	15,910	10	15,910
Lahaina	9	6,009	8	(D)
Wailuku	45	126,858	42	(D)

D Withheld to avoid disclosing data for individual companies.

Source: U.S. Census Bureau, *1997 Economic Census, Wholesale Trade, Hawaii*, EC97W42A-HI(RV) (March 2000), table 5 and 7.

**Table 23.20-- PROFESSIONAL, SCIENTIFIC, AND TECHNICAL SERVICES
ESTABLISHMENTS (NAICS 54) WITH PAYROLL AND SUBJECT TO FEDERAL
INCOME TAX, FOR COUNTIES AND SELECTED URBAN PLACES: 1997**

Geographic area	Establishments (number)	Receipts (\$1,000)	Annual payroll (\$1,000)	Paid employees, pay period including March 12
State total	2,480	1,574,036	606,466	15,743
Hawaii County	246	73,290	24,923	933
Hilo	124	35,648	13,798	573
Holualoa	5	709	170	10
Kailua	58	26,680	8,179	230
Kalaoa	3	494	185	8
Honolulu County	1,917	1,400,629	546,818	13,729
Aiea	30	12,612	5,296	170
Ewa Beach				
Halawa	6	1,782	534	15
Heeia	3	295	79	3
Honolulu	1,650	1,282,534	503,208	12,014
Kahaluu	6	1,060	150	19
Kailua	67	20,399	7,785	202
Kaneohe	25	7,596	2,615	97
Maunawili	6	2,372	578	38
Mililani Town	14	11,120	5,733	87
Pearl City	12	6,418	2,596	91
Wahiawa	8	1,439	517	26
Waimalu	22	12,334	6,077	380
Waipahu	15	3,675	1,354	49
Kauai County	90	24,952	8,994	327
Kalaheo	5	454	143	10
Kapaa	12	2,599	956	56
Lihue	39	10,849	4,463	149
Maui County	227	75,165	25,731	754
Haiku-Pauwela	8	545	115	3
Kahului	27	10,423	3,277	78
Kihei	31	6,994	2,059	89
Lahaina	14	3,444	1,118	42
Makawao	7	1,387	622	24
Pukalani	9	1,733	700	24
Wailea-Makena	11	1,211	317	12
Wailuku	96	45,325	16,527	447

Source: U.S. Census Bureau, *1997 Economic Census, Professional, Scientific, and Technical Services, Geographic Area Series*, EC97S54A-HI (August 1999), table 1a, 3, and 4.

Table 23.21-- ADMINISTRATIVE AND SUPPORT AND WASTE MANAGEMENT AND REMEDIATION SERVICES ESTABLISHMENTS (NAICS 56) WITH PAYROLL AND SUBJECT TO FEDERAL INCOME TAX, FOR COUNTIES AND SELECTED URBAN PLACES: 1997

Geographic area	Establishments (number)	Receipts (\$1,000)	Annual payroll (\$1,000)	Paid employees, pay period including March 12
State total	1,541	1,519,140	638,465	32,488
Hawaii County	154	87,034	46,908	2,813
Hilo	54	24,379	12,379	1,111
Holualoa	6	1,590	488	28
Kailua	52	45,446	30,497	1,483
Honolulu County	1,126	1,316,348	549,216	27,170
Ahuimanu	4	464	173	16
Aiea	32	21,868	9,945	689
Ewa Beach	8	3,022	1,627	54
Halawa	6	924	240	21
Honolulu	872	1,123,068	490,859	24,122
Kailua	26	5,642	2,312	113
Kaneohe	29	5,754	2,234	113
Mililani Town	13	2,381	782	94
Pearl City	22	11,901	4,330	271
Wahiawa	9	2,720	614	29
Waianae	7	1,248	604	38
Waimalu	18	10,603	4,726	309
Waipahu	17	6,160	2,397	154
Waipio	3	453	251	18
Kauai County	67	25,822	8,123	483
Kapaa	7	1,310	159	6
Lihue	32	13,822	4,782	320
Maui County	194	89,936	34,218	2,022
Haiku-Pauwela	4	794	217	15
Kahului	34	26,652	10,895	800
Kihei	28	5,649	2,171	107
Lahaina	30	17,525	6,288	363
Makawao	4	417	77	4
Napili-Honokowai	3	258	161	6
Pukalani	5	849	361	13
Wailea-Makena	14	6,804	3,965	170
Wailuku	40	17,948	6,278	302

Source: U.S. Census Bureau, *1997 Economic Census, Administrative and Support and Waste Management and Remediation Services, Geographic Area Series*, EC97S56A-HI (September 1999), table 1, 3, and 4.

**Table 23.22-- EDUCATIONAL SERVICES ESTABLISHMENTS (NAICS 61) WITH
PAYROLL AND SUBJECT TO FEDERAL INCOME TAX, FOR COUNTIES AND
SELECTED URBAN PLACES: 1997**

Geographic area	Establishments (number)	Receipts (\$1,000)	Annual payroll (\$1,000)	Paid employees, pay period including March 12
State total	209	52,837	18,679	1,214
Hawaii County	21	5,012	1,513	104
Hilo	8	1,472	423	41
Kailua	5	1,828	520	44
Honolulu County	149	42,009	15,778	994
Aiea	6	2,674	883	57
Honolulu	101	31,857	12,784	703
Kailua	4	550	263	25
Kaneohe	4	348	92	8
Mililani Town	3	518	124	24
Pearl City	5	295	95	17
Waimalu	6	1,074	341	27
Kauai County	6	957	161	25
Maui County	33	4,859	1,227	91
Kahului	7	952	172	15
Kihei	5	742	272	8
Lahaina	5	707	121	9
Wailuku	7	830	152	17

Source: U.S. Census Bureau, *1997 Economic Census, Educational Services, Geographic Area Series*, EC97S61A-HI (August 1999), table 1a, 3, and 4.

**Table 23.23-- ARTS, ENTERTAINMENT, AND RECREATION ESTABLISHMENTS
(NAICS 71) WITH PAYROLL AND SUBJECT TO FEDERAL INCOME TAX, FOR
COUNTIES AND SELECTED URBAN PLACES: 1997**

Geographic area	Establishments (number)	Receipts (\$1,000)	Annual payroll (\$1,000)	Paid employees, pay period including March 12
State total	386	409,640	116,600	6,925
Hawaii County	45	34,417	10,689	653
Hilo	11	4,186	1,023	129
Kailua	12	6,231	1,920	123
Honolulu County	234	273,565	79,051	4,915
Aiea	6	8,497	2,769	169
Honolulu	159	143,529	43,151	2,592
Kailua	9	11,847	3,367	248
Kaneohe	6	4,138	1,353	72
Mililani Town	3	6,807	2,183	149
Pearl City	5	2,174	600	37
Waimalu	9	11,236	2,990	208
Kauai County	27	23,514	6,721	412
Kapaa	5	2,244	618	75
Lihue	11	9,852	2,773	181
Maui County	80	78,144	20,139	945
Kahului	6	3,359	931	61
Kihei	18	11,712	3,505	186
Lahaina	21	35,398	8,327	260

Source: U.S. Census Bureau, *1997 Economic Census, Arts, Entertainment, and Recreation, Geographic Area Series*, EC97S71A-HI (August 1999), table 1a, 3, and 4.

**Table 23.24-- OTHER SERVICES (EXCEPT PUBLIC ADMINISTRATION)
ESTABLISHMENTS (NAICS 81) WITH PAYROLL AND SUBJECT TO FEDERAL
INCOME TAX, FOR COUNTIES AND SELECTED URBAN PLACES: 1997**

Geographic area	Establishments (number)	Receipts (\$1,000)	Annual payroll (\$1,000)	Paid employees, pay period including March 12
State total	1,476	683,196	206,420	10,375
Hawaii County	157	50,292	14,470	808
Hilo	76	28,639	8,871	476
Kailua	46	16,819	4,580	243
Honolulu County	1,097	560,782	170,662	8,402
Aiea	50	24,266	7,058	304
Ewa Beach	6	5,025	1,245	41
Halawa	5	691	208	13
Honolulu	748	395,504	116,973	5,786
Kailua	36	13,259	4,662	229
Kaneohe	55	37,045	12,219	729
Laie	3	759	203	18
Mililani Town	18	3,644	1,200	91
Pearl City	27	15,574	4,565	197
Wahiawa	24	12,425	4,270	196
Waianae	7	789	245	24
Waimalu	28	13,541	4,311	220
Waipahu	55	22,879	7,413	291
Kauai County	59	17,942	5,101	281
Kapaa	8	1,602	442	31
Lihue	25	8,214	2,505	98
Maui County	163	54,180	16,187	884
Island of Lanai	1	(D)	(D)	(a)
Haiku-Pauwela	4	960	178	11
Kahului	35	18,293	6,323	341
Kihei	18	3,952	1,099	52
Lahaina	19	4,539	1,212	65
Pukalani	8	1,051	213	14
Wailea-Makena	8	1,856	537	28
Wailuku	46	18,164	5,686	321

a 0 to 19 employees.

D Withheld to avoid disclosing data for individual companies.

Source: U.S. Census Bureau, *1997 Economic Census, Other Services (Except Public Administration), Geographic Area Series*, EC97S81A-HI (December 1999), table 1a, 3, and 4.

**Table 23.25-- PROFESSIONAL, SCIENTIFIC, AND TECHNICAL SERVICES
ESTABLISHMENTS WITH PAYROLL, BY KIND OF BUSINESS OR
OPERATION: 1997**

NAICS code	Kind of business or operation	Establishments (number)	Receipts/Revenues (\$1,000)	Annual payroll (\$1,000)	Paid employees, pay period including March 12
	Firms Subject to Federal Income Tax				
54	Professional, scientific, and technical services	2,480	1,574,036	606,466	15,743
541	Professional, scientific, and technical services	2,480	1,574,036	606,466	15,743
5411	Legal services	786	530,852	213,614	4,325
5412	Accounting, tax return prep, bookkeeping, and payroll services	467	212,380	82,032	3,155
5413	Architectural, engineering, and related services	498	426,024	168,162	3,735
5414	Specialized design services	88	35,232	7,711	263
5415	Computer systems design and related services	124	97,935	38,367	906
5416	Management, scientific, and technical consulting services	240	97,727	32,117	980
5417	Scientific research and development services	18	42,455	21,047	274
5418	Advertising and related services	135	78,571	28,015	811
5419	Other professional, scientific, and technical services	124	52,860	15,401	1,294
	Firms Exempt from Federal Income Tax				
54	Professional, scientific, and technical services	43	88,140	21,507	472
541	Professional, scientific, and technical services	43	88,140	21,507	472
5411	Legal services	18	6,396	3,688	106
5417	Scientific research and development services	25	81,744	17,819	366

Source: U.S. Census Bureau, *1997 Economic Census, Professional, Scientific, and Technical Services, Geographic Area Series*, EC97S54A-HI (August 1999), table 1a and 1b.

Table 23.26-- ADMINISTRATIVE AND SUPPORT AND WASTE MANAGEMENT AND REMEDIATION SERVICES ESTABLISHMENTS WITH PAYROLL AND SUBJECT TO FEDERAL INCOME TAX, BY KIND OF BUSINESS OR OPERATION: 1997

NAICS code	Kind of business or operation	Establishments (number)	Receipts (\$1,000)	Annual payroll (\$1,000)	Paid employees, pay period including March 12
56	Administrative and support and waste management and remediation services	1,541	1,519,140	638,465	32,488
561	Administrative and support services	1,458	1,345,293	599,457	31,406
5611	Office administrative services	109	95,460	45,720	1,568
5612	Facilities support services	7	16,344	8,736	234
5613	Employment services	81	191,650	137,072	8,565
5614	Business support services	123	280,769	105,585	4,062
5615	Travel arrangement and reservation services	597	444,280	149,582	6,106
5616	Investigation and security services	101	120,246	71,232	5,182
5617	Services to buildings and dwellings	353	157,144	69,301	4,648
5619	Other support services	87	39,400	12,229	1,041
562	Waste management and remediation services	83	173,847	39,008	1,082
5621	Waste collection	28	78,917	15,910	476
5622	Waste treatment and disposal	15	26,958	3,734	160
5629	Remediation and other waste management services	40	67,972	19,364	446

Source: U.S. Census Bureau, *1997 Economic Census, Administrative and Support and Waste Management and Remediation Services, Geographic Area Series, EC97S56A-HI* (September 1999), table 1.

**Table 23.27-- EDUCATIONAL SERVICES ESTABLISHMENTS WITH
PAYROLL, BY KIND OF BUSINESS OR OPERATION: 1997**

NAICS code	Kind of business or operation	Establish- ments (number)	Receipts/ Revenues (\$1,000)	Annual payroll (\$1,000)	Paid employees, pay period including March 12
	Firms Subject to Federal Income Tax				
61	Educational services	209	52,837	18,679	1,214
611	Educational services	209	52,837	18,679	1,214
6114	Business schools, and computer and management training	22	7,170	4,137	166
6115	Technical and trade schools	19	7,313	2,179	137
6116	Other schools and instruction	157	35,904	11,390	880
6117	Educational support services	11	2,450	973	31
	Firms Exempt from Federal Income Tax				
61	Educational services	68	22,849	7,417	396
611	Educational services	68	22,849	7,417	396
6114	Business schools, and computer and management training	5	1,517	549	23
6115	Technical and trade schools	10	6,269	1,611	47
6116	Other schools and instruction	46	8,290	3,397	260
6117	Educational support services	7	6,773	1,860	66

Source: U.S. Census Bureau, *1997 Economic Census, Education Services, Geographic Area Series*, EC97S61A-HI (August 1999), table 1a and 1b.

Table 23.28-- ARTS, ENTERTAINMENT, AND RECREATION ESTABLISHMENTS WITH PAYROLL, BY KIND OF BUSINESS OR OPERATION: 1997

NAICS code	Kind of business or operation	Establishments (number)	Receipts/Revenues (\$1,000)	Annual payroll (\$1,000)	Paid employees, pay period including March 12
	Firms Subject to Federal Income Tax				
71	Arts, entertainment, and recreation	386	409,640	116,600	6,925
711	Performing arts, spectator sports, and related industries	107	94,597	25,505	1,528
7111	Performing arts companies	49	66,471	18,733	1,197
7112	Spectator sports	4	1,259	890	22
7113	Promoters of performing arts, sports, and similar events	13	14,804	1,765	129
7114	Agents/managers for artist, athletes, and other public figures	14	6,342	1,829	121
7115	Independent artists, writers, and performers	27	5,721	2,288	59
712	Museums, historical sites, and similar institutions	11	4,640	1,216	114
7121	Museums, historical sites, and similar institutions	11	4,640	1,216	114
713	Amusement, gambling, and recreation industries	268	310,403	89,879	5,283
7131	Amusement parks and arcades	34	36,131	7,513	488
7139	Other amusement and recreation services	234	274,272	82,366	4,795
	Firms Exempt from Federal Income Tax				
71	Arts, entertainment, and recreation	84	136,795	46,036	2,806
711	Performing arts, spectator sports, and related industries	20	15,003	5,478	300
7111	Performing arts companies	17	13,319	5,121	273
7113	Promoters of performing arts, sports, and similar events	3	1,684	357	27
712	Museums, historical sites, and similar institutions	39	87,388	29,861	1,881
7121	Museums, historical sites, and similar institutions	39	87,388	29,861	1,881
713	Amusement, gambling, and recreation industries	25	34,404	10,697	625
7139	Other amusement and recreation services	25	34,404	10,697	625

Source: U.S. Census Bureau, *1997 Economic Census, Arts, Entertainment, and Recreation, Geographic Area Series*, EC97S71A-HI (August 1999), table 1a and 1b.

**Table 23.29-- OTHER SERVICES (EXCEPT PUBLIC ADMINISTRATION)
ESTABLISHMENTS WITH PAYROLL, BY KIND OF BUSINESS OR
OPERATION: 1997**

NAICS code	Kind of business or operation	Establishments (number)	Receipts (\$1,000)	Annual payroll (\$1,000)	Paid employees, pay period including March 12
	Firms Subject to Federal Income Tax				
81	Other services (except public admin.)	1,476	683,196	206,420	10,375
811	Repair and maintenance	710	352,182	101,332	3,941
8111	Automotive repair and maintenance	461	224,739	62,749	2,608
8112	Electronic and precision equipment repair and maintenance	61	20,854	5,453	213
8113	Commercial and industrial machinery and equipment repair and maintenance	74	51,598	15,190	455
8114	Personal and household goods repair and maintenance	114	54,991	17,940	665
812	Personal and laundry services	766	331,014	105,088	6,434
8121	Personal care services	382	66,763	27,338	1,946
8122	Death care services	37	60,232	19,835	898
8123	Drycleaning and laundry services	93	87,468	31,554	2,042
8129	Other personal services	254	116,551	26,361	1,548
	Firms Exempt from Federal Income Tax				
81	Other services (except public admin.)	1,135	657,578	137,517	7,096
813	Religious/grantmaking/civic/professional and similar organization	1,135	657,578	137,517	7,096
8132	Grantmaking and giving services	52	117,512	11,253	476
8133	Social advocacy organizations	48	51,627	14,613	566
8134	Civic and social organizations	73	35,716	14,834	1,226
8139	Business/professional/labor/political/and similar organizations	962	452,723	96,817	4,828

Source: U.S. Census Bureau, *1997 Economic Census, Other Services (Except Public Administration), Geographic Area Series, EC97S81A-HI* (December 1999), table 1a and 1b.

**Table 23.30-- TRAVEL ARRANGEMENT AND RESERVATION SERVICES
(NAICS 5615): 1997**

[Includes only establishments with payroll]

NAICS code	Kind of business	Establishments	Revenue (\$1,000)	Annual payroll (\$1,000)	Paid employees, Mar. 12
5615	All establishments	597	444,280	149,582	6,106
56151	Travel agencies	362	201,872	70,943	2,845
56152	Tour operators	180	151,139	61,289	2,440
56159	Other travel arrangement & reservation services 1/	55	91,269	17,350	821

1/ Includes convention & visitors bureaus (13 establishments). Excludes convention and trade show organizers (NAICS 56192; 22 establishments).

Source: U.S. Bureau of the Census, *1997 Economic Census, Administrative and Support and Waste Management and Remediation Services, Hawaii* (Sept. 1999), table 1.

**Table 23.31-- ACCOMMODATION AND FOODSERVICES (NAICS 72), FOR
COUNTIES AND SPECIFIED PLACES: 1997**

Geographic area	Number of establishments	Sales (\$1,000)	Annual payroll (\$1000)	Paid employees for pay period including March 12 (number)
State total	3,081	5,007,899	1,507,538	88,083
Hawaii County	326	546,576	188,103	10,441
Hilo	116	64,725	18,517	1,881
Kailua	91	98,669	34,903	2,220
Honolulu County	2,125	3,036,837	852,782	53,916
Aiea	81	38,136	10,147	995
Ewa Beach	16	10,308	2,578	254
Halawa	10	5,636	1,247	129
Honolulu	1,503	2,603,981	733,432	42,549
Kaneohe	60	36,854	9,527	1,009
Laie	7	4,837	1,232	139
Nanakuli	4	3,327	764	96
Pearl City	42	27,917	7,201	734
Wahiawa	43	23,650	6,296	639
Waimalu	43	39,766	10,181	884
Waimanalo Beach	4	1,758	447	53
Waipahu	77	48,675	12,569	1,287
Kauai County	210	293,784	102,273	5,775
Kapaa	47	43,520	15,087	1,045
Lihue	62	81,036	34,892	1,824
Maui County	420	1,130,702	364,380	17,951
Island of Lanai	2	(D)	(D)	(b)
Island of Molokai	4	3,922	1540	143
Haiku-Pauwela	3	932	199	28
Kahului	63	56,199	15,285	1,162
Kihei	74	82,830	27,889	1,639
Lahaina	100	218,043	60,212	3,514
Napili-Honokowai	22	76,654	21,087	1,123
Pukalani	10	4,534	1,083	129
Wailea-Makena	19	209,787	66,079	2,725

D Withheld to avoid disclosing data for individual companies.

b 20-99 employees.

Source: U.S. Census Bureau, *1997 Economic Census, Accommodation and Foodservices, Geographic Area Series, Hawaii*, EC97R72A-HI, (October 1999), table 3 and 4.

Table 23.32-- ACCOMMODATION AND FOODSERVICES: 1997

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

NAICS codes	Subject	Number of establishments	Receipts (\$1,000)	Annual payroll (\$1,000)	Paid employees, pay period including March 12
72	Accommodation and foodservices	3,081	5,007,899	1,507,538	88,083
721	Accommodation	309	3,026,903	952,423	40,105
7211	Traveler accommodation	294	3,024,571	951,821	40,064
72111	Hotels	280	3,020,867	950,983	39,990
7211101	25 guestrooms or more	241	3,009,173	948,715	39,823
7211102	Less than 25 guestrooms	23	6,854	1,412	90
7211103	Motels	16	4,840	856	77
72119	Other traveler accommodation 1/	14	3,704	838	74
7212	RV parks and recreational camps	6	603	171	12
7213	Rooming and boarding houses	9	1,729	431	29
722	Foodservices and drinking places	2,772	1,980,996	555,115	47,978
7221	Full-service restaurants	1,207	1,002,421	309,458	25,170
7222	Limited-service eating places	1,185	723,521	178,691	17,988
7223	Special foodservices	96	162,149	46,009	2,846
72231	Foodservice contractors	51	142,848	40,228	2,267
72232	Caterers	22	12,597	4,173	447
72233	Mobile foodservices	23	6,704	1,608	132
7224	Drinking Places	284	92,905	20,957	1,974

1/ Includes Bed & breakfast inns and all other traveler accommodations.

Source: U.S. Census Bureau, *1997 Economic Census, Accommodation and Foodservices, Hawaii*, EC97R72A-HI (October 1999), table 1.

**Table 23.33-- MERCHANDISE LINE SALES FOR ACCOMMODATION AND
FOODSERVICE IN HAWAII: 1997**

Merchan- dise line code	Kind of business and merchandise line	Number of establish- ments	Sales of specified merchandise line		
			Amount (\$1,000)	As percent of total sales of --	
				Establish- ments handling line	All establish- ments
	Accommodation and foodservices	3,081	5,007,899	(X)	100.0
10	Guestroom or unit rentals	312	2,054,776	67.7	41.0
20	Camp tuition or fee	9	693	4.5	(Z)
30	Telephone service charges	184	42,031	1.6	0.8
40	Gaming receipts	24	148	2.5	(Z)
50	Rental of public rooms	69	17,012	1.2	0.3
60	Membership dues and fees	15	764	0.3	(Z)
100	Groceries and other food items	169	14,024	6.8	0.3
120	Meals and snacks	2,747	2,224,058	48.0	44.4
130	Alcoholic drinks	1,131	344,730	11.1	6.9
140	Packaged alcoholic beverages	44	19,419	6.2	0.4
150	Cigars, cigarettes, and tobacco	74	1,272	0.3	(Z)
9810	All other merchandise	259	80,400	5.4	1.6
9980	Nonmerchandise receipts	374	208,572	7.1	4.2

X Not applicable.

Z Less than 0.05 percent.

Source: U.S. Census Bureau, Economic Census 1997, extracted from American FactFinder from Census Bureau website, E9772L1.MBD: Accommodation and Food services: Merchandise Lines by Kind of Business: 1997 (Table 1).

Table 23.34-- VISITOR ACCOMMODATIONS, BY COUNTIES: 1965 TO 2001

[Number of units]

Year	State total	City & County of Honolulu	Hawaii County	Kauai County	Maui County
1965	12,903	10,031	865	776	1,231
1966	14,827	11,083	1,387	860	1,497
1967	17,217	12,598	1,790	1,115	1,714
1968	18,657	13,166	2,188	1,260	2,043
1969	22,801	15,992	2,480	1,914	2,415
1970	26,923	18,449	3,166	2,565	2,743
1971	32,289	22,531	3,435	2,628	3,695
1972	35,797	24,742	4,241	2,719	4,095
1973	36,608	25,108	4,796	2,629	4,075
1974	38,675	25,365	5,234	2,868	5,208
1975	39,632	25,352	5,348	3,102	5,830
1976	42,648	25,851	6,045	3,520	7,232
1977	44,986	27,363	5,929	3,657	8,037
1978	47,070	28,546	6,002	3,786	8,736
1979	49,832	30,065	6,093	4,202	9,472
1980	54,246	34,334	5,889	4,322	9,701
1981	56,769	33,967	6,705	4,738	11,359
1982	57,968	33,492	7,167	5,147	12,162
1983	58,765	34,354	7,469	4,193	12,749
1984	62,448	36,848	7,149	5,313	13,138
1985	65,919	38,600	7,511	5,656	14,152
1986	66,308	39,010	7,280	5,922	14,096
1987	65,318	38,185	7,328	5,956	13,849
1988	69,012	37,841	8,823	7,180	15,168
1989	67,734	36,467	8,161	7,398	15,708
1990	71,266	36,899	8,952	7,546	17,869
1991	72,275	36,623	9,383	7,567	18,702
1992	73,089	36,851	9,170	7,778	19,290
1993	69,502	36,604	9,140	4,631	19,127
1994	70,463	36,194	9,595	5,870	18,804
1995	(NA)	(NA)	(NA)	(NA)	(NA)
1996	70,288	36,146	9,558	6,760	17,824
1997	71,025	35,971	9,913	6,589	18,552
1998	71,480	36,206	9,655	6,969	18,650
1999	71,157	35,861	9,815	6,872	18,609
2000	71,506	36,303	9,774	7,159	18,270
2001	72,204	36,824	9,944	7,202	18,234

NA Not available.

Source: Hawaii State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, *Visitor Plant Inventory* (annual).

Table 23.35-- VISITOR ACCOMMODATIONS, BY TYPE: 1986 TO 2001

Year and month	Properties			Units		
	Total	Hotels 1/	Condo-miniums 2/	Total	Hotels 1/	Condo-miniums 2/
1986: Feb.	523	201	322	66,308	43,309	22,999
1987: Feb.	510	196	314	66,318	43,422	21,896
1988: Feb.	481	203	278	69,012	47,892	21,120
1989: Feb.	452	197	255	67,734	48,894	18,840
1990: Feb.	533	264	269	71,266	52,438	18,828
1991: Feb.	595	313	282	72,275	52,688	19,587
1992: Spring	664	374	295	73,089	51,134	21,955
1993: June	698	406	292	69,502	49,111	20,391
1994: Dec.	692	397	295	70,463	49,436	21,027
1995	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)
1996: May	770	472	298	70,288	49,737	20,551
1997: Spring	821	607	214	71,025	53,735	17,290
1998:	882	669	213	71,480	54,055	17,425
1999:	832	620	212	71,157	53,954	17,203
2000:	873	668	205	71,506	54,859	16,647
2001	914	712	202	72,204	56,021	16,183

NA Not available.

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.

Source: Hawaii Visitors & Convention Bureau, *Visitor Plant Inventory*, 1986 to 1998; Hawaii State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, *Visitor Plant Inventory* (annual) for 1999-2001.

**Table 23.36-- VISITOR ACCOMMODATIONS, BY TYPE AND BY ISLANDS:
2000 AND 2001**

Year and island	Properties			Units		
	Total	Hotels 1/	Condo- miniums 2/	Total	Hotels 1/	Condo- miniums 2/
2000						
State total	873	668	205	71,506	54,859	16,647
Oahu	200	172	28	36,303	32,774	3,529
Waikiki/Honolulu	117	93	24	31,557	28,578	2,979
Rest of Oahu	83	79	4	4,746	4,196	550
Other islands	673	496	177	35,203	22,085	13,118
Hawaii	172	143	29	9,774	7,852	1,922
Maui	241	137	104	17,473	9,706	7,767
Lanai	6	6	-	368	368	-
Molokai	10	6	4	429	312	117
Kauai	244	204	40	7,159	3,847	3,312
2001						
State total	914	712	202	72,204	56,021	16,183
Oahu	205	180	25	36,824	33,579	3,245
Waikiki/Honolulu	117	95	22	32,016	28,932	3,084
Rest of Oahu	88	85	3	4,808	4,647	161
Other islands	709	532	177	35,380	22,442	12,938
Hawaii	185	156	29	9,944	7,988	1,956
Maui	251	144	107	17,574	9,587	7,987
Lanai	6	6	-	368	368	-
Molokai	10	6	4	292	176	116
Kauai	257	220	37	7,202	4,323	2,879

1/ Hotels, apartment hotels, bed-and-breakfast, bungalows, cottages, hostels, and lodges.

Properties with both condo and hotel units are included with condominiums.

2/ Condominium accommodations in rental pools for transient use. Includes condo/hotel units.

3/ Accommodation type grouped differently than in previous years.

Source: Hawaii State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, *Visitor Plant Inventory* (annual).

Table 23.37-- VISITOR ACCOMMODATIONS, BY TYPE AND GEOGRAPHIC AREA: 2001

[Accommodation type grouped differently than in previous years]

Type of accommodation	Properties			Units		
	State total	Oahu	Other islands	State total	Oahu	Other islands
All types	914	205	709	72,204	36,824	35,380
Apartment-hotel	22	15	7	744	647	97
Bed and breakfast	149	15	134	553	42	511
Condominium	202	25	177	16,183	3,245	12,938
Hotel	161	82	79	50,114	31,546	18,568
Other 1/	380	68	312	4,610	1,344	3,266

1/ Hostel, lodge, etc.

Source: Hawaii State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, *Visitor Plant Inventory* (annual).

**Table 23.38-- HOTELS AND OTHER LODGING PLACES (NAICS 7211),
BY COUNTIES: 1995 TO 2000**

County	1995 1/	1996 1/	1997 1/	1998	1999	2000
State total	283	282	291	298	295	273
Hawaii	38	41	41	48	48	47
Honolulu	147	137	138	133	130	122
Kauai	32	31	31	38	36	32
Maui	66	73	81	79	81	72

1/ County Business Patterns data from before 1998 reported in SIC (SIC 70) rather than NAICS.

Source: U.S. Bureau of the Census, *County Business Patterns, Hawaii* (annual report), and unpublished 1994 data.

Table 23.39-- VISITOR ACCOMMODATIONS, BY NIGHTLY PRICE: 2001

[Accommodation type grouped differently than in previous years]

Island and type of accommodation	All levels	\$100 or less	\$101 to \$250	\$251 to \$500	Over \$500
Number reporting	70,834	14,685	31,131	20,822	4,196
Island:					
Oahu	36,269	8,984	17,106	9,169	1,010
Hawaii	9,713	1,946	4,090	2,580	1,097
Kauai	7,122	1,032	3,257	2,229	604
Maui	17,070	2,654	6,564	6,558	1,294
Molokai	292	62	104	126	-
Lanai	368	7	10	160	191
Type of accommodation:					
Apartment, apartment-hotel	736	571	161	2	2
Bed and breakfast	492	287	198	7	-
Condominium	15,619	3,116	9,849	2,462	192
Hostel	412	412	-	-	-
Hotel	50,081	9,146	20,107	16,937	3,891
Individual vacation unit	1,252	750	415	63	24
Other	2,242	404	400	1,350	88

Note: Based on 804 properties for which information on the class of units was available. Because class of units was reported in terms of percentages, errors may have occur due to rounding.

Source: Hawaii State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, *Visitor Plant Inventory* (annual).

Table 23.40-- HOTEL ROOMS, OCCUPANCY RATES, AND DAILY ROOM AND GUEST RATES: 1989 TO 2001

[Includes condominium units in rental pools for transient occupancy]

Year	Hotel units 1/			Percent occupied 2/	Daily rates per room 2/ (dollars)	Guests per room 2/
	State total	Oahu	Other islands			
1989	67,734	36,467	31,267	79.0	95.83	2.00
1990	71,266	36,899	34,367	78.8	102.10	2.01
1991	72,275	36,623	35,652	72.4	101.89	2.01
1992	73,089	37,279	35,810	72.6	105.59	2.02
1993	69,502	37,032	32,470	72.0	103.26	2.04
1994	70,463	36,194	34,269	76.5	105.46	2.04
1995	(NA)	(NA)	(NA)	76.6	110.27	2.05
1996	70,288	36,146	34,142	75.5	127.95	2.07
1997	71,025	35,971	35,054	74.0	135.94	2.08
1998	71,480	36,206	35,274	72.1	140.80	2.09
1999	71,157	35,861	35,296	72.9	144.53	2.09
2000 3/	71,506	36,303	35,203	70.0	159.78	2.08
2001	72,204	36,824	35,380	61.1	159.28	2.05

NA Not available.

1/ February data through 1991; Spring 1992; June 1993; December 1994; and May 1996.

2/ Annual averages for hotels in PKF sample.

3/ Data from PKF for 2000 have been revised from previous year databook.

Source: Hawaii State Department of Business, Economic Development, and Tourism, *Visitor Plant Inventory (annual)*; *PKF-Hawaii, Trends in the Hotel Industry*, Hawaii (December issues), and records.

**Table 23.41-- HOTEL ROOM OCCUPANCY AND ROOM RATES, BY
GEOGRAPHIC AREAS: 2001**

[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	71.94	157.99	113.66
Oahu	72.87	120.79	88.02
Waikiki	73.14	122.04	89.26
Other Oahu	70.45	109.23	76.95
Hawaii	67.74	182.21	123.43
Hilo	61.48	72.87	44.80
Kona	72.63	94.53	68.66
Kohala	66.85	246.17	164.57
Maui	74.50	210.29	156.66
Kaanapali	77.87	186.66	145.35
West Maui	72.42	195.81	141.80
Other	73.05	237.53	173.52
Kauai	68.33	172.72	118.01
North	67.98	223.94	152.24
Central	66.59	116.44	77.54
South	70.15	212.63	149.17
Molokai	47.36	92.09	43.62

Source: PKF-Hawaii, *Trends in the Hotel Industry, Hawaii*, December 2001.

**Table 23.42-- GENERAL EXCISE TAX BASE FOR RENTALS:
1985 TO 2001**

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

Year reported 1/	Total	Hotel rentals	All other rentals 2/
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
1996	5,859,454	2,057,800	3,801,655
1997	5,829,772	2,155,319	3,826,024
1998	5,904,196	2,147,217	3,756,979
1999	5,845,772	2,158,193	3,687,580
2000	6,305,325	2,419,287	3,886,038
2001	6,360,999	2,421,813	3,939,186

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 23.43-- COMPUTER AND SOFTWARE STORES AND SERVICES: 1997

[Data limited to establishments with payroll]

Subject and year	Number of establishments	Receipts (\$1,000)	Annual payroll (\$1,000)	Paid employees, week inc. March 12
Wholesale trade: Computers and computer peripheral equipment and software (NAICS 42143)	32	150,565	24,786	453
Retail trade: Computer and software stores (NAICS 44312)	37	104,508	7,198	387
Services: Computer and office machine repairs and maintenance (NAICS 811212)	38	15,134	3,638	141
Computer systems design and related services (NAICS 5415)	124	97,935	38,367	906
Data processing services (NAICS 5142)	30	17,949	6,719	187
Software publishers (NAICS 5112)	16	6,253	2,195	61

Source: U.S. Census Bureau, *1997 Economic Census, Retail Trade, Geographic Area Series, Hawaii*, EC97R44A-HI (November 1999); *1997 Economic Census, Wholesale Trade, Geographic Area Series, Hawaii*, EC97W42-HI (April 2000); *1997 Economic Census, Other Services (Except Public Administration), Geographic Area Series, Hawaii*, EC97S81A-HI (December 1999); *1997 Economic Census, Professional, Scientific and Technical Services, Geographic Area Series, Hawaii*, EC97S54A-HI (August 1999); *1997 Economic Census, Information, Geographic Area Series, Hawaii*, EC97S51A-HI (October 1999).

Table 23.44-- MOTION PICTURE SERVICES: 1977 TO 1997

[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
1997 2/	63	33,727	10,660	278
Motion picture theaters (SIC 783):				
1977 1/	50	17,444	(D)	(D)
1982	36	21,329	3,195	519
1987	35	(D)	(D)	(D)
1992	34	(D)	(D)	(D)
1997 2/	35	62,133	8,866	1,195
Video tape rental (SIC 784):				
1987	78	12,319	2,456	376
1992	78	26,909	5,252	545
1997 2/	81	23,862	4,346	451

D Withheld to avoid disclosing data for individual companies.

1/ Data include 3 establishments without payroll.

2/ Data for 1997 use NAICS code 51211, 51212, 51219 for motion picture production, distribution, and service; NAICS code 51213 for motion picture theaters; NAICS code 53223 for video tape and disk rental.

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); *1997 Economic Census, Information, Geographic Area Series, Hawaii*, EC97S51A-HI (October 1999); *1997 Economic Census, Real Estate and Rental and Leasing, Geographic Area Series, Hawaii*, EC97F53A-HI (August 1999).

**Table 23.45-- MOTION PICTURE THEATERS AND SCREENS OPERATED BY
MAJOR COMPANIES: APRIL 1999**

Subject	All major companies	Consolidated Amusement Co.	Wallace Theater Corp.	Signature Theaters
Number of theaters	29	15	13	1
Number of screens	135	79	44	12
Oahu	91	59	20	12
Hawaii	22	10	12	-
Maui	17	10	7	-
Molokai	3	-	3	-
Kauai	2	-	2	-

Source: *The Honolulu Advertiser*, April 25, 1999, p. G4.

**Table 23.46-- MOTION PICTURE AND TELEVISION PRODUCTION:
1996 TO 2000**

Subject	1996	1997	1998	1999	2000
Number of features and programs filmed 1/	7	12	12	10	13
Feature films for theater viewing	6	9	3	2	5
TV movie of the week, television episodic, specials	1	3	6	6	7
Hawaii-based TV network series	-	-	3	2	1
Expenditures in Hawaii (million dollars)	59.7	70.7	99.1	98.1	136.0
Commercials	10.4	5.5	5.8	8.6	7.5
Hawaii-based TV series	-	-	28.2	25.0	20.0
Feature films	11.7	22.6	12.6	6.0	51.5
TV specials/episodics/movie of week	3.0	4.5	10.7	12.2	10.3
Others (still photography, sports, exercise or music video, cable, misc.)	6.5	4.3	6.2	9.1	12.1
Documentaries/industrials/news/ educational/travelog/video stock	0.8	3.3	2.6	2.9	2.0
Annual permit holders	11.7	8.5	11.0	11.0	10.3
Private property projects	10.0	15.0	7.0	7.0	15.0
Sports events, annual (private)	5.6	7.0	15.0	15.0	7.0
Tax revenues generated (million dollars)	10.9	13.0	18.2	18.0	25.0
Spending effect on economy (million dollars)	121.8	144.2	198.2	196.0	271.8

1/ For 1996-98, includes only nationally televised series.

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