

Table
Number **Table Name**

(Click on the table number to go to corresponding table)

Narrative

| | |
|-----------------------|---|
| 23.01 | General Excise Tax Base for Trade and Service Activities: 1985 to 2007 |
| 23.02 | Retail Establishments, by Payroll Status: 1972 to 2002 |
| 23.03 | Food Services & Drinking Places (NAICS 722) by Type of Service: 2002 |
| 23.04 | Characteristics of Retail Establishments (NAICS 44-45) with Payroll, by Broad Geographic Area: 2002 |
| 23.05 | Retail Establishments (NAICS 44-45), for County and Selected Urban Place: 2002 |
| 23.06 | Retail Establishments (NAICS 44-45) with Payroll, by Kind of Business: 2002 |
| 23.07 | Private Industry Retail Employment and Wages, Annual Averages (NAICS 44-45): 2006 |
| 23.08 | Retail Trade and Food Services Sales, by Type of Store: 2006 |
| 23.09 | Characteristics of Major Shopping Centers: 2002 |
| 23.10 | Characteristics of Shopping Malls: 2001 and 2002 |
| 23.11 | Shopping Center Characteristics: 2002 to 2005 |
| 23.12 | Characteristics of Eating and Drinking Places: 2002 |
| 23.13 | Duty-Free Store Revenues: 1985 to 2007 |
| 23.14 | Alcoholic Beverage Sales, by Type: 2005 to 2007 |
| 23.15 | Product Line Sales for Retail Trade (NAICS 44-45): 2002 |
| 23.16 | Wholesale Trade Establishments and Sales (NAICS 42): 1939 to 2002 |
| 23.17 | Characteristics of Wholesale Establishments (NAICS 42), by Broad Geographic Area: 2002 |
| 23.18 | Wholesale Trade (NAICS 42), by Type of Operation and Kind of Business: 2002 |
| 23.19 | Wholesale Trade (NAICS 42), for County and Selected Urban Place: 2002 |
| 23.20 | Professional, Scientific, and Technical Services Establishments (NAICS 54), for County and Selected Urban Place: 2002 |
| 23.21 | Administrative and Support and Waste Management and Remediation Services Establishments (NAICS 56), for County and Selected Urban Place: 2002 |
| 23.22 | Educational Services Establishments (NAICS 61), for County and Selected Urban Place: 2002 |
| 23.23 | Arts, Entertainment, and Recreation Establishments (NAICS 71) with Payroll and Subject to Federal Income Tax, for County and Selected Urban Place: 2002 |
| 23.24 | Other Services (Except Public Administration) Establishments (NAICS 81), for County and Selected Urban Place: 2002 |

Table
Number **Table Name**

(Click on the table number to go to corresponding table)

| | |
|-----------------------|--|
| 23.25 | Professional, Scientific, and Technical Services Establishments (NAICS 54), by Type of Operation or Kind of Business: 2002 |
| 23.26 | Administrative and Support and Waste Management and Remediation Services Establishments (NAICS 56), by Type of Operation or Kind of Business: 2002 |
| 23.27 | Educational Services Establishments (NAICS 61), by Type of Operation or Kind of Business: 2002 |
| 23.28 | Arts, Entertainment, and Recreation Establishments (NAICS 71) with Payroll, by Kind of Business or Operation: 2002 |
| 23.29 | Other Services (Except Public Administration) Establishments (NAICS 81), by Kind of Business or Operation: 2002 |
| 23.30 | Travel Arrangement and Reservation Services (NAICS 5615): 2002 |
| 23.31 | Accommodation and Food Services (NAICS 72), for County and Selected Urban Place: 2002 |
| 23.32 | Accommodation and Food Services (NAICS 72): 2002 |
| 23.33 | Product Line Sales for Accommodation and Food Services (NAICS 72): 2002 |
| 23.34 | Visitor Accommodations, by County: 1970 to 2007 |
| 23.35 | Visitor Accommodations, by Type: 1986 to 2006 |
| 23.36 | Visitor Accommodations, by Type and by Island: 2007 |
| 23.37 | Visitor Accommodations, by Type and Geographic Area: 2007 |
| 23.38 | Hotels and Other Lodging Places (NAICS 721), by County: 1999 to 2005 |
| 23.39 | Visitor Accommodations, by Nightly Price: 2007 |
| 23.40 | Hotel Rooms, Occupancy Rates, and Daily Room and Guest Rates: 1989 to 2007 |
| 23.41 | Hotel Room Occupancy and Room Rates, by Geographic Area: 2007 |
| 23.42 | General Excise Tax Base for Rentals: 1985 to 2007 |
| 23.43 | Computer and Software Stores and Services: 2002 |
| 23.44 | Motion Picture Services: 1977 to 2002 |
| 23.45 | Motion Picture and Television Production: 2000 to 2004 |

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, *2002 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: 2008*, 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 2007**

[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 |
| 2002 | 17,873,487 | 6,831,646 | 265,334 | 331,944 | 9,288,532 |
| 2003 | 18,835,041 | 7,296,759 | 260,651 | 352,614 | 9,714,281 |
| 2004 | 21,049,652 | 8,108,248 | 288,658 | 312,781 | 11,017,918 |
| 2005 | 23,233,246 | 9,206,858 | 292,734 | 388,457 | 11,920,729 |
| 2006 | 23,997,010 | 9,967,208 | 301,779 | 606,071 | 12,687,800 |
| 2007 | 26,448,776 | 11,197,746 | 343,395 | 681,671 | 13,903,196 |

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, radio, etc.

Source: Hawaii State Department of Taxation, "General Excise and Use Tax Base" (annual tabular release). see also <http://www.state.hi.us/tax/a5_3txcolrpt.htm>.

**Table 23.02-- RETAIL ESTABLISHMENTS, BY PAYROLL STATUS:
1972 TO 2002**

[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: 1/ | | | | | | |
| 1997 | 14,098 | 5,088 | 9,010 | 11,628 | 11,318 | 310 |
| 2002 | 13,719 | 4,924 | 8,795 | 13,362 | 13,008 | 354 |

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

Source: U.S. Census Bureau, *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; *1997 Economic Census, Nonemployer Statistics*, EC97X-CS4 (January 2001), table 2; *2002 Economic Census, Retail Trade, Geographic Area Series, Hawaii*, EC02-44A-HI, (January 2005), table 1; and *2002 Economic Census, Nonemployer Statistics, Hawaii*, <<http://www.census.gov/epcd/nonemployer/2002/hi/HI000.HTM>> accessed February 2, 2005.

**Table 23.03-- FOOD SERVICES & DRINKING PLACES (NAICS 722)
BY TYPE OF SERVICE: 2002**

[Includes establishments with payroll. Statistics based on the North American Industry Classification System (NAICS) which replaced the Standard Industrial Classification (SIC) system used in Economic Censuses prior to the 1997 Economic Census]

| NAICS code | Type of service | Establishments (number) | Sales (\$1,000) | Annual payroll (\$1,000) | Paid employees, pay period including March 12 (number) |
|-------------------|---------------------------------------|--------------------------------|------------------------|---------------------------------|---|
| 722 | Food services & drinking places | 2,858 | 2,331,592 | 645,689 | 50,781 |
| 7221 | Full-service restaurants | 1,081 | 1,185,561 | 368,028 | 27,296 |
| 7222 | Limited-service eating places | 1,401 | 869,160 | 207,744 | 18,613 |
| 7223 | Special food services | 109 | 174,794 | 46,889 | 2,556 |
| 72231 | Food service contractors | 56 | 150,324 | 39,650 | 2,011 |
| 72232 | Caterers | 33 | 20,778 | 6,430 | 479 |
| 72233 | Mobile food services | 20 | 3,692 | 809 | 66 |
| 7224 | Drinking places (alcoholic beverages) | 267 | 102,077 | 23,028 | 2,316 |

Source: U.S. Census Bureau, *2002 Economic Census, Accommodation and Food Services, Geographic Area Series, Hawaii*, EC02-72A-HI, (January 2005), table 1.

**Table 23.04-- CHARACTERISTICS OF RETAIL ESTABLISHMENTS
(NAICS 44-45) WITH PAYROLL, BY BROAD GEOGRAPHIC AREA: 2002**

[Includes establishments with payroll. Statistics based on the North American Industry Classification System (NAICS) which replaced the Standard Industrial Classification (SIC) system used in Economic Censuses prior to the 1997 Economic Census]

| Subject | State total | Oahu | Other Islands |
|---|------------------------|-------------|--------------------------|
| Number of establishments | 4,924 | 3,065 | 1,859 |
| Sales (\$1,000) | 13,008,182 | 8,816,634 | 4,191,548 |
| Annual payroll (\$1,000) | 1,333,809 | 880,174 | 453,635 |
| First quarter payroll (\$1,000) | 320,859 | 212,995 | 107,864 |
| Paid employees for pay period including March 12 | 63,794 | 41,968 | 21,826 |

Source: U.S. Census Bureau, *2002 Economic Census, Retail Trade, Geographic Area Series, Hawaii*, EC02-44A-HI, (January 2005), tables 1 and 2.

Table 23.05-- RETAIL ESTABLISHMENTS (NAICS 44-45), FOR COUNTY AND SELECTED URBAN PLACE: 2002

[Includes establishments with payroll. Statistics based on the North American Industry Classification System (NAICS) which replaced the Standard Industrial Classification (SIC) system used in Economic Censuses prior to the 1997 Economic Census]

| Geographic area | Number of establishments | Sales (\$1,000) | Annual payroll (\$1,000) | Paid employees for pay period including March 12 (number) |
|------------------------|---------------------------------|------------------------|---------------------------------|--|
| State total | 4,924 | 13,008,182 | 1,333,809 | 63,794 |
| Hawaii County | 691 | 1,704,360 | 176,092 | 8,541 |
| Captain Cook | 8 | 17,240 | 2,282 | 96 |
| Hawaiian Beaches | 3 | 3,828 | 486 | 35 |
| Hilo | 249 | 792,491 | 83,458 | 3,863 |
| Holualoa | 14 | 22,105 | 1,687 | 77 |
| Kailua | 165 | 409,803 | 42,869 | 2,174 |
| Kalaoa | 23 | 147,713 | 11,327 | 346 |
| Waikoloa Village | 19 | 26,456 | 3,385 | 157 |
| Honolulu County | 3,065 | 8,816,634 | 880,174 | 41,968 |
| Ahuimanu | 6 | 15,842 | 1,358 | 82 |
| Aiea | 119 | 368,185 | 40,304 | 2,292 |
| Ewa Beach | 10 | 16,972 | 2,052 | 110 |
| Halawa | 23 | 20,135 | 2,771 | 125 |
| Hauula | 14 | 14,711 | 1,532 | 157 |
| Heeia | 3 | 402 | 61 | 4 |
| Honolulu | 2,088 | 5,375,770 | 534,189 | 25,050 |
| Kailua | 97 | 276,470 | 32,230 | 1,543 |
| Kaneohe | 111 | 386,227 | 40,319 | 1,841 |
| Laie | 7 | 16,106 | 1,809 | 110 |
| Maili | 7 | 6,329 | 512 | 30 |
| Maunawili | 6 | 7,180 | 451 | 34 |
| Mililani Town | 41 | 221,123 | 22,837 | 169 |
| Nanakuli | 11 | 23,480 | 1,896 | 109 |
| Pearl City | 44 | 372,240 | 26,067 | 1,333 |
| Pupukea | 5 | 13,320 | 1,448 | 70 |
| Schofield Barracks | 3 | 1,547 | 436 | 26 |
| Wahiawa | 37 | 94,355 | 8,535 | 419 |
| Waialua | 6 | 3,446 | 446 | 31 |
| Waianae | 21 | 74,924 | 7,568 | 450 |
| Waimalu | 58 | 206,585 | 24,433 | 833 |

Continued on next page.

Table 23.05-- RETAIL ESTABLISHMENTS (NAICS 44-45) WITH PAYROLL, FOR COUNTY AND SELECTED URBAN PLACE: 2002 -- Con.

| Geographic area | Number of establishments | Sales (\$1,000) | Annual payroll (\$1,000) | Paid employees for pay period including March 12 (number) |
|------------------------|---------------------------------|------------------------|---------------------------------|--|
| Honolulu County - Con. | | | | |
| Waimanalo | 9 | 15,580 | 2,057 | 84 |
| Waimanalo Beach | 6 | 6,070 | 585 | 32 |
| Waipahu | 110 | 588,471 | 49,549 | 1,971 |
| Waipio | 14 | 29,882 | 3,597 | 145 |
| Kauai County | 352 | 714,715 | 78,749 | 4,084 |
| Hanamaulu | 3 | 3,332 | 387 | 28 |
| Kalaheo | 11 | 6,654 | 778 | 59 |
| Kapaa | 67 | 137,703 | 14,772 | 730 |
| Lihue | 83 | 280,163 | 28,795 | 1,295 |
| Waimea | 27 | 69,217 | 7,615 | 342 |
| Maui County | 816 | 1,772,473 | 198,794 | 9,201 |
| Haiku-Pauwela | 11 | 7,202 | 1,046 | 59 |
| Island of Lanai | 11 | 14,540 | 2,197 | 105 |
| Island of Molokai 1/ | 5 | 4,161 | 487 | 36 |
| Kahului | 213 | 880,875 | 94,179 | 4,071 |
| Kaunakakai | 22 | 32,943 | 3,985 | 200 |
| Kihei | 65 | 183,662 | 16,143 | 884 |
| Lahaina | 198 | 253,968 | 32,133 | 1,531 |
| Makawao | 21 | 10,126 | 1,555 | 105 |
| Napili-Honokowai | 15 | 24,066 | 2,376 | 110 |
| Pukalani | 7 | 27,960 | 2,885 | 136 |
| Wailea-Makena | 60 | 74,342 | 11,529 | 556 |
| Wailuku | 59 | 94,711 | 11,129 | 525 |

1/ Balance of Molokai Island excluding Kaunakakai.

Source: U.S. Census Bureau, *2002 Economic Census, Retail Trade, Geographic Area Series, Hawaii*, EC02-44A-HI, (January 2005), tables 1, 3 and 4.

**Table 23.06-- RETAIL ESTABLISHMENTS (NAICS 44-45) WITH PAYROLL, BY
KIND OF BUSINESS: 2002**

[Includes establishments with payroll. Statistics based on the North American Industry Classification System (NAICS) which replaced the Standard Industrial Classification (SIC) system used in Economic Censuses prior to the 1997 Economic Census]

| NAICS code | Kind of business | Number of establishments | Sales (\$1,000) | Annual payroll (\$1,000) | Paid employees 1/ |
|------------|---|--------------------------|-----------------|--------------------------|-------------------|
| 44-45 | Retail trade | 4,924 | 13,008,182 | 1,333,809 | 63,794 |
| 441 | Motor vehicle and parts dealers | 336 | 2,552,832 | 218,125 | 6,013 |
| 442 | Furniture and home furnishings stores | 189 | 258,702 | 38,995 | 1,440 |
| 443 | Electronics and appliance stores | 171 | 290,837 | 29,290 | 1,332 |
| 444 | Building material and garden equipment and supplies dealers | 255 | 748,447 | 90,904 | 3,605 |
| 445 | Food and beverage stores | 722 | 2,258,963 | 236,558 | 12,080 |
| 446 | Health and personal care stores | 295 | 961,240 | 100,170 | 4,915 |
| 447 | Gasoline stations | 324 | 778,401 | 53,129 | 3,443 |
| 448 | Clothing and clothing accessories stores | 1,239 | 1,506,061 | 190,245 | 10,753 |
| 451 | Sporting goods, hobby, book, and music stores | 330 | 359,850 | 46,009 | 2,935 |
| 452 | General merchandise stores | 107 | 2,568,623 | 244,563 | 11,633 |
| 453 | Miscellaneous store retailers | 809 | 560,414 | 85,053 | 4,751 |
| 454 | Nonstore retailers | 147 | 163,812 | 20,768 | 894 |

1/ For pay period including March 12.

Source: U.S. Census Bureau, *2002 Economic Census, Retail Trade, Geographic Area Series, Hawaii*, EC02-44A-HI, (January 2005), table 1.

**Table 23.07-- PRIVATE INDUSTRY RETAIL EMPLOYMENT AND WAGES,
ANNUAL AVERAGES (NAICS 44-45): 2006**

[Statistics based on the North American Industry Classification System (NAICS) which replace the Standard Industrial Classification (SIC) system

| NAICS code | Retail trade | Average establishments | Average employment | Total wages (\$1,000) | Wages per employee |
|------------|--|------------------------|--------------------|-----------------------|--------------------|
| | Total | 4,613 | 70,059 | 1,820,660 | 25,988 |
| 441 | Motor vehicle and parts dealers | 340 | 7,382 | 324,053 | 43,898 |
| 442 | Furniture and home furnishings stores | 201 | 1,829 | 61,168 | 33,451 |
| 4421 | Furniture stores | 85 | 840 | 29,905 | 35,619 |
| 44221 | Floor covering stores | 43 | 467 | 18,916 | 40,542 |
| 442291 | Window treatment stores | 10 | 49 | 1,666 | 34,053 |
| 442299 | All other home furnishings stores | 64 | 474 | 10,681 | 22,558 |
| 443 | Electronics and appliance stores | 141 | 1,696 | 46,094 | 27,186 |
| 443111 | Household appliance stores | 27 | 123 | 3,921 | 32,006 |
| 443112 | Radio, TV, and other electronics stores | 67 | 866 | 21,807 | 25,174 |
| 44312 | Computer and software stores | 37 | 640 | 19,034 | 29,734 |
| 44313 | Camera and photographic supplies stores | 11 | 67 | 1,332 | 20,000 |
| 444 | Building material and garden supply stores | 242 | 4,915 | 153,822 | 31,296 |
| 44411 | Home centers | 36 | 2,226 | 61,180 | 27,482 |
| 44412 | Paint and wallpaper stores | 20 | 135 | 5,985 | 44,360 |
| 44413 | Hardware stores | 59 | 1,377 | 37,795 | 27,446 |
| 44419 | Other building material dealers | 97 | 859 | 40,394 | 47,051 |
| 44421 | Outdoor power equipment stores | 7 | 50 | 1,625 | 32,555 |
| 44422 | Nursery, garden, and farm supply stores | 23 | 268 | 6,843 | 25,493 |
| 445 | Food and beverage stores | 598 | 12,789 | 296,939 | 23,219 |
| 44511 | Supermarkets and other grocery stores | 224 | 9,235 | 224,486 | 24,307 |
| 44512 | Convenience stores | 131 | 1,436 | 25,470 | 17,735 |
| 44521 | Meat markets | 29 | 217 | 5,469 | 25,263 |
| 44522 | Fish and seafood markets | 39 | 461 | 11,152 | 24,173 |
| 44523 | Fruit and vegetable markets | 23 | 139 | 2,645 | 19,032 |
| 445291 | Baked goods stores | 16 | 101 | 2,849 | 28,347 |
| 445292 | Confectionery and nut stores | 33 | 346 | 7,164 | 20,726 |
| 445299 | All other specialty food stores | 48 | 640 | 13,774 | 21,508 |
| 4453 | Beer, wine, and liquor stores | 56 | 214 | 3,929 | 18,382 |
| 446 | Health and personal care stores | 336 | 5,267 | 156,189 | 29,653 |
| 44611 | Pharmacies and drug stores | 165 | 3,778 | 119,592 | 31,652 |
| 44612 | Cosmetic and beauty supply stores | 62 | 591 | 13,406 | 22,677 |
| 44613 | Optical goods stores | 35 | 371 | 8,936 | 24,080 |
| 446191 | Food, health, supplement stores | 44 | 310 | 6,385 | 20,615 |
| 446199 | All other health and personal care stores | 29 | 217 | 7,870 | 36,293 |
| 447 | Gasoline stations | 228 | 2,668 | 54,732 | 20,512 |
| 44711 | Gasoline stations with convenience stores | 172 | 2,156 | 44,010 | 20,413 |
| 44719 | Other gasoline stations | 56 | 512 | 10,722 | 20,932 |

Continued on next page.

**Table 23.07-- PRIVATE INDUSTRY RETAIL EMPLOYMENT AND WAGES,
ANNUAL AVERAGES: 2006 -- Con.**

| NAICS code | Retail trade | Average establishments | Average employment | Total wages (\$1,000) | Wages per employee |
|------------|--|------------------------|--------------------|-----------------------|--------------------|
| 448 | Clothing and clothing accessories stores | 1,154 | 11,501 | 240,584 | 20,919 |
| 44811 | Men's clothing stores | 72 | 949 | 16,607 | 17,495 |
| 44812 | Women's clothing stores | 233 | 2,721 | 54,885 | 20,169 |
| 44813 | Children's and infant's clothing stores | 17 | 190 | 2,271 | 11,982 |
| 44814 | Family clothing stores | 95 | 2,317 | 34,935 | 15,077 |
| 44815 | Clothing accessories stores | 75 | 703 | 20,228 | 28,787 |
| 44819 | Other clothing stores | 171 | 1,168 | 19,151 | 16,404 |
| 4482 | Shoe stores | 108 | 1,099 | 21,468 | 19,527 |
| 44831 | Jewelry stores | 364 | 2,020 | 60,701 | 30,047 |
| 44832 | Luggage and leather goods stores | 19 | 334 | 10,339 | 30,954 |
| 451 | Sporting goods, hobby, book and music stores | 341 | 3,412 | 62,152 | 18,215 |
| 45111 | Sporting goods stores | 180 | 1,534 | 31,050 | 20,236 |
| 45112 | Hobby, toy, and game stores | 44 | 550 | 7,903 | 14,362 |
| 45113 | Sewing, needlework, and piece goods stores | 15 | 132 | 2,743 | 20,861 |
| 45114 | Musical instrument and supplies stores | 22 | 124 | 2,519 | 20,354 |
| 45121 | Book stores and news dealers | 53 | 841 | 14,388 | 17,111 |
| 45122 | Prerecorded tape, CD, and record stores | 27 | 231 | 3,549 | 15,342 |
| 452 | General merchandise stores | 127 | 12,338 | 274,892 | 22,280 |
| 452111 | Department stores, except discount | 24 | 3,902 | 76,331 | 19,561 |
| 452112 | Discount department stores | 28 | 5,280 | 109,795 | 20,793 |
| 45291 | Warehouse clubs and supercenters | 10 | 2,349 | 75,523 | 32,151 |
| 45299 | All other general merchandise stores | 65 | 806 | 13,244 | 16,427 |
| 453 | Miscellaneous store retailers | 813 | 5,964 | 140,823 | 23,611 |
| 4531 | Florists | 100 | 519 | 8,384 | 16,150 |
| 45321 | Office supplies and stationery stores | 58 | 825 | 22,827 | 27,680 |
| 45322 | Gift, novelty, and souvenir stores | 352 | 2,735 | 62,792 | 22,961 |
| 4533 | Used merchandise stores | 51 | 438 | 8,432 | 19,241 |
| 45391 | Pet and pet supplies stores | 39 | (D) | (D) | (D) |
| 45392 | Art dealers | 126 | 606 | 20,328 | 33,531 |
| 453991 | Tobacco stores | 8 | 26 | 533 | 20,784 |
| 453998 | Store retailers not specified elsewhere | 78 | 486 | 11,921 | 24,547 |
| 454 | Nonstore retailers | 95 | 299 | 9,212 | 30,834 |

D Data do not meet BLS or State agency disclosure standards.

Source: U.S. Department of Labor, *Employment and Wages Annual Averages 2006*, table 10, <<http://www.bls.gov/cew/>> accessed April 2, 2008.

**Table 23.08-- RETAIL TRADE AND FOOD SERVICES SALES, BY
TYPE OF STORE: 2006**

[In millions of dollars; data are estimates. Statistics based on the North American Industry Classification System (NAICS) which replaced the Standard Industrial Classification (SIC) system. Under NAICS classification, food service & drinking establishments are no longer included in retail trade]

| Kind of store | NAICS code | 2006 |
|---|-----------------------|------------------|
| All retail stores 1/ Total Retail sales and food and drink | 44, 45 44, 45, 722 | 22,251 25,969 |
| Motor vehicle and parts dealers | 441 | 4,120 |
| Furniture and home furnishings | 442 | 595 |
| Electronics and appliances | 443 | 487 |
| Building material and garden equipment and supply dealers | 444 | 2,089 |
| Food and beverage stores | 445 | 3,363 |
| Health and personal care | 446 | 1,395 |
| Gasoline stations | 447 | 1,816 |
| Clothing and clothing accessories | 448 | 2,846 |
| Sporting goods, hobby, book, & music stores | 451 | 549 |
| General merchandise | 452 | 3,642 |
| Miscellaneous store | 453 | 992 |
| Nonstore retailers | 454 | 357 |
| Food services & drinking places | 722 | 3,718 |

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

Source: Market Statistics (a division of Claritas Inc., Arlington VA), *The Survey of Buying Power Data Service*, annual, estimates cited in U.S. Census Bureau, *Statistical Abstract of the United States: 2008*, pp. 654-655.

Table 23.09-- CHARACTERISTICS OF MAJOR SHOPPING CENTERS: 2002

[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 | 1,800 | 9,000 | 230 |
| Kahala Mall | Honolulu | 1970 | 20 | 455 | 2100+ | 100 |
| Koko Marina S.C. | Honolulu | 1963 | 15 | 283 | 861 | 58 |
| Moanalua S.C. | Honolulu | 1952 | 15 | 250 | 500 | 50+ |
| Pearl City S.C. | Pearl City | 1967 | 14 | 255 | 837 | 34 |
| Pearl Highlands Center | Pearl City | 1993 | 13 | 410 | 2,000 | 24 |
| Pearlridge Center | Aiea | 1972 | 56 | 1,400 | 6,580 | 170 |
| Royal Hawaiian S.C. | Honolulu | 1980 | 7 | 293 | 614 | 150 |
| Town Center of Mililani | Mililani | 1987 | 45 | 489 | 2,502 | 70+ |
| Victoria Ward Center | Honolulu | 1980 | 65 | 650 | 1,200 | 165 |
| Waikele Center | Waipahu | 1993 | 42 | 522 | 2,162 | 25 |
| Windward Mall S.C. | Kaneohe | 1982 | 32 | 530 | 2,300 | 100 |
| Hawaii: | | | | | | |
| Keauhou Shopping Center | Kailua | 1984 | 21 | 170 | 893 | 48 |
| Prince Kuhio Plaza | Hilo | 1985 | 46 | 504 | 2,831 | 75 |
| Waiakea Center | Hilo | 1997 | 18 | 229 | 1,157 | 16 |
| Maui: | | | | | | |
| Lahaina Market Place | Lahaina | 1969 | 2 | 208 | 16 | 17 |
| Maui Mall | Kahului | 1971 | 25 | 193 | 700 | 43 |
| Maui Marketplace | Kahului | 1997 | 20 | 315 | 1,400 | 25 |
| Piilani Village S.C. | Kihei | 2000 | 15 | 150 | 750 | 30 |
| Queen Kaahumanu Center | Kahului | 1972 | 32 | 573 | 2,864 | 102 |
| Shops at Wailea | Wailea | 2000 | 16 | 161 | 900 | 62 |
| Kauai: | | | | | | |
| Kukui Grove Center | Lihue | 1982 | 35 | 315 | 1,568 | 60 |

Source: International Council of Shopping Centers, Hawaii Council of Shopping Centers, 2002 *Hawaii Council of Shopping Centers Directory*.

Table 23.10-- CHARACTERISTICS OF SHOPPING MALLS: 2001 AND 2002

| Subject | Hawaii | | United States |
|---|--------|-------|---------------|
| | 2001 | 2002 | 2002 |
| Number of shopping centers | 190 | 192 | 46,438 |
| Retail sales (billions of dollars) | 3.9 | 4.1 | 1,245.6 |
| Adults shopping in centers (monthly in millions) | 0.9 | 0.9 | 201.4 |
| Employment in shopping centers (in thousands) | 31.7 | 30.6 | 10,743.0 |
| Sales tax revenues from shopping centers (in millions) | 159.4 | 166.9 | 53,100.0 |

Source: International Council of Shopping Centers, 2003 State Card (Hawaii).

Table 23.11-- SHOPPING CENTER CHARACTERISTICS: 2002 TO 2005

| Characteristic | 2002 | 2003 | 2004 | 2005 |
|---|-------------|-------------|-------------|-------------|
| Gross leasable area (million square feet) | 20 | 21 | 21 | 21 |
| Retail sales (billion dollars) | 5.7 | 6.1 | 6.7 | 7.4 |
| Retail sales per square foot (dollars) | 279 | 297 | 321 | 346 |

Source: U.S. Census Bureau, *Statistical Abstract of the United States: 2008* (p. 658) and earlier editions, see also <<http://www.census.gov/compendia/statab/>> accessed January 7, 2008.

Table 23.12-- CHARACTERISTICS OF EATING AND DRINKING PLACES: 2002

[Includes only establishments of firms with payroll]

| Subject | Full-service restaurants | Limited-service restaurants | Cafeterias, buffets, and grill buffets | Drinking Places (alcoholic beverages) |
|---|-----------------------------|--------------------------------|--|--|
| Establishments in business at end of year | 994 | 1,067 | 12 | 238 |
| Sales, calendar year (million dollars) | 1185.6 | 751.3 | 12.5 | 102.1 |
| Seats, Dec. 31 | 98,321 | 61,206 | 1,494 | 10,269 |
| Average cost per meal (establishments): | | | | |
| Less than \$2.00 | - | 1 | - | (X) |
| \$2.00 to \$4.99 | 21 | 204 | - | (X) |
| \$5.00 to \$6.99 | 62 | 660 | - | (X) |
| \$7.00 to \$9.99 | 411 | 120 | - | (X) |
| \$10.00 to \$14.99 | 146 | 113 | - | (X) |
| \$15.00 to \$19.99 | 143 | 47 | 13 | (X) |
| \$20.00 to \$29.99 | 110 | - | - | (X) |
| \$30.00 or more | 188 | - | - | (X) |
| Menu type or specialty (establishments): | | | | |
| Italian | 125 | 78 | - | (X) |
| Mexican | 45 | 50 | - | (X) |
| Chinese | 68 | 225 | - | (X) |
| Other ethnic | 269 | 216 | 13 | (X) |
| Seafood | 76 | 1 | - | (X) |
| Steak | 45 | 8 | - | (X) |
| Pizza | 203 | 90 | - | (X) |
| Chicken | - | 1 | - | (X) |
| Hamburger | 10 | 172 | - | (X) |
| Sandwich (Sub shop) | - | 121 | - | (X) |
| Other food specialty | 12 | 31 | - | (X) |
| Establishments with no food specialty | 228 | 152 | - | (X) |

X Not applicable.

Source: U.S. Census Bureau, *2002 Economic Census, Accommodation and Food Services, Subject Series*, EC02-72SX-SB (December 2005), pp. 3, 16, 34 and 49.

Table 23.13-- DUTY-FREE STORE REVENUES: 1985 TO 2007

[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 | 1997 | 355,636,355 |
| 1986 | 270,891,959 | 1998 | 271,692,798 |
| 1987 | 369,788,429 | 1999 | 192,429,772 |
| 1988 | 445,072,755 | 2000 | 229,392,900 |
| 1989 | 451,185,041 | 2001 | 215,257,193 |
| 1990 | 413,932,037 | 2002 | 149,962,722 |
| 1991 | 378,587,469 | 2003 | 158,854,936 |
| 1992 | 421,953,644 | 2004 | 168,305,421 |
| 1993 | 397,322,968 | 2005 | 189,517,794 |
| 1994 | 413,417,555 | 2006 | 174,632,693 |
| 1995 | 419,548,514 | 2007 | 147,125,047 |
| 1996 | 425,824,748 | | |

Source: DFS Hawaii, records; for 1995-2006 data Hawaii State Department of Transportation, Airport Division, records.

Table 23.14-- ALCOHOLIC BEVERAGE SALES, BY TYPE: 2005 TO 2007

[Fiscal year ending June 30]

| Category | Wine gallons of 128 fluid ounces | | | Wholesale value, 2007 (dollars) |
|-----------------------|----------------------------------|------------|------------|---------------------------------|
| | 2005 | 2006 | 2007 | |
| All types | 36,290,151 | 36,970,982 | 37,273,879 | 491,912,034 |
| Distilled spirits | 1,785,701 | 1,985,998 | 2,025,171 | 111,798,535 |
| Sparkling wine | 243,292 | 258,108 | 273,728 | 17,198,346 |
| Still wine | 3,342,544 | 3,552,543 | 3,674,139 | 129,947,916 |
| Cooler beverage | 505,850 | 459,835 | 401,978 | 4,748,629 |
| Draft beer | 2,568,092 | 2,706,714 | 2,724,226 | 16,197,750 |
| Beer other than draft | 27,844,672 | 28,007,784 | 28,174,637 | 212,020,858 |

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

**Table 23.15-- PRODUCT LINE SALES FOR RETAIL TRADE
(NAICS 44-45): 2002**

| Products and services code | Meaning of products and services code | Number of establishments | Sales (\$1,000) | Line sales as % of sales of establishments with line | Line sales as % of total sales of NAICS |
|-----------------------------------|---|---------------------------------|------------------------|---|--|
| 20000 | Industry total | 4,924 | 13,008,182 | (X) | 100.0 |
| 20100 | Groceries & other food for human consumption off the premises | 1,288 | 2,275,025 | 37.3 | 17.5 |
| 20120 | Meals, unpack snacks, sandwiches, etc for immediate consumption | 538 | 138,395 | 4.7 | 1.1 |
| 20140 | Packaged liquor, wine, & beer | 733 | 311,171 | 7.0 | 2.4 |
| 20150 | Cigars, cigarettes, etc & smokers' access, excluding sls from vending | 871 | 242,454 | 4.7 | 1.9 |
| 20160 | Drugs, health aids, beauty aids, including cosmetics | 958 | 1,010,043 | 16.7 | 7.8 |
| 20180 | Soaps, detergents, & household cleaners | 530 | 119,128 | 2.5 | 0.9 |
| 20190 | Paper & related products, including paper towels, toilet tissue, wraps, etc | 558 | 106,507 | 2.3 | 0.8 |
| 20200 | Men's wear | 763 | 377,927 | 10.4 | 2.9 |
| 20220 | Women's, juniors', & misses' wear | 1,085 | 762,169 | 16.3 | 5.9 |
| 20240 | Children's wear, including boys, girls, & infants & toddlers | 416 | 148,437 | 6.6 | 1.1 |
| 20260 | Footwear, including accessories | 558 | 216,447 | 8.2 | 1.7 |
| 20270 | Sewing, knitting materials & supplies, needlework goods | 79 | 20,479 | 1.6 | 0.2 |
| 20280 | Curtains, draperies, blinds, slipcovers, bed & table coverings | 166 | 83,622 | 3.0 | 0.6 |
| 20300 | Major household appliances | 146 | 130,559 | 6.0 | 1.0 |
| 20310 | Small electric appliances & personal care appliances | 135 | 27,180 | 1.1 | 0.2 |
| 20320 | TVs, video recorders, video cameras, video tapes, DVDs, etc | 259 | 157,918 | 6.7 | 1.2 |
| 20330 | Audio equipment, musical instruments, radios, stereos, CDs, records, etc | 294 | 131,751 | 4.8 | 1.0 |
| 20340 | Furniture, sleep equipment & outdoor/patio furniture | 297 | 203,455 | 7.2 | 1.6 |
| 20360 | Flooring & floor coverings | 135 | 89,975 | 9.7 | 0.7 |
| 20370 | Computer hardware, software, & supplies | 129 | 155,467 | 8.2 | 1.2 |
| 20380 | Kitchenware & home furnishings | 609 | 178,537 | 3.7 | 1.4 |

Continued on next page.

**Table 23.15-- PRODUCT LINE SALES FOR RETAIL TRADE
(NAICS 44-45): 2002 -- Con.**

| Products and services code | Meaning of products and services code | Number of establishments | Sales (\$1,000) | Line sales as % of sales of establishments with line | Line sales as % of total sales of NAICS |
|-----------------------------------|--|---------------------------------|------------------------|---|--|
| 20400 | Jewelry, including watches, watch attach, novelty jewelry, etc | 1,004 | 477,049 | 13.9 | 3.7 |
| 20420 | Books | 308 | 89,694 | 4.3 | 0.7 |
| 20440 | Photographic equipment & supplies | 137 | 48,654 | 1.7 | 0.4 |
| 20460 | Toys, hobby goods, & games | 408 | 161,957 | 4.5 | 1.2 |
| 20490 | Optical goods, including eyeglasses, contact lenses, sunglasses, etc | 228 | 48,135 | 2.3 | 0.4 |
| 20500 | Sporting goods | 387 | 174,278 | 6.3 | 1.3 |
| 20580 | RVs, including camping trailers, travel trailers, truck campers, etc | 8 | 2,066 | 5.1 | 1/ |
| 20600 | Hardware, tools, & plumbing & electrical supplies | 296 | 264,122 | 7.4 | 2.0 |
| 20620 | Lawn, garden, & farm equipment & supplies | 395 | 197,866 | 5.0 | 1.5 |
| 20640 | Dimensional lumber & other building/ structural materials & supplies | 154 | 244,128 | 40.6 | 1.9 |
| 20670 | Paint & sundries | 147 | 81,765 | 5.6 | 0.6 |
| 20690 | Wallpaper & other flexible wallcoverings | 13 | 232 | 0.3 | 1/ |
| 20700 | Automobiles, cars, vans, trucks, motorcycles, motor scooters, etc | 126 | 2,039,901 | 87.3 | 15.7 |
| 20720 | Automotive fuels | 332 | 521,054 | 38.2 | 4.0 |
| 20730 | Automotive lubricants, including oil, greases, etc | 355 | 21,823 | 1.0 | 0.2 |
| 20740 | Automotive tires, tubes, batteries, parts, accessories | 452 | 289,343 | 7.1 | 2.2 |
| 20780 | Household fuels, including oil, LP gas, wood, coal | 88 | 75,904 | 7.6 | 0.6 |
| 20800 | Pets, pet foods, & pet supplies | 247 | 74,084 | 2.4 | 0.6 |
| 20850 | All other merchandise | 1,698 | 716,829 | 12.3 | 5.5 |
| 29810 | All other merchandise | 687 | 221,639 | 5.2 | 1.7 |
| 29900 | All nonmerchandise receipts | 963 | 370,621 | 5.9 | 2.8 |

X Not applicable.

1/ Less than half the unit shown.

Source: U.S. Census Bureau, Economic Census 2002, Subject series: Product lines, extracted from American FactFinder, <http://factfinder.census.gov/home/saff/main.html?_lang=en> accessed March 14, 2006.

**Table 23.16-- WHOLESALE TRADE ESTABLISHMENTS AND SALES
(NAICS 42): 1939 TO 2002**

[Based on then-current definition]

| Year | Number of establishments (number) | Sales (\$1,000) | Year | Number of establishments (number) | Sales (\$1,000) |
|------|-----------------------------------|-----------------|------|-----------------------------------|-----------------|
| 1939 | 704 | 97,045 | 1977 | 1,569 | 2,571,489 |
| 1948 | 702 | 480,734 | 1982 | 1,737 | 4,084,369 |
| 1954 | 594 | 581,940 | 1987 | 1,998 | 5,362,490 |
| 1958 | 793 | 618,155 | 1992 | 2,202 | 8,001,621 |
| 1963 | 974 | 735,205 | 1997 | 1,872 | 7,147,462 |
| 1967 | 1,030 | 1,013,813 | 2002 | 1,876 | 9,986,355 |
| 1972 | 1,336 | 1,538,429 | | | |

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), table1, *2002 Economic Census, Wholesale Trade, Geographic Area Series, Hawaii*, EC02-42A-HI (March 2005), table1a.

**Table 23.17-- CHARACTERISTICS OF WHOLESALE ESTABLISHMENTS
(NAICS 42), BY BROAD GEOGRAPHIC AREA: 2002**

[Includes establishments with payroll. Statistics based on the North American Industry Classification System (NAICS) which replaced the Standard Industrial Classification (SIC) system used in Economic Censuses prior to the 1997 Economic Census]

| Subject | State total | Oahu | Neighbor Islands |
|--|--------------------|-------------|-------------------------|
| Number of establishments | 1,876 | 1,446 | 430 |
| Sales (\$1,000) | 9,986,355 | 8,579,151 | 1,407,204 |
| Annual payroll (\$1,000) | 683,396 | 583,575 | 99,821 |
| First quarter payroll (\$1,000) | 164,694 | 141,182 | 23,512 |
| Paid employees for pay period including March 12 (number) | 19,412 | 16,097 | 3,315 |
| Operating expenses (\$1,000) | 1,305,703 | 1,106,610 | 199,093 |
| Inventories (\$1,000): | | | |
| Beginning of year | 888,611 | 768,724 | 119,887 |
| End of year | 927,869 | 805,470 | 122,399 |

Source: U.S. Census Bureau, *2002 Economic Census, Wholesale Trade, Geographic Area Series, Hawaii*, EC02-42A-HI (March 2005), tables 1a and 3a.

Table 23.18-- WHOLESALE TRADE (NAICS 42), BY TYPE OF OPERATION AND KIND OF BUSINESS: 2002

[Includes establishments with payroll. Statistics based on the North American Industry Classification System (NAICS) which replaced the Standard Industrial Classification (SIC) system used in Economic Censuses prior to the 1997 Economic Census]

| NAICS codes | Type of operation and kind of business | Number of establishments (number) | Sales (\$1,000) | Annual payroll (\$1000) | Paid employees, pay period including March 12 (number) |
|-------------|---|-----------------------------------|-----------------|-------------------------|--|
| 42 | Wholesale trade | 1,876 | 9,986,355 | 683,396 | 19,412 |
| | Type of operation: | | | | |
| | Merchant wholesalers | 1,691 | 6,664,459 | 556,839 | 17,044 |
| | Manufacturers' sales branches and sales offices | 89 | (D) | (D) | (1/) |
| | Agents, brokers, and commission merchants | 96 | (D) | (D) | (2/) |
| | Kind of business: | | | | |
| 4231 | Motor vehicles and motor vehicle parts and supplies | 81 | 716,918 | 34,210 | 1,005 |
| 4232 | Furniture and home furnishings | 52 | 106,455 | 13,065 | 391 |
| 4233 | Lumber and other construction materials | 83 | 380,454 | 27,677 | 753 |
| 4234 | Professional and commercial equipment and supplies | 127 | 607,673 | 95,599 | 1,739 |
| 4235 | Metals and minerals, except petroleum | 18 | (D) | (D) | (3/) |
| 4236 | Electrical and electrical goods | 103 | 545,247 | 37,263 | 878 |
| 4237 | Hardware, and plumbing and heating equipment and supplies | 73 | 206,004 | 23,882 | 579 |
| 4238 | Machinery, equipment, and supplies | 122 | 319,604 | 37,796 | 1,072 |
| 4239 | Miscellaneous durable goods | 202 | (D) | (D) | (1/) |
| 4241 | Paper and paper products | 83 | 258,639 | 30,604 | 853 |
| 4242 | Drugs and druggists' sundries | 54 | 867,098 | 23,920 | 750 |
| 4243 | Apparel, piece goods, and notions | 129 | 208,933 | 22,124 | 739 |
| 4244 | Grocery and related products | 366 | 2,163,884 | 160,050 | 5,526 |
| 4245 | Farm product raw materials | 3 | (D) | (D) | (4/) |
| 4246 | Chemical and allied products | 40 | 153,277 | 22,614 | 488 |
| 4247 | Petroleum and petroleum products | 25 | 1,372,811 | 9,493 | 193 |
| 4248 | Beer, wine, and distilled alcoholic beverages | 28 | (D) | (D) | (2/) |
| 4249 | Miscellaneous nondurable goods | 191 | (D) | (D) | (1/) |

Continued on next page.

Table 23.18-- WHOLESALE TRADE (NAICS 42), BY TYPE OF OPERATION AND KIND OF BUSINESS: 2002 -- Con.

| NAICS codes | Type of operation and kind of business | Number of establishments (number) | Sales (\$1,000) | Annual payroll (\$1000) | Paid employees, pay period including March 12 (number) |
|--------------------|---|--|------------------------|--------------------------------|---|
| 4251 | Wholesale electronic markets and agents and brokers | 96 | (D) | (D) | (2/) |

D Withheld to avoid disclosing data for individual companies.

1/ 1,000 to 2,499 employees.

2/ 500 to 999 employees.

3/ 100 to 249 employees.

4/ 0 to 19 employees.

Source: U.S. Census Bureau, *2002 Economic Census, Wholesale Trade, Geographic Area Series, Hawaii*, EC97-42A-HI (March 2005), table 1a.

Table 23.19-- WHOLESALE TRADE (NAICS 42), FOR COUNTY AND SELECTED URBAN PLACE: 2002

[Includes establishments with payroll. Statistics based on the North American Industry Classification System (NAICS) which replaced the Standard Industrial Classification (SIC) system used in Economic Censuses prior to the 1997 Economic Census]

| Geographic area | Number of establishments (number) | Sales (\$1,000) | Annual payroll (\$1,000) | Paid employees for pay period including March 12 (number) |
|------------------------|--|------------------------|---------------------------------|--|
| State total | 1,876 | 9,986,355 | 683,396 | 19,412 |
| Hawaii County | 183 | 605,605 | 42,646 | 1,434 |
| Hilo | 79 | 380,573 | 23,276 | 781 |
| Kailua | 27 | 76,298 | 5,428 | 142 |
| Kalaoa | 22 | 66,296 | 5,395 | 151 |
| Honolulu County | 1,446 | 8,579,151 | 583,575 | 16,097 |
| Aiea | 18 | 35,137 | 3,958 | 97 |
| Halawa | 38 | 225,116 | 17,372 | 504 |
| Honolulu | 1,053 | 6,502,118 | 427,745 | 11,679 |
| Kailua | 37 | 61,479 | 4,258 | 129 |
| Kaneohe | 14 | 15,648 | 1,309 | 42 |
| Mililani Town | 10 | 4,179 | 372 | 10 |
| Pearl City | 30 | 135,268 | 10,811 | 294 |
| Waimalu | 32 | 202,038 | 10,592 | 374 |
| Waipahu | 36 | 178,479 | 19,571 | 592 |
| Waipio | 27 | 309,712 | 27,172 | 631 |
| Kauai County | 78 | 238,711 | 16,505 | 568 |
| Lihue | 42 | 154,146 | 12,208 | 395 |
| Maui County | 169 | 562,888 | 40,670 | 1,313 |
| Kahului | 52 | 329,452 | 19,396 | 516 |
| Kihei | 7 | 10,906 | 800 | 37 |
| Wailuku | 46 | 151,264 | 13,125 | 480 |

Source: U.S. Census Bureau, *2002 Economic Census, Wholesale Trade, Geographic Area Series, Hawaii*, EC02-42A-HI (March 2005), tables 1a, 3a and 4a.

Table 23.20-- PROFESSIONAL, SCIENTIFIC, AND TECHNICAL SERVICES ESTABLISHMENTS (NAICS 54), FOR COUNTY AND SELECTED URBAN PLACE: 2002

[Includes establishments with payroll. Statistics based on the North American Industry Classification System (NAICS) which replaced the Standard Industrial Classification (SIC) system used in Economic Censuses prior to the 1997 Economic Census]

| Geographic area | Establishments (number) | Receipts/ revenue (\$1,000) | Annual payroll (\$1,000) | Paid employees, pay period including March 12 (number) |
|------------------------|------------------------------------|--|-------------------------------------|---|
| State total | 2,982 | 2,290,675 | 882,817 | 21,208 |
| Hawaii County | 298 | 155,259 | 68,118 | 2,173 |
| Hilo | 123 | 65,841 | 21,656 | 665 |
| Holualoa | 15 | 3,177 | 928 | 42 |
| Kalaoa | 15 | 3,778 | 1,025 | 77 |
| Honolulu County | 2,251 | 1,967,054 | 755,026 | 17,183 |
| Ahuimanu | 7 | 939 | 219 | 10 |
| Aiea | 16 | 8,940 | 4,098 | 151 |
| Ewa Beach | 3 | 482 | 126 | 18 |
| Halawa | 19 | 9,138 | 3,529 | 75 |
| Heeia | 6 | 558 | 194 | 13 |
| Honolulu | 1,838 | 1,711,390 | 658,894 | 14,382 |
| Kailua | 77 | 49,516 | 20,159 | 555 |
| Kaneohe | 44 | 13,641 | 4,738 | 199 |
| Makakilo City | 4 | 763 | 252 | 10 |
| Maunawili | 7 | 457 | 166 | 6 |
| Mililani Town | 20 | 5,861 | 1,753 | 80 |
| Pearl City | 12 | 4,821 | 2,095 | 69 |
| Pupukea | 4 | 478 | 111 | 2 |
| Village Park | 4 | 753 | 173 | 5 |
| Wahiawa | 16 | 10,088 | 3,372 | 86 |
| Waianae | 8 | 2,670 | 1,075 | 57 |
| Waimalu | 29 | 15,270 | 5,559 | 220 |
| Waimanalo Beach | 6 | 19,459 | 8,216 | 154 |
| Waipahu | 12 | 5,285 | 1,816 | 119 |
| Waipio | 16 | 10,871 | 4,385 | 1,075 |
| Kauai County | 123 | 42,272 | 15,325 | 518 |
| Kalaheo | 7 | 1,671 | 582 | 29 |
| Kapaa | 16 | 7,572 | 2,881 | 142 |
| Lihue | 35 | 11,649 | 4,033 | 110 |
| Waimea | 19 | 24,921 | 13,107 | 220 |

Continued on next page.

**Table 23.20-- PROFESSIONAL, SCIENTIFIC, AND TECHNICAL SERVICES
ESTABLISHMENTS (NAICS 54), FOR COUNTY AND SELECTED
URBAN PLACE: 2002 -- Con.**

| Geographic area | Establishments (number) | Receipts/ revenue (\$1,000) | Annual payroll (\$1,000) | Paid employees, pay period including March 12 (number) |
|------------------------|------------------------------------|--|-------------------------------------|---|
| Maui County | 310 | 126,090 | 44,348 | 1,334 |
| Haiku-Pauwela | 10 | 1,992 | 279 | 12 |
| Kahului | 36 | 16,095 | 5,964 | 213 |
| Kihei | 41 | 16,541 | 5,163 | 126 |
| Makawao | 14 | 4,827 | 1,892 | 107 |
| Pukalani | 10 | 5,079 | 2,913 | 79 |
| Wailea-Makena | 14 | 3,282 | 815 | 30 |
| Wailuku | 116 | 57,996 | 19,826 | 504 |

Source: U.S. Census Bureau, *2002 Economic Census, Professional, Scientific, and Technical Services, Geographic Area Series, Hawaii* EC02-54A-HI (March 2005), table 1, 3, and 4.

Table 23.21-- ADMINISTRATIVE AND SUPPORT AND WASTE MANAGEMENT AND REMEDIATION SERVICES ESTABLISHMENTS (NAICS 56), FOR COUNTY AND SELECTED URBAN PLACE: 2002

[Includes establishments with payroll. Statistics based on the North American Industry Classification System (NAICS) which replaced the Standard Industrial Classification (SIC) system used in Economic Censuses prior to the 1997 Economic Census]

| Geographic area | Establishments (number) | Receipts (\$1,000) | Annual payroll (\$1,000) | Paid employees for pay period including March 12 (number) |
|------------------------|------------------------------------|-------------------------------|-------------------------------------|--|
| State total | 1,704 | 1,633,312 | 706,425 | 31,921 |
| Hawaii County | 194 | 120,670 | 60,343 | 2,730 |
| Hilo | 57 | 40,338 | 19,380 | 1,032 |
| Kailua | 49 | 51,464 | 30,465 | 1,147 |
| Kalaoa | 15 | 6,610 | 2,335 | 90 |
| Waikoloa Village | 8 | 2,013 | 594 | 37 |
| Honolulu County | 1,145 | 1,236,434 | 553,470 | 24,548 |
| Ahuimanu | 3 | 489 | 168 | 20 |
| Aiea | 15 | 5,104 | 2,128 | 126 |
| Ewa Beach | 6 | 730 | 254 | 17 |
| Halawa | 18 | 14,050 | 4,624 | 182 |
| Hauula | 3 | 647 | 190 | 14 |
| Honolulu | 787 | 935,775 | 464,904 | 20,723 |
| Kahaluu | 5 | 1,858 | 866 | 28 |
| Kailua | 36 | 9,783 | 3,439 | 153 |
| Kaneohe | 30 | 7,815 | 1,998 | 147 |
| Kaneohe Station | 3 | 1,234 | 534 | 23 |
| Makaha | 3 | 158 | 64 | 18 |
| Mililani Town | 14 | 5,043 | 1,573 | 74 |
| Pearl City | 24 | 28,871 | 10,789 | 496 |
| Village Park | 4 | 369 | 105 | 15 |
| Wahiawa | 12 | 9,203 | 3,153 | 97 |
| Waianae | 6 | 1,056 | 408 | 22 |
| Waimalu | 23 | 21,868 | 10,678 | 558 |
| Waipahu | 29 | 18,498 | 7,204 | 363 |
| Kauai County | 98 | 45,865 | 16,265 | 868 |
| Kekaha | 3 | 1,889 | 303 | 15 |
| Lihue | 26 | 14,951 | 4,397 | 219 |
| Wailua Homesteads | 5 | 2,647 | 895 | 38 |
| Maui County | 267 | 230,343 | 76,347 | 3,775 |
| Haiku-Pauwela | 9 | 4,055 | 1,139 | 75 |
| Kahului | 52 | 61,899 | 26,387 | 1,618 |

Continued on next page.

Table 23.21-- ADMINISTRATIVE AND SUPPORT AND WASTE MANAGEMENT AND REMEDIATION SERVICES ESTABLISHMENTS (NAICS 56), FOR COUNTY AND SELECTED URBAN PLACE: 2002 -- Con.

| Geographic area | Establishments (number) | Receipts (\$1,000) | Annual payroll (\$1,000) | Paid employees, pay period including March 12 |
|------------------------|------------------------------------|-------------------------------|-------------------------------------|--|
| Maui County - Con. | | | | |
| Kihei | 49 | 13,175 | 3,792 | 163 |
| Lahaina | 30 | 26,275 | 8,169 | 420 |
| Pukalani | 7 | 14,296 | 8,495 | 267 |
| Wailuku | 42 | 31,474 | 11,466 | 768 |

Source: U.S. Census Bureau, *2002 Economic Census, Administrative and Support and Waste Management and Remediation Services, Geographic Area Series, Hawaii* EC02-56A-HI (March 2005), tables 1, 3, and 4.

**Table 23.22-- EDUCATIONAL SERVICES ESTABLISHMENTS (NAICS 61),
FOR COUNTY AND SELECTED URBAN PLACE: 2002**

[Includes establishments with payroll. Statistics based on the North American Industry Classification System (NAICS) which replaced the Standard Industrial Classification (SIC) system used in Economic Censuses prior to the 1997 Economic Census]

| Geographic area | Establishments (number) | Receipts/ revenue (\$1,000) | Annual payroll (\$1,000) | Paid employees for pay period including March 12 (number) |
|------------------------|------------------------------------|--|-------------------------------------|--|
| State total | 304 | 107,844 | 36,538 | 1,942 |
| Hawaii County | 29 | 6,178 | 1,913 | 120 |
| Hilo | 5 | 537 | 193 | 24 |
| Kailua | 8 | 4,245 | 1,310 | 54 |
| Honolulu County | 215 | 84,951 | 28,948 | 1,542 |
| Aiea | 5 | 1,585 | 561 | 33 |
| Honolulu | 147 | 69,254 | 24,259 | 1,132 |
| Kailua | 9 | 3,259 | 1,159 | 52 |
| Kaneohe | 8 | 894 | 182 | 14 |
| Mililani Town | 4 | 775 | 267 | 34 |
| Waipio | 3 | 614 | 98 | 45 |
| Kauai County | 10 | 2,479 | 619 | 37 |
| Waimea | 4 | 344 | 111 | 7 |
| Maui County | 50 | 14,236 | 5,058 | 243 |
| Kahului | 9 | 2,158 | 811 | 43 |
| Kihei | 8 | 3,054 | 1,091 | 38 |
| Wailea-Makena | 6 | 1,387 | 524 | 14 |

Source: U.S. Census Bureau, *2002 Economic Census, Educational Services, Geographic Area Series, Hawaii*, EC02-61A-HI (February 2005), tables 1, 3, and 4.

**Table 23.23-- ARTS, ENTERTAINMENT, AND RECREATION ESTABLISHMENTS
(NAICS 71) FOR COUNTY AND SELECTED URBAN PLACE: 2002**

[Includes establishments with payroll. Statistics based on the North American Industry Classification System (NAICS) which replaced the Standard Industrial Classification (SIC) system used in Economic Censuses prior to the 1997 Economic Census]

| Geographic area | Establishments (number) | Receipts/ revenues (\$1,000) | Annual payroll (\$1,000) | Paid employees, pay period including March 12 (number) |
|------------------------|------------------------------------|---|-------------------------------------|---|
| State total | 482 | 605,862 | 184,910 | 10,692 |
| Hawaii County | 74 | 55,490 | 16,940 | 884 |
| Hilo | 14 | 6,797 | 1,954 | 118 |
| Kailua | 22 | 19,411 | 5,492 | 315 |
| Kalaoa | 4 | 2,086 | 749 | 48 |
| Honolulu County | 267 | 383,882 | 120,914 | 7,456 |
| Aiea | 4 | 2,134 | 652 | 62 |
| Honolulu | 173 | 204,276 | 65,905 | 3,664 |
| Kailua | 16 | 11,868 | 3,815 | 210 |
| Waimalu | 11 | 15,638 | 4,081 | 293 |
| Kauai County | 43 | 42,739 | 12,370 | 726 |
| Lihue | 13 | 10,946 | 3,598 | 242 |
| Maui County | 98 | 123,751 | 34,686 | 1,626 |
| Haiku-Pauwela | 4 | 1,071 | 421 | 12 |
| Kahului | 12 | 16,715 | 4,228 | 221 |
| Kihei | 11 | 10,702 | 3,625 | 179 |
| Lahaina | 16 | 33,366 | 11,056 | 487 |
| Pukalani | 5 | 4,107 | 1,223 | 39 |
| Wailuku | 10 | 3,819 | 913 | 71 |

Source: U.S. Census Bureau, *2002 Economic Census, Arts, Entertainment, and Recreation, Geographic Area Series*, EC02-71A-HI (February 2005), tables 1, 3, and 4.

**Table 23.24-- OTHER SERVICES (EXCEPT PUBLIC ADMINISTRATION)
ESTABLISHMENTS (NAICS 81), FOR COUNTY AND SELECTED
URBAN PLACE: 2002**

[Includes establishments with payroll. Statistics based on the North American Industry Classification System (NAICS) which replaced the Standard Industrial Classification (SIC) system used in Economic Censuses prior to the 1997 Economic Census]

| Geographic area | Establishments (number) | Receipts/ revenue (\$1,000) | Annual payroll (\$1,000) | Paid employees, pay period including March 12 (number) |
|------------------------|------------------------------------|--|-------------------------------------|---|
| State total | 2,763 | 1,487,800 | 412,818 | 19,288 |
| Hawaii County | 266 | 103,296 | 28,745 | 1,387 |
| Hilo | 96 | 38,844 | 13,263 | 624 |
| Holualoa | 16 | 4,127 | 960 | 48 |
| Kailua | 59 | 23,614 | 6,325 | 285 |
| Waikoloa Village | 10 | 3,892 | 1,004 | 56 |
| Honolulu County | 2,020 | 1,168,859 | 323,721 | 14,907 |
| Aiea | 48 | 16,576 | 4,741 | 327 |
| Ewa Beach | 5 | 1,848 | 439 | 28 |
| Halawa | 16 | 7,804 | 2,093 | 70 |
| Honolulu | 1,431 | 896,885 | 239,792 | 10,786 |
| Kailua | 60 | 21,006 | 7,437 | 289 |
| Kaneohe | 75 | 34,211 | 9,420 | 509 |
| Makaha | 5 | 4,784 | 870 | 40 |
| Makakilo City | 12 | 2,437 | 499 | 33 |
| Mililani Town | 30 | 14,411 | 4,985 | 422 |
| Nanakuli | 3 | 1,152 | 240 | 13 |
| Pearl City | 35 | 19,091 | 5,113 | 180 |
| Wahiawa | 29 | 10,234 | 3,180 | 161 |
| Waianae | 13 | 10,598 | 3,841 | 168 |
| Waimalu | 56 | 29,305 | 8,511 | 424 |
| Waipahu | 64 | 28,454 | 8,317 | 459 |
| Waipio | 19 | 5,581 | 1,719 | 67 |
| Waipio Acres | 7 | 2,109 | 580 | 29 |
| Kauai County | 119 | 44,987 | 12,244 | 620 |
| Kapaa | 15 | 9,333 | 2,199 | 105 |
| Lihue | 35 | 10,591 | 2,761 | 100 |
| Waimea | 10 | 4,709 | 1,934 | 104 |
| Maui County | 358 | 170,658 | 48,108 | 2,374 |
| Haiku-Pauwela | 4 | 2,231 | 709 | 35 |
| Kahului | 59 | 25,679 | 9,077 | 477 |
| Kaunakakai | 7 | 2,435 | 945 | 48 |

Continued on next page.

**Table 23.24-- OTHER SERVICES (EXCEPT PUBLIC ADMINISTRATION)
ESTABLISHMENTS (NAICS 81), FOR COUNTY AND SELECTED
URBAN PLACE: 2002 -- Con.**

| Geographic area | Establishments (number) | Receipts (\$1,000) | Annual payroll (\$1,000) | Paid employees, pay period including March 12 (number) |
|------------------------|------------------------------------|-------------------------------|-------------------------------------|---|
| Maui County - Con. | | | | |
| Kihei | 65 | 21,334 | 5,285 | 266 |
| Lahaina | 53 | 14,625 | 3,717 | 165 |
| Napili-Honokowai | 14 | 6,066 | 1,492 | 57 |
| Wailea-Makena | 28 | 20,128 | 6,819 | 246 |
| Wailuku | 66 | 38,085 | 10,231 | 609 |

Source: U.S. Census Bureau, *2002 Economic Census, Other Services (Except Public Administration), Geographic Area Series*, EC02-81A-HI (March 2005), table 1, 3, and 4.

Table 23.25-- PROFESSIONAL, SCIENTIFIC, AND TECHNICAL SERVICES ESTABLISHMENTS (NAICS 54), BY TYPE OF OPERATION OR KIND OF BUSINESS: 2002

[Includes establishments with payroll. Statistics based on the North American Industry Classification System (NAICS) which replaced the Standard Industrial Classification (SIC) system used in Economic Censuses prior to the 1997 Economic Census]

| NAICS code | Type of operation or kind of business | Establishments (number) | Receipts/Revenue (\$1,000) | Annual payroll (\$1,000) | Paid employees, pay period including March 12 (number) |
|------------|--|-------------------------|----------------------------|--------------------------|--|
| | Subject to Federal Income Tax | | | | |
| 54 | Professional, scientific, and technical services | 2,943 | 2,209,769 | 853,929 | 20,502 |
| 541 | Professional, scientific, and technical services | 2,943 | 2,209,769 | 853,929 | 20,502 |
| 5411 | Legal services | 740 | 538,864 | 220,329 | 4,085 |
| 5412 | Accounting, tax preparation, bookkeeping, and payroll services | 541 | 261,541 | 121,165 | 4,342 |
| 5413 | Architectural, engineering, and related services | 583 | 681,284 | 252,623 | 4,788 |
| 5414 | Specialized design services | 94 | 37,929 | 7,978 | 210 |
| 5415 | Computer systems design and related services | 252 | 266,899 | 93,844 | 1,894 |
| 5416 | Management, scientific, and technical consulting services | 307 | 151,165 | 53,741 | 1,317 |
| 5417 | Scientific research and development services | 49 | 90,232 | 35,800 | 798 |
| 5418 | Advertising and related services | 127 | 68,861 | 32,243 | 1,150 |
| 5419 | Other professional, scientific, and technical services | 250 | 112,994 | 36,206 | 1,918 |
| | Exempt from Federal Income Tax | | | | |
| 54 | Professional, scientific, and technical services | 39 | 80,906 | 28,888 | 706 |
| 541 | Professional, scientific, and technical services | 39 | 80,906 | 28,888 | 706 |
| 5411 | Legal services | 18 | 7,916 | 4,881 | 156 |
| 5417 | Scientific research and development services | 21 | 72,990 | 24,007 | 550 |

Source: U.S. Census Bureau, *2002 Economic Census, Professional, Scientific, and Technical Services, Geographic Area Series, Hawaii EC02-54A-HI* (March 2005), table 1.

Table 23.26-- ADMINISTRATIVE AND SUPPORT AND WASTE MANAGEMENT AND REMEDIATION SERVICES ESTABLISHMENTS (NAICS 56), BY TYPE OF OPERATION OR KIND OF BUSINESS: 2002

[Includes establishments with payroll. Statistics based on the North American Industry Classification System (NAICS) which replaced the Standard Industrial Classification (SIC) system used in Economic Censuses prior to the 1997 Economic Census]

| NAICS code | Type of operation or kind of business | Establishments (number) | Receipts (\$1,000) | Annual payroll (\$1,000) | Paid employees, pay period including March 12 (number) |
|------------|--|-------------------------|--------------------|--------------------------|--|
| 56 | Administrative and support and waste management and remediation services | 1,704 | 1,633,312 | 706,425 | 31,921 |
| 561 | Administrative and support services | 1,605 | 1,431,687 | 654,577 | 30,682 |
| 5611 | Office administrative services | 63 | 88,640 | 31,714 | 716 |
| 5612 | Facilities support services | 23 | 20,044 | 6,430 | 195 |
| 5613 | Employment services | 89 | 247,762 | 182,396 | 9,196 |
| 5614 | Business support services | 124 | 73,778 | 27,445 | 1,318 |
| 5615 | Travel arrangement and reservation services | 489 | 410,616 | 136,663 | 4,968 |
| 5616 | Investigation and security services | 112 | 185,761 | 115,649 | 5,718 |
| 5617 | Services to buildings and dwellings | 628 | 362,357 | 139,962 | 7,696 |
| 5619 | Other support services | 77 | 42,729 | 14,318 | 875 |
| 562 | Waste management and remediation services | 99 | 201,625 | 51,848 | 1,239 |
| 5621 | Waste collection | 38 | 94,767 | 18,729 | 549 |
| 5622 | Waste treatment and disposal | 17 | 56,593 | 12,990 | 262 |
| 5629 | Remediation and other waste management services | 44 | 50,265 | 20,239 | 428 |

Source: U.S. Census Bureau, *2002 Economic Census, Administrative and Support and Waste Management and Remediation Services, Geographic Area Series, Hawaii* EC02-56A-HI (March 2005), table 1.

**Table 23.27-- EDUCATIONAL SERVICES ESTABLISHMENTS (NAICS 61),
BY TYPE OF OPERATION OR KIND OF BUSINESS: 2002**

[Includes establishments with payroll. Statistics based on the North American Industry Classification System (NAICS) which replaced the Standard Industrial Classification (SIC) system used in Economic Censuses prior to the 1997 Economic Census]

| NAICS code | Type of operation or kind of business | Establishments (number) | Receipts/revenue (\$1,000) | Annual payroll (\$1,000) | Paid employees for pay period including March 12 (number) |
|------------|---|-------------------------|----------------------------|--------------------------|---|
| | Subject to Federal Income Tax | | | | |
| 61 | Educational services | 238 | 66,078 | 22,490 | 1,394 |
| 611 | Educational services | 238 | 66,078 | 22,490 | 1,394 |
| 6114 | Business schools and computer and management training | 24 | (D) | (D) | (1/) |
| 6115 | Technical and trade schools | 33 | 14,245 | 4,675 | 221 |
| 6116 | Other schools and instruction | 168 | (D) | (D) | (2/) |
| 6117 | Educational support services | 13 | 5,248 | 1,938 | 114 |
| | Exempt from Federal Income Tax | | | | |
| 61 | Educational services | 66 | 41,766 | 14,048 | 548 |
| 611 | Educational services | 66 | 41,766 | 14,048 | 548 |
| 6114 | Business schools and computer and management training | 2 | (D) | (D) | (3/) |
| 6115 | Technical and trade schools | 9 | 6,690 | 2,314 | 70 |
| 6116 | Other schools and instruction | 41 | (D) | (D) | (4/) |
| 6117 | Educational support services | 14 | 25,135 | 8,289 | 221 |

D Withheld to avoid disclosing data of individual companies.

1/ 100 to 249 employees.

2/ 500 to 999 employees.

3/ 0 to 19 employees.

4/ 250 to 499 employees.

Source: U.S. Census Bureau, *2002 Economic Census, Education Services, Geographic Area Series, Hawaii*, EC02-61A-HI (February 2005), table 1.

**Table 23.28-- ARTS, ENTERTAINMENT, AND RECREATION ESTABLISHMENTS
(NAICS 71), BY KIND OF BUSINESS OR OPERATION: 2002**

[Includes establishments with payroll. Statistics based on the North American Industry Classification System (NAICS) which replaced the Standard Industrial Classification (SIC) system used in Economic Censuses prior to the 1997 Economic Census]

| NAICS code | Kind of business or operation | Establishments (number) | Receipts/revenues (\$1,000) | Annual payroll (\$1,000) | Paid employees, pay period including March 12 (number) |
|------------|--|-------------------------|-----------------------------|--------------------------|--|
| | Subject to Federal Income Tax | | | | |
| 71 | Arts, entertainment, and recreation | 382 | 424,740 | 123,311 | 7,376 |
| 711 | Performing arts, spectator sports, and related industries | 108 | 99,947 | 27,867 | 1,717 |
| 7111 | Performing arts companies | 37 | 67,982 | 19,886 | 1,309 |
| 7112 | Spectator sports | 6 | 3,292 | 574 | 20 |
| 7113 | Promoters of performing arts, sports, and similar events | 16 | 16,492 | 3,431 | 240 |
| 7114 | Agents and managers for artist, athletes, and other public figures | 8 | 2,943 | 880 | 28 |
| 7115 | Independent artists, writers, and performers | 41 | 9,238 | 3,096 | 120 |
| 712 | Museums, historical sites, and similar institutions | 17 | 24,143 | 6,622 | 391 |
| 7121 | Museums, historical sites, and similar institutions | 17 | 24,143 | 6,622 | 391 |
| 713 | Amusement, gambling, and recreation industries | 257 | 300,650 | 88,822 | 5,268 |
| 7131 | Amusement parks and arcades | 20 | 25,012 | 6,396 | 344 |
| 7139 | Other amusement and recreation services | 237 | 275,638 | 82,426 | 4,924 |
| | Exempt from Federal Income Tax | | | | |
| 71 | Arts, entertainment, and recreation | 100 | 181,122 | 61,599 | 3,316 |
| 711 | Performing arts, spectator sports, and related industries | 24 | 36,685 | 10,150 | 468 |
| 7111 | Performing arts companies | 20 | 23,720 | 7,794 | 338 |
| 7113 | Promoters of performing arts, sports, and similar events | 4 | 12,965 | 2,356 | 130 |

Continued on next page.

**Table 23.28-- ARTS, ENTERTAINMENT, AND RECREATION ESTABLISHMENTS
(NAICS 71), BY KIND OF BUSINESS OR OPERATION: 2002 -- Con.**

| NAICS code | Kind of business or operation | Establishments (number) | Receipts/revenues (\$1,000) | Annual payroll (\$1,000) | Paid employees, pay period including March 12 (number) |
|-------------------|---|--------------------------------|------------------------------------|---------------------------------|---|
| 712 | Museums, historical sites, and similar institutions | 50 | 103,763 | 36,994 | 2,064 |
| 7121 | Museums, historical sites, and similar institutions | 50 | 103,763 | 36,994 | 2,064 |
| 713 | Amusement, gambling, and recreation industries | 26 | 40,674 | 14,455 | 784 |
| 7139 | Other amusement and recreation services | 26 | 40,674 | 14,455 | 784 |

Source: U.S. Census Bureau, *2002 Economic Census, Arts, Entertainment, and Recreation, Geographic Area Series*, EC02-71A-HI (February 2005), table 1.

**Table 23.29-- OTHER SERVICES (EXCEPT PUBLIC ADMINISTRATION)
ESTABLISHMENTS (NAICS 81), BY KIND OF BUSINESS OR
OPERATION: 2002**

[Includes establishments with payroll. Statistics based on the North American Industry Classification System (NAICS) which replaced the Standard Industrial Classification (SIC) system used in Economic Censuses prior to the 1997 Economic Census]

| NAICS code | Kind of business or operation | Establishments (number) | Receipts/revenue (\$1,000) | Annual payroll (\$1,000) | Paid employees, pay period including March 12 (number) |
|------------|---|-------------------------|----------------------------|--------------------------|--|
| | Firms Subject to Federal Income Tax | | | | |
| 81 | Other services (except public admin.) | 1,543 | 791,628 | 238,754 | 11,544 |
| 811 | Repair and maintenance | 737 | 420,834 | 119,592 | 4,206 |
| 8111 | Automotive repair and maintenance | 491 | 257,475 | 68,270 | 2,604 |
| 8112 | Electronic and precision equipment repair and maintenance | 48 | 52,598 | 14,461 | 374 |
| 8113 | Commercial and industrial machinery and equipment (except automotive and electronic) repair and maintenance | 87 | 59,105 | 21,390 | 634 |
| 8114 | Personal and household goods repair and maintenance | 111 | 51,656 | 15,471 | 594 |
| 812 | Personal and laundry services | 806 | 370,794 | 119,162 | 7,338 |
| 8121 | Personal care services | 374 | 92,274 | 37,094 | 2,142 |
| 8122 | Death care services | 35 | 56,064 | 17,057 | 632 |
| 8123 | Drycleaning and laundry services | 81 | 98,340 | 33,887 | 1,828 |
| 8129 | Other personal services | 316 | 124,116 | 31,124 | 2,736 |
| | Firms Exempt from Federal Income Tax | | | | |
| 81 | Other services (except public admin.) | 1,220 | 696,172 | 174,064 | 7,744 |
| 813 | Religious/grantmaking/civic/professional and similar organization | 1,220 | 696,172 | 174,064 | 7,744 |
| 8132 | Grantmaking and giving services | 68 | 115,166 | 18,239 | 506 |
| 8133 | Social advocacy organizations | 76 | 91,563 | 27,432 | 769 |
| 8134 | Civic and social organizations | 111 | 63,635 | 24,506 | 1,730 |
| 8139 | Business, professional, labor, political, and similar organizations | 965 | 425,808 | 103,887 | 4,739 |

Source: U.S. Census Bureau, *2002 Economic Census, Other Services (Except Public Administration), Geographic Area Series, EC02-81A-HI* (March 2005), table 1.

**Table 23.30-- TRAVEL ARRANGEMENT AND RESERVATION SERVICES
(NAICS 5615): 2002**

[Includes establishments with payroll. Statistics based on the North American Industry Classification System (NAICS) which replaced the Standard Industrial Classification (SIC) system used in Economic Censuses prior to the 1997 Economic Census]

| NAICS code | Kind of business | Establishments (number) | Revenue (\$1,000) | Annual payroll (\$1,000) | Paid employees, pay period including March 12 (number) |
|-------------------|--|--------------------------------|--------------------------|---------------------------------|---|
| 5615 | All establishments | 489 | 410,616 | 136,663 | 4,968 |
| 56151 | Travel agencies | 285 | 127,269 | 54,198 | 2,259 |
| 56152 | Tour operators | 151 | 128,995 | 45,065 | 1,654 |
| 56159 | Other travel arrangement & reservation services 1/ | 53 | 154,352 | 37,400 | 1,055 |

1/ Includes convention & visitors bureaus (NAICS 561591; 17 establishments). Excludes convention and trade show organizers (NAICS 56192; 22 establishments).

Source: U.S. Bureau of the Census, *2002 Economic Census, Administrative and Support and Waste Management and Remediation Services, Geographic Area Series, Hawaii*, EC02-56A-HI (March 2005), table 1.

Table 23.31-- ACCOMMODATION AND FOOD SERVICES (NAICS 72), FOR COUNTY AND SELECTED URBAN PLACE: 2002

[Includes establishments with payroll. Statistics based on the North American Industry Classification System (NAICS) which replaced the Standard Industrial Classification (SIC) system used in Economic Censuses prior to the 1997 Economic Census]

| Geographic area | Number of establishments | Sales (\$1,000) | Annual payroll (\$1000) | Paid employees for pay period including March 12 (number) |
|------------------------|---------------------------------|------------------------|--------------------------------|--|
| State total | 3,138 | 5,551,380 | 1,604,706 | 85,641 |
| Hawaii County | 350 | 747,901 | 210,356 | 10,595 |
| Captain Cook | 5 | 1,697 | 524 | 42 |
| Hilo | 137 | 91,546 | 25,391 | 2,263 |
| Kailua | 76 | 259,893 | 47,177 | 2,442 |
| Kalaoa | 4 | 2,850 | 608 | 66 |
| Waikoloa Village | 11 | 13,050 | 4,286 | 228 |
| Honolulu County | 2,119 | 2,956,987 | 830,599 | 49,864 |
| Ahuimanu | 7 | 3,592 | 823 | 88 |
| Aiea | 59 | 41,004 | 10,292 | 910 |
| Halawa | 15 | 12,170 | 3,371 | 191 |
| Hauula | 8 | 5,213 | 1,217 | 108 |
| Honolulu | 1,446 | 2,385,495 | 679,399 | 37,237 |
| Kaneohe | 76 | 48,562 | 12,210 | 1,158 |
| Laie | 7 | 4,958 | 1,289 | 125 |
| Mililani Town | 35 | 28,049 | 7,293 | 696 |
| Nanakuli | 4 | 3,303 | 798 | 85 |
| Pearl City | 38 | 32,168 | 7,797 | 751 |
| Village Park | 7 | 5,207 | 1,066 | 121 |
| Wahiawa | 40 | 31,160 | 7,999 | 751 |
| Waianae | 20 | 12,233 | 2,958 | 311 |
| Waimalu | 68 | 60,141 | 15,985 | 1,417 |
| Waimanalo | 6 | 2,794 | 707 | 70 |
| Waimanalo Beach | 4 | 1,598 | 364 | 39 |
| Waipahu | 60 | 40,653 | 9,402 | 886 |
| Waipio | 13 | 18,980 | 4,169 | 408 |
| Kauai County | 208 | 467,176 | 122,682 | 6,250 |
| Kalaheo | 8 | 4,002 | 1,432 | 119 |
| Kapaa | 37 | 30,977 | 8,861 | 602 |
| Lihue | 41 | 101,526 | 28,230 | 1,383 |

Continued on next page.

Table 23.31-- ACCOMMODATION AND FOOD SERVICES (NAICS 72), FOR COUNTY AND SELECTED URBAN PLACE: 2002 -- Con.

| Geographic area | Number of establishments | Sales (\$1,000) | Annual payroll (\$1000) | Paid employees for pay period including March 12 (number) |
|-------------------------------|---------------------------------|------------------------|--------------------------------|--|
| Kauai County - con. Waimea | 24 | 12,061 | 3,520 | 236 |
| Mauai County | 461 | 1,379,316 | 441,069 | 18,932 |
| Kahului | 77 | 85,862 | 21,545 | 1,620 |
| Kihei | 78 | 71,471 | 17,616 | 1,285 |
| Lahaina | 94 | 154,665 | 42,979 | 2,627 |
| Makawao | 8 | 8,392 | 2,869 | 263 |
| Napili-Honokowai | 18 | 29,908 | 6,698 | 449 |
| Pukalani | 9 | 5,840 | 1,455 | 135 |
| Wailea-Makena | 34 | 371,472 | 140,687 | 4,687 |
| Wailuku | 52 | 22,777 | 5,642 | 471 |

Source: U.S. Census Bureau, *2002 Economic Census, Accommodation and Food Services, Geographic Area Series, Hawaii*, EC02-72A-HI, (January 2005), tables 1, 3 and 4.

Table 23.32-- ACCOMMODATION AND FOODSERVICES (NAICS 72): 2002

[Includes establishments with payroll. Statistics based on the North American Industry Classification System (NAICS) which replaced the Standard Industrial Classification (SIC) system used in Economic Censuses prior to the 1997 Economic Census]

| NAICS codes | Subject | Number of establishments | Receipts (\$1,000) | Annual payroll (\$1,000) | Paid employees, pay period including March 12 |
|-------------|--|--------------------------|--------------------|--------------------------|---|
| 72 | Accommodation and foodservices | 3,138 | 5,551,380 | 1,604,706 | 85,641 |
| 721 | Accommodation | 280 | 3,219,788 | 959,017 | 34,860 |
| 7211 | Traveler accommodation | 272 | 3,218,155 | 958,659 | 34,835 |
| 72111 | Hotels (except casino hotels) and motels | 243 | 3,212,231 | 957,486 | 34,759 |
| 72119 | Other traveler accommodation | 29 | 5,924 | 1,173 | 76 |
| 721191 | Bed-and-breakfast inns | 20 | 3,514 | 743 | 48 |
| 721199 | All other traveler accommodation | 9 | 2,410 | 430 | 28 |
| 7212 | RV parks and recreational camps | 3 | 298 | 84 | 5 |
| 7213 | Rooming and boarding houses | 5 | 1,335 | 274 | 20 |
| 722 | Foodservices and drinking places | 2,858 | 2,331,592 | 645,689 | 50,781 |
| 7221 | Full-service restaurants | 1,081 | 1,185,561 | 368,028 | 27,296 |
| 7222 | Limited-service eating places | 1,401 | 869,160 | 207,744 | 18,613 |
| 7223 | Special foodservices | 109 | 174,794 | 46,889 | 2,556 |
| 72231 | Foodservice contractors | 56 | 150,324 | 39,650 | 2,011 |
| 72232 | Caterers | 33 | 20,778 | 6,430 | 479 |
| 72233 | Mobile foodservices | 20 | 3,692 | 809 | 66 |
| 7224 | Drinking places (alcoholic beverages) | 267 | 102,077 | 23,028 | 2,316 |

Source: U.S. Census Bureau, *2002 Economic Census, Accommodation and Foodservices, Geographic Area Series, Hawaii, EC02-72A-HI*, (January 2005), table 1.

Table 23.33-- PRODUCT LINE SALES FOR ACCOMMODATION AND FOOD SERVICES (NAICS 72): 2002

| Products and services code | Meaning of products and services code | Number of establishments | Sales (\$1,000) | Line sales as % of sales of establishments with line | Line sales as % of total sales of NAICS |
|-----------------------------------|---|---------------------------------|------------------------|---|--|
| 20000 | Industry totals | 3,138 | 5,551,380 | (X) | 100.0 |
| 20010 | Guestroom or unit rentals | 279 | 2,151,209 | 66.8 | 38.8 |
| 20030 | Telephone service charges | 157 | 26,302 | 1.2 | 0.5 |
| 20050 | Rental of public rooms/areas, incl conference/convention mtg rooms | 118 | 55,015 | 3.6 | 1.0 |
| 20060 | Membership dues and fees | 20 | 12,393 | 3.4 | 0.2 |
| 20100 | Groceries and other foods for human consumption off the premises | 109 | 6,066 | 2.0 | 0.1 |
| 20120 | Meals, unpack snacks, sandwiches, etc for immediate consumption | 2,789 | 2,578,356 | 49.7 | 46.4 |
| 20130 | Alcoholic drinks served at the establishment | 1,287 | 437,592 | 12.5 | 7.9 |
| 20140 | Packaged liquor, wine, and beer | 114 | 13,057 | 5.9 | 0.2 |
| 20150 | Cigars, cigarettes, etc and smokers' access, excluding sales from vending | 52 | 1,343 | 0.6 | (1/) |
| 20850 | All other merchandise | 39 | 7,100 | 0.9 | 0.1 |
| 29810 | All other merchandise | 370 | 87,987 | 3.9 | 1.6 |
| 29980 | All other nonmerchandise receipts | 149 | 174,827 | 8.9 | 3.1 |

X Not applicable.

1/ Less than half the unit shown.

Source: U.S. Census Bureau, 2002 Economic Census, Subject series: Product lines, extracted from American FactFinder, <http://factfinder.census.gov/home/saff/main.html?_lang=en> accessed March 14, 2006.

Table 23.34-- VISITOR ACCOMMODATIONS, BY COUNTY: 1970 TO 2007

[Number of units]

| Year | State total | City & County of Honolulu | Hawaii County | Kauai County | Maui County |
|---------|-------------|---------------------------|---------------|--------------|-------------|
| 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 |
| 2002 | 70,783 | 36,457 | 9,297 | 7,037 | 17,992 |
| 2003 1/ | 70,579 | 35,541 | 9,478 | 7,257 | 18,303 |
| 2004 1/ | 72,176 | 35,769 | 9,857 | 8,105 | 18,445 |
| 2005 1/ | 72,307 | 33,926 | 10,940 | 8,221 | 19,220 |
| 2006 1/ | 72,274 | 33,606 | 10,831 | 8,266 | 19,571 |
| 2007 | 73,220 | 33,588 | 11,061 | 8,692 | 19,879 |

NA Not available.

1/ Revised from previous *Data Book*.

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 2007

| 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 |
| 2002: | 860 | 661 | 199 | 70,783 | 55,052 | 15,731 |
| 2003: 3/ | 1,057 | 837 | 220 | 70,742 | 54,209 | 16,533 |
| 2004: 3/ | 1,209 | 970 | 239 | 72,614 | 58,716 | 13,898 |
| 2005: 3/ | 1,266 | 1,035 | 231 | 73,126 | 57,879 | 15,247 |
| 2006: 4/ | 1,281 | 1,046 | 235 | 72,274 | 54,800 | 17,474 |
| 2007: | 1,777 | 1,605 | 172 | 73,220 | 58,334 | 14,886 |

NA Not available.

1/ Includes hotels, apartment hotels, bed-and-breakfasts, hostels, Individual vacation units and timeshares. 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/ Data have been revised, but revised numbers are not available.

4/ Revised from previous *Data Book*.

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 1999-2007 and records.

Table 23.36-- VISITOR ACCOMMODATIONS, BY TYPE AND BY ISLAND: 2007

| Year and island | Properties | | | Units | | |
|------------------|------------|-----------|------------------|--------|-----------|------------------|
| | Total | Hotels 1/ | Condo-miniums 2/ | Total | Hotels 1/ | Condo-miniums 2/ |
| State total | 1,777 | 1,605 | 172 | 73,220 | 58,334 | 14,886 |
| Oahu | 223 | 191 | 32 | 33,588 | 28,905 | 4,683 |
| Waikiki/Honolulu | 118 | 93 | 25 | 28,433 | 25,246 | 3,187 |
| Rest of Oahu | 105 | 98 | 7 | 5,155 | 3,659 | 1,496 |
| Other islands | 1,554 | 1,414 | 140 | 39,632 | 29,429 | 10,203 |
| Hawaii | 290 | 269 | 21 | 11,061 | 9,674 | 1,387 |
| Maui | 387 | 306 | 81 | 19,216 | 13,046 | 6,170 |
| Lanai | 6 | 6 | - | 354 | 354 | - |
| Molokai | 28 | 22 | 6 | 309 | 158 | 151 |
| Kauai | 843 | 811 | 32 | 8,692 | 6,197 | 2,495 |

1/ Includes hotels, apartment hotels, bed-and-breakfasts, hostels, Individual vacation units and timeshares. Properties with both condo and hotel units are included with condominiums.

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

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: 2007**

| Type of accommodation | Properties | | | Units | | |
|---------------------------|-------------|------|---------------|-------------|--------|---------------|
| | State total | Oahu | Other islands | State total | Oahu | Other islands |
| All types | 1,777 | 223 | 1,554 | 73,220 | 33,588 | 39,632 |
| Apartment-hotel | 16 | 9 | 7 | 261 | 235 | 26 |
| Bed and breakfast | 176 | 26 | 150 | 627 | 53 | 574 |
| Condominium hotel | 172 | 32 | 140 | 14,886 | 4,683 | 10,203 |
| Hostels | 15 | 10 | 5 | 439 | 343 | 96 |
| Hotel | 132 | 61 | 71 | 42,585 | 25,498 | 17,087 |
| Individual vacation units | 1,152 | 69 | 1,083 | 5,786 | 1,090 | 4,696 |
| Timeshare | 73 | 13 | 60 | 7,997 | 1,627 | 6,370 |
| Other | 41 | 3 | 38 | 639 | 59 | 580 |

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 721),
BY COUNTY: 1999 TO 2005**

[Excludes most government employees, railroad employees, and self-employed persons. Statistics based on the North American Industry Classification System (NAICS) which replaced the Standard Industrial Classification (SIC) system used in the *County Business Patterns* prior to 1998. Therefore, comparability between the current data and data prior to 1998 may be limited]

| County | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 |
|-------------|------|------|------|------|------|------|------|
| State total | 295 | 273 | 265 | 269 | 296 | 313 | 326 |
| Hawaii | 48 | 47 | 50 | 48 | 52 | 59 | 59 |
| Honolulu | 130 | 122 | 120 | 122 | 121 | 125 | 134 |
| Kauai | 36 | 32 | 34 | 38 | 44 | 46 | 50 |
| Maui | 81 | 72 | 61 | 61 | 79 | 83 | 83 |

Source: U.S. Census Bureau, *County Business Patterns, Hawaii* (annual). Also see <http://censtats.census.gov/cbpnaic/cbpnaic.shtml> accessed December 5, 2007.

Table 23.39-- VISITOR ACCOMMODATIONS, BY NIGHTLY PRICE: 2007

| Island and type of accommodation | Total | \$100 or less | \$101 to \$250 | \$251 to \$500 | Over \$500 |
|---|--------------|----------------------|-----------------------|-----------------------|-------------------|
| Available Units | 73,220 | 6,468 | 23,503 | 24,254 | 18,994 |
| Island: | | | | | |
| Oahu | 34,666 | 2,868 | 12,370 | 11,870 | 7,558 |
| Hawaii | 10,895 | 1,770 | 3,047 | 3,456 | 2,623 |
| Kauai | 8,341 | 655 | 2,623 | 3,642 | 1,421 |
| Maui | 18,600 | 1,112 | 5,257 | 5,020 | 7,212 |
| Molokai | 329 | 59 | 193 | 77 | - |
| Lanai | 389 | 3 | 14 | 190 | 181 |
| Type of unit: | | | | | |
| Apartment/Hotel | 254 | 195 | 57 | 1 | - |
| Bed and breakfast | 688 | 289 | 370 | 30 | - |
| Condominium hotel | 14,765 | 1,039 | 6,348 | 6,184 | 1,194 |
| Hostel | 482 | 473 | 9 | - | - |
| Hotel | 46,485 | 3,006 | 12,285 | 15,308 | 15,886 |
| Individual vacation unit | 4,726 | 870 | 2,596 | 974 | 287 |
| Timeshare 1/ | 5,231 | 371 | 1,608 | 1,674 | 1,578 |
| Other | 587 | 225 | 229 | 83 | 49 |

1/ Timeshare units are subsets of bed and breakfast, condominium hotel, hostel, hotel, individual vacation unit, and other categories, and thus are not included in the state total for the number responding count.

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

**Table 23.40-- HOTEL ROOMS, OCCUPANCY RATES, AND DAILY ROOM
AND GUEST RATES: 1989 TO 2007**

[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 3/ |
|---------|----------------|--------|---------------|---------------------|-----------------------------------|--------------------|
| | 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) | 75.8 | 109.39 | 2.05 |
| 1996 | 70,288 | 36,146 | 34,142 | 75.2 | 116.79 | 2.07 |
| 1997 | 71,025 | 35,971 | 35,054 | 73.9 | 124.96 | 2.08 |
| 1998 | 71,480 | 36,206 | 35,274 | 71.5 | 129.66 | 2.09 |
| 1999 | 71,157 | 35,861 | 35,296 | 72.1 | 131.66 | 2.09 |
| 2000 | 71,506 | 36,303 | 35,203 | 76.4 | 140.63 | 2.08 |
| 2001 | 72,204 | 36,824 | 35,380 | 69.2 | 144.88 | 2.05 |
| 2002 | 70,783 | 36,457 | 34,326 | 69.7 | 140.89 | 2.12 |
| 2003 4/ | 70,579 | 35,541 | 35,038 | 72.7 | 144.16 | 2.09 |
| 2004 4/ | 72,176 | 35,769 | 36,407 | 77.7 | 152.17 | 2.13 |
| 2005 4/ | 72,307 | 33,926 | 38,381 | 81.1 | 166.16 | 2.15 |
| 2006 4/ | 72,274 | 33,606 | 38,668 | 79.5 | 187.19 | (NA) |
| 2007 | 73,220 | 33,588 | 39,632 | 75.3 | 199.87 | (NA) |

NA Not available.

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

2/ Annual averages for hotels in PKF sample for 1989-1994, Smith Travel Research for 1995-2007.

3/ Annual averages for hotels in PKF sample.

4/ Revised from previous *Data Book*. Applies to hotel units for years 2003 to 2006, percent occupied and daily rates per room for year 2006.

Source: Hawaii State Department of Business, Economic Development, and Tourism, *Visitor Plant Inventory*, (annual); PKF-Hawaii, *Trends in the Hotel Industry, Hawaii*, (December issues); Smith Travel Research, Hospitality Advisors LLC, *Hawaii Hotel Flash Report*, (December/Year-End Highlights issues).

**Table 23.41-- HOTEL ROOM OCCUPANCY AND ROOM RATES, BY
GEOGRAPHIC AREA: 2007**

| Geographic area | Percent occupied | Average daily room rate (dollars) | Revenue per available room (dollars) |
|---------------------------|-------------------------|--|---|
| State total | 75.3 | 199.87 | 150.49 |
| Oahu | 76.9 | 168.67 | 129.71 |
| Waikiki | 77.5 | 167.47 | 129.79 |
| Other Oahu | 72.2 | 177.49 | 128.15 |
| Maui | 76.5 | 262.23 | 200.61 |
| Wailea | 72.1 | 423.28 | 305.33 |
| Lahaina-Kaanapali-Kapalua | 79.3 | 241.43 | 191.45 |
| Other Maui | 73.4 | 286.51 | 210.30 |
| Hawaii | 67.6 | 202.34 | 136.78 |
| Kohala Coast | 65.7 | 301.44 | 198.19 |
| Kauai | 75.8 | 205.35 | 155.66 |

Source: Smith Travel Research, Hospitality Advisors LLC, *Hawaii Hotel Flash Report*, (December/Year-End 2007 Highlights).

**Table 23.42-- GENERAL EXCISE TAX BASE FOR RENTALS:
1985 TO 2007**

[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 |
| 2002 | 6,184,616 | 2,227,341 | 3,957,275 |
| 2003 | 6,472,542 | 2,322,434 | 4,150,108 |
| 2004 | 6,851,888 | 2,518,058 | 4,333,830 |
| 2005 | 7,639,189 | 2,834,838 | 4,804,351 |
| 2006 | 8,107,018 | 3,097,961 | 5,009,057 |
| 2007 | 9,171,835 | 3,406,579 | 5,765,256 |

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). see also <http://www.state.hi.us/tax/a5_3txcolrpt.htm>.

Table 23.43-- COMPUTER AND SOFTWARE STORES AND SERVICES: 2002

[Includes establishments with payroll. Statistics based on the North American Industry Classification System (NAICS) which replaced the Standard Industrial Classification (SIC) system used in Economic Censuses prior to the 1997 Economic Census]

| Subject and year | Establishments (number) | Receipts/ Revenue or Sales (\$1,000) | Annual payroll (\$1,000) | Paid employees for pay period including March 12 (number) |
|--|------------------------------------|---|---|--|
| Wholesale trade: Computer and computer peripheral equipment and software merchant (NAICS 42343) | 28 | 178,465 | 48,415 | 578 |
| Retail trade: Computer and software stores (NAICS 44312) | 39 | 128,850 | 9,492 | 457 |
| Services: Computer and office machine repair and maintenance (NAICS 811212) | 28 | 9,794 | 3,374 | 117 |
| Computer systems design and related services (NAICS 5415) | 252 | 266,899 | 93,844 | 1,894 |
| Data processing, hosting, and related services (NAICS 5182) | 73 | 57,091 | 42,600 | 1,054 |
| Software Publishers (NAICS 5112) | 8 | 8,898 | 2,673 | 35 |

Source: U.S. Census Bureau, *2002 Economic Census, Retail Trade, Geographic Area Series, Hawaii*, EC02-44A-HI (January 2005); *2002 Economic Census, Wholesale Trade, Geographic Area Series, Hawaii*, EC02-42A-HI (March 2005); *2002 Economic Census, Other Services (Except Public Administration), Geographic Area Series, Hawaii*, EC02-81A-HI (March 2005); *2002 Economic Census, Professional, Scientific, and Technical Services, Geographic Area Series, Hawaii*, EC02-54A-HI (March 2005); *2002 Economic Census, Information, Geographic Area Series, Hawaii*, EC02-51A-HI (March 2005).

Table 23.44-- MOTION PICTURE AND VIDEO SERVICES: 1977 TO 2002

[Includes establishments with payroll. Statistics based on the North American Industry Classification System (NAICS) which replaced the Standard Industrial Classification (SIC) system used in Economic Censuses prior to the 1997 Economic Census. For 1963-1972 data, see Data Book 1990, table 699]

| Subject and year | Establishments (number) | Receipts (\$1,000) | Annual payroll (\$1,000) | Paid employees for pay period including March 12 (number) |
|--|-------------------------|--------------------|--------------------------|---|
| Motion picture and video production, distribution, and services (NAICS 51211, 51212, 51219): | | | | |
| 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 | 63 | 33,727 | 10,660 | 278 |
| 2002 | 67 | (D) | 6,021 | 183 |
| Motion picture and video exhibition (NAICS 51213): | | | | |
| 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 | 35 | 62,133 | 8,866 | 1,195 |
| 2002 | 42 | 96,148 | 10,310 | 1,079 |
| Video tape and disc rental (NAICS 53223): | | | | |
| 1987 | 78 | 12,319 | 2,456 | 376 |
| 1992 | 78 | 26,909 | 5,252 | 545 |
| 1997 | 81 | 23,862 | 4,346 | 451 |
| 2002 | 67 | 37,401 | 5,813 | 500 |

D Withheld to avoid disclosing data for individual companies.

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); *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); *2002 Economic Census, Information, Geographic Area Series, Hawaii*, EC02-51A-HI (March 2005); *2002 Economic Census, Real Estate and Rental and Leasing, Geographic Area Series, Hawaii*, EC02-53A-HI (December 2004).

**Table 23.45-- MOTION PICTURE AND TELEVISION PRODUCTION:
2000 TO 2004**

| Subject | 2000 | 2001 | 2002 | 2003 | 2004 |
|--|-------|-------|-------|-------|-------|
| Number of features and programs filmed | 13 | 22 | 15 | 6 | 18 |
| Feature films for theater viewing | 5 | 4 | 5 | 3 | 0 |
| TV movie of the week, television episodic, specials | 7 | 18 | 10 | 3 | 14 |
| Hawaii-based TV network series | 1 | - | - | - | 4 |
| Expenditures in Hawaii (million dollars) | 136.0 | 83.3 | 147.2 | 84.0 | 164.0 |
| Commercials | 7.5 | 6.7 | 5.7 | 4.3 | 8.7 |
| Hawaii-based TV series | 20.0 | - | - | 2.5 | 100.1 |
| Feature films | 51.5 | 12.2 | 76.6 | 18.7 | 0.3 |
| TV specials/episodics/movie of week | 10.3 | 7.8 | 16.3 | 16.1 | 9.1 |
| Others (still photography, sports, exercise or music video, cable, misc.) | 12.1 | 14.8 | 13.1 | 8.4 | 11.5 |
| Documentaries/industrials/news/ educational/travelog/video stock | 2.0 | 9.2 | 2.4 | 2.5 | 2.3 |
| Annual permit holders | 10.3 | 13.0 | 11.0 | 9.5 | 9.6 |
| Private property projects | 15.0 | 15.0 | 15.0 | 15.0 | 15.0 |
| Sports events, annual (private) | 7.0 | 7.0 | 7.0 | 7.0 | 7.0 |
| Tax revenues generated (million dollars) | 16.5 | 10.7 | 18.6 | 10.7 | 17.4 |
| Spending effect on economy (million dollars) | 217.3 | 132.6 | 234.9 | 134.2 | 262.0 |

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