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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's newly released *2017 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 Tourism Authority's Tourism Research. Hawaii Film Office 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.

Table 23.01-- GENERAL EXCISE TAX BASE FOR TRADE AND SERVICE ACTIVITIES: 1990 TO 2019

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

Year reported 1/	Retailing	Services 2/	Amusement, etc. 3/	Intermediary services	Wholesaling
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
2008	25,498,526	11,199,610	342,329	645,963	13,400,692
2009	23,567,451	10,993,980	333,223	582,781	11,939,742
2010	24,298,654	11,356,344	353,686	556,594	12,165,086
2011	27,750,265	12,460,801	388,277	590,955	14,157,437
2012	29,976,425	12,898,627	399,355	676,615	14,687,369
2013	29,667,015	13,341,442	391,118	614,317	14,795,784
2014	30,766,185	13,527,677	398,887	689,539	15,282,809
2015	31,062,710	13,989,090	397,833	723,071	14,793,349
2016	29,039,437	13,511,064	397,992	735,140	13,484,817
2017	32,727,278	15,097,644	460,606	949,174	15,729,763
2018	36,356,218	16,663,348	506,574	865,518	18,125,575
2019	37,459,057	17,341,593	492,430	1,078,954	18,290,198

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) <https://tax.hawaii.gov/stats/a5_3txcolrpt/> accessed July 30, 2020; See also <http://tax.hawaii.gov/stats/a5_3txcolrptarchive/>.

**Table 23.02-- RETAIL TRADE ESTABLISHMENTS, BY PAYROLL STATUS:
1972 TO 2017**

[Statistics currently 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]

Year	Number of establishments			Sales (million dollars)		
	Total	With payroll	Without payroll	Total	With payroll	Without payroll
SIC 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
NAICS 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
2007	14,535	5,012	9,523	18,062	17,612	450
2012	14,155	4,643	9,512	19,331	18,902	430
2017	15,568	4,644	10,924	22,127	21,659	469

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

Source: U.S. Census Bureau. For SIC definition years, Census of Retail Trade; for NAICS definition years 1997 through 2007, Economic Census and Nonemployer Statistics, Hawaii; For 2012 and 2017, Economic Census, Summary Statistics for NAICS 44-45, and Economic Annual Survey, Non-employer Statistics for NAICS 44-45 <<https://data.census.gov>> access January 30, 2020.

**Table 23.03-- CHARACTERISTICS OF RETAIL TRADE ESTABLISHMENTS
(NAICS 44-45) WITH PAYROLL, BY BROAD GEOGRAPHIC AREA: 2017**

[Includes establishments with payroll. Statistics based on the 2017 North American Industry Classification System (NAICS)]

Subject	State total	Oahu	Other islands 1/
Number of establishments	4,644	2,856	1,788
Sales (\$1,000)	21,658,911	14,266,055	7,392,856
Annual payroll (\$1,000)	2,184,700	1,437,459	747,241
First quarter payroll (\$1,000)	536,834	353,250	183,584
Paid employees 2/	72,908	48,609	24,299

1/ Due to new data disclosure policies introduced by the U.S. Census Bureau in 2017, counties may no longer sum to state. Calculated as the difference between "State total" and "Oahu."

2/ For week including March 12.

Source: U.S. Census Bureau, 2017 Economic Census, Table EC1744BASIC <<https://data.census.gov>> accessed July 2, 2020, and calculations by the Hawaii State Department of Business, Economic Development & Tourism.

Table 23.04-- RETAIL TRADE ESTABLISHMENTS (NAICS 44-45), BY COUNTY AND PLACE: 2017

[Includes establishments with payroll. Statistics based on the 2017 North American Industry Classification System (NAICS). Due to disclosure changes for the 2017 Economic Census, components may not sum to higher levels of geography and areas with 3 or fewer establishments are not shown]

Geographic area	Number of establishments	Sales (\$1,000)	Annual payroll (\$1,000)	Number of employees 1/
State total	4,644	21,658,911	2,184,700	72,908
Hawaii County	629	3,086,017	307,819	10,232
Captain Cook	13	38,518	5,169	138
Hilo	213	1,293,544	126,347	4,395
Holualoa	9	87,342	4,476	134
Honaunau-Napoopoo	4	2,543	601	15
Kahaluu-Keauhou	6	66,054	4,890	182
Kailua	123	518,714	59,647	1,924
Kalaoa	27	385,877	27,807	681
Mountain View	4	6,542	568	25
Waikoloa Village	42	95,326	11,384	442
Waimea	20	109,259	10,919	344
Balance of Hawaii County	162	458,706	54,925	1,923
Honolulu County	2,856	14,266,055	1,437,459	48,609
Ahuimanu	(D)	(D)	(D)	(2/)
Aiea	59	283,780	31,439	1,092
East Honolulu	48	358,247	29,757	894
Ewa Beach	12	40,874	4,274	166
Ewa Gentry	8	29,112	2,359	122
Halawa	16	22,009	2,423	86
Haleiwa	46	106,555	12,769	483
Hauula	8	35,730	3,475	123
Kahaluu	4	7,180	846	36
Kahuku	5	3,783	501	24
Kailua	96	406,957	45,970	1,571
Kaneohe	104	562,866	55,068	1,743
Kaneohe Station	9	9,463	1,035	40
Kapolei	74	699,161	65,622	2,402
Ko Olina	6	18,927	2,229	86
Laie	8	23,998	3,077	97
Maili	5	7,307	600	30

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Table 23.04-- RETAIL TRADE ESTABLISHMENTS (NAICS 44-45), BY COUNTY AND PLACE: 2017 -- Con.

Geographic area	Number of establishments	Sales (\$1,000)	Annual payroll (\$1,000)	Number of employees 1/
Honolulu County - Con.				
Makaha	3	5,550	518	25
Makakilo	(D)	(D)	(D)	(2/)
Mililani Mauka	5	28,626	1,659	86
Mililani Town	32	254,844	27,242	1,062
Nanakuli	(D)	(D)	(D)	(2/)
Ocean Pointe	12	136,292	10,027	352
Pearl City	67	720,488	58,340	2,136
Pupukea	6	4,591	774	35
Royal Kunia	10	118,649	12,397	424
Schofield Barracks	5	7,149	788	28
Urban Honolulu	1,763	8,039,555	826,429	26,810
Wahiawa	44	128,822	13,057	522
Waialua	11	11,120	1,597	54
Waianae	28	155,291	15,115	512
Waikele	55	321,709	31,916	1,814
Waimalu	94	226,616	25,500	1,469
Waimanalo	10	18,776	2,176	84
Waipahu	98	504,600	52,164	1,585
Waipio	20	555,804	50,726	979
Balance of Honolulu County	66	345,688	40,677	1,435
Kauai County	356	1,253,149	127,368	4,170
Eleele	6	24,507	2,157	72
Hanamaulu	5	7,461	565	33
Hanapepe	8	18,377	1,983	72
Kalaheo	4	9,170	791	23
Kapaa	57	163,539	16,752	583
Kilauea	16	26,352	3,275	136
Koloa	33	61,620	6,090	282
Lihue	97	755,409	71,218	2,019
Puhi	11	17,201	2,006	55
Wailua	12	9,257	1,651	86
Wailua Homesteads	(D)	(D)	(D)	(3/)
Balance of Kauai County	102	158,608	20,590	789

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Table 23.04-- RETAIL TRADE ESTABLISHMENTS (NAICS 44-45), BY COUNTY AND PLACE: 2017 -- Con.

Geographic area	Number of establishments	Sales (\$1,000)	Annual payroll (\$1,000)	Number of employees 1/
Maui County	(D)	(D)	(D)	(4/)
Haiku-Pauwela	20	20,583	2,218	109
Kaanapali	67	202,110	21,180	731
Kahului	191	1,527,120	148,227	4,485
Kaunakakai	16	52,060	5,431	178
Kihei	73	234,833	22,995	755
Kula	13	20,743	2,163	54
Lahaina	176	312,937	38,258	1,372
Lanai City	8	13,127	1,573	55
Makawao	24	17,748	2,419	86
Napili-Honokowai	9	39,274	3,603	117
Paia	34	49,784	6,978	265
Pukalani	7	78,500	7,565	229
Wailea	57	116,991	13,997	437
Wailuku	59	215,980	23,155	697
Balance of Maui County	45	143,948	11,145	288

D Withheld to avoid disclosing data for individual companies.

1/ For week including March 12.

2/ 20 to 99 employees

3/ 0 to 19 employees

4/ 5,000 to 9,999 employees.

Source: U.S. Census Bureau, 2017 Economic Census, Table EC1744BASIC <<https://data.census.gov>> accessed July 2, 2020, and calculations by the Hawaii State Department of Business, Economic Development & Tourism.

Table 23.05-- RETAIL TRADE ESTABLISHMENTS (NAICS 44-45), BY KIND OF BUSINESS: 2017

[Includes establishments with payroll. Statistics based on the 2017 North American Industry Classification System (NAICS)]

NAICS code	Kind of business	Establishments	Sales (\$1,000)	Annual payroll (\$1,000)	Number of employees 1/
44-45	Retail trade	4,644	21,658,911	2,184,700	72,908
441	Motor vehicle and parts dealers	333	3,843,037	352,839	7,056
442	Furniture and home furnishings stores	169	370,793	53,267	1,698
443	Electronics and appliance stores	108	368,632	44,128	1,234
444	Building material and garden equipment and supplies dealers	251	1,498,901	154,104	4,771
445	Food and beverage stores	638	3,590,644	390,881	13,947
446	Health and personal care stores	401	1,793,933	154,156	5,071
447	Gasoline stations	249	1,237,520	72,338	2,929
448	Clothing and clothing accessories stores	1,272	2,744,475	326,672	14,591
451	Sporting goods, hobby, book, & music stores	216	256,847	38,453	1,734
452	General merchandise stores	86	4,572,230	409,244	12,901
453	Miscellaneous store retailers	682	1,041,385	151,583	5,986
454	Nonstore retailers	239	340,514	37,035	990

1/ For week including March 12.

Source: U.S. Census Bureau, 2017 Economic Census, Table EC1744BASIC <<https://census.hawaii.gov>> accessed February 7, 2020.

**Table 23.06-- PRIVATE INDUSTRY RETAIL EMPLOYMENT AND WAGES,
ANNUAL AVERAGES (NAICS 44-45): 2018**

[Statistics based on the North American Industry Classification System (NAICS)]

NAICS code	Retail trade	Annual establishments	Average employment	Total wages (\$1,000)	Wages per employee (\$)
	Total	4,587	71,778	2,380,798	33,169
441	Motor vehicle and parts dealers	336	6,961	382,818	54,996
442	Furniture and home furnishings stores	177	1,508	60,261	39,963
443	Electronics and appliance stores	103	1,219	57,343	47,054
444	Building material and garden supply stores	179	4,272	149,202	34,928
445	Food and beverage stores	720	15,716	473,277	30,115
446	Health and personal care stores	486	5,362	191,712	35,752
447	Gasoline stations	229	2,279	65,760	28,855
448	Clothing and clothing accessories stores	1,146	11,274	312,448	27,714
451	Sports, hobby, music instrument, book stores	239	2,580	63,436	24,588
452	General merchandise stores	124	14,443	433,966	30,046
453	Miscellaneous store retailers	664	5,600	165,881	29,621
454	Nonstore retailers	185	564	24,693	43,750

Source: U.S. Bureau of Labor Statistics, 2018 Employment and Wages Annual Averages
<https://data.bls.gov/cew/apps/data_views/data_views.htm#tab=Tables> accessed June 26, 2020.

Table 23.07-- CHARACTERISTICS OF SHOPPING CENTERS FOR HAWAII AND THE UNITED STATES: 2018 AND 2019

Subject	Hawaii		United States	Hawaii as percent of U.S.
	2018 1/	2019	2019	2019
Number of shopping centers 2/	270	271	115,018	0.2
Gross leasable area (millions of square feet) 2/	27.7	27.8	7,557.9	0.4
Shopping center space per capita (square feet)	19.5	19.6	23.0	(X)
Number of shopping center jobs	90,974	91,854	24,988,185	0.4
Jobs per center	336.9	338.9	217.3	(X)
Jobs per 1,000 square feet	3.3	3.3	3.3	(X)
Share of total employment (percent)	9.8	9.7	12.2	(X)
Shopping center retail sales (billions of dollars)	8.2	8.4	2,297	0.4
Per capita shopping center sales (dollars)	5,756	5,963	6,997	(X)
Retail sales per square feet (dollars)	294.7	303.9	303.9	(X)
Shopping center state sales tax rev. (billions of dollars)	0.3	0.3	131.7	0.3
Shopping center prop. tax revenue (millions of dollars)	121.9	121.8	29,539.7	0.4

X Not applicable.

1/ Revised from previous *Data Book*.

2/ Copyright, CoStar Realty Information, Inc., <www.costar.com>.

Source: International Council of Shopping Centers, "Hawaii Impact Study," (annual)

<<http://quickstats.icsc.org/>> accessed June 30, 2020, and calculations by Hawaii State Department of Business, Economic Development and Tourism.

Table 23.08-- SHOPPING CENTERS AND GROSS LEASABLE AREA BY CENTER TYPE: 2018 AND 2019

Center type	2018 1/		2019	
	Number	Gross leasable area (sq. ft)	Number	Gross leasable area (sq. ft)
Total	270	27,745,627	271	27,780,479
Convenience center	94	1,430,231	94	1,430,231
Neighborhood center 2/	116	7,750,641	117	7,785,493
Community center 3/	35	6,887,172	35	6,887,172
Power center 4/	7	2,344,851	7	2,344,851
Regional mall 5/	8	4,157,634	8	4,157,634
Super regional mall 6/	2	3,476,166	2	3,476,166
Outlet/value center	3	542,229	3	542,229
Lifestyle center	2	790,308	2	790,308
Theme/festival center 7/	3	366,395	3	366,395
Airport retail	-	-	-	-

1/ Revised from previous *Data Book*.

2/ Provides for the sale of daily living needs of the immediate area. Typical area is 30,000 to 150,000 square feet with at least one anchor tenant.

3/ In addition to convenience goods, provides for the sale of goods such as apparel or furniture. Typical area is 100,000 to 350,000 square feet with two or more anchor tenants.

4/ Typically 250,000 to 600,000 square feet with three or more anchor stores which occupy 75-90% of the total area. Anchor stores are "category-dominant" home improvement stores, discount department stores, warehouse clubs and off-price stores.

5/ Provides a variety of goods comparable to those of a central business district in a small city, including general merchandise, apparel and home furnishings, as well as a variety of services and perhaps recreational facilities. Two or more full-line department stores anchor a total area of 400,000 to 800,000 square feet.

6/ Provides an extensive variety of shopping goods comparable to those of the central business district of a major metropolitan area. The anchors are three or more full-line department stores, with total area in excess of 800,000 square feet.

7/ Anchored by restaurants or other entertainment facilities, and oriented toward leisure and tourist-oriented goods and services. Typical area is 80,000 to 250,000 square feet.

Source: International Council of Shopping Centers, "U.S. Shopping Center Count and GLA by Center Type: State, Region and Division Geographic Levels" (annual) <<http://quickstats.icsc.org/>> accessed May 13, 2020.

Table 23.09-- CHARACTERISTICS OF EATING AND DRINKING PLACES: 2012

[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	1,086	1,160	11	209
Sales, calendar year (million dollars)	1,968.9	1,162.7	(D)	120.4
Seats, Dec. 31	116,136	36,444	(D)	11,955
Average cost per meal (establishments)				
Less than \$5.00	2	25	-	(X)
\$5.00 to \$6.99	25	182	-	(X)
\$7.00 to \$9.99	244	685	1	(X)
\$10.00 to \$14.99	309	270	2	(X)
\$15.00 to \$19.99	195	49	4	(X)
\$20.00 to \$29.99	260	4	5	(X)
\$30.00 to \$49.99	116	44	-	(X)
\$50.00 or more	53	-	-	(X)
Menu type or specialty (establishments)				
Italian	53	3	-	(X)
Mexican	17	82	-	(X)
Chinese	166	135	9	(X)
Other ethnic	453	237	1	(X)
Seafood	77	59	1	(X)
Steak	58	18	-	(X)
Pizza	27	64	-	(X)
Chicken	2	48	-	(X)
Hamburger	22	227	-	(X)
Sandwich (sub shop)	36	178	-	(X)
Other food specialty	86	101	-	(X)
Establishments with no food specialty	207	107	1	(X)

D Withheld to avoid disclosing data for individual companies; data are included in higher level totals.

X Not applicable.

Source: U.S. Census Bureau, *2012 Economic Census*, Accommodation and Food Services, Subject Series: Misc Subjects <<http://factfinder.census.gov>> accessed on June 17, 2016.

Table 23.10-- DUTY-FREE STORE REVENUES: 1985 TO 2019

[In dollars and contract year ending May 31. These sales revenues are not included in the general excise and use tax base cited elsewhere in this *Data Book*]

Year	Revenues	Year	Revenues
1985	180,126,919	2003	158,854,936
1986	270,891,959	2004	168,305,421
1987	369,788,429	2005	189,517,794
1988	445,072,755	2006	174,632,693
1989	451,185,041	2007	147,125,047
1990	413,932,037	2008	130,749,679
1991	378,587,469	2009	116,402,544
1992	421,953,644	2010	119,377,140
1993	397,322,968	2011	152,849,776
1994	413,417,555	2012	199,596,711
1995	419,548,514	2013	201,060,547
1996	425,824,748	2014	166,411,033
1997	355,636,355	2015	135,602,039
1998	271,692,798	2016	105,331,886
1999	192,429,772	2017	100,801,831
2000	229,392,900	2018	108,083,146
2001	215,257,193	2019	105,462,229
2002	149,962,722		

Source: For 1985 to 1994, DFS Hawaii, records; for 1995 to present, Hawaii State Department of Transportation, Airport Division, records.

Table 23.11-- ALCOHOLIC BEVERAGE SALES, BY TYPE AND COUNTY: 2017

[Fiscal year ending June 30]

Category	State	Hawaii	Maui	Honolulu	Kauai
All types (dollars)	714,482,809	66,372,763	109,856,180	499,514,801	38,739,065
Distilled spirits	179,221,293	9,596,707	14,447,704	148,677,811	6,499,071
Sparkling wine	23,818,351	1,094,342	1,971,919	20,100,895	651,195
Still wine	215,291,031	17,554,641	33,923,714	154,915,710	8,896,966
Cooler beverage	345,664	69,008	38,849	206,037	31,770
Beer other than draft	257,344,356	33,767,373	54,146,456	149,406,143	20,024,384
Draft beer	38,462,114	4,290,692	5,327,538	26,208,205	2,635,679
All types (wine gallons 1/)	39,149,243	4,786,565	7,295,911	24,351,647	2,715,120
Distilled spirits	2,719,240	216,202	294,780	2,090,010	118,248
Sparkling wine	349,631	23,336	43,391	269,616	13,288
Still wine	4,793,182	505,022	603,101	3,465,873	219,186
Cooler beverage	29,858	6,001	3,418	17,886	2,553
Beer other than draft	27,430,799	3,617,357	5,801,579	15,894,065	2,117,798
Draft beer	3,826,533	418,647	549,642	2,614,197	244,047

1/ 128 fluid ounces.

Source: Hawaii State Department of Taxation, Tax Research and Planning, records; and calculations by the Hawaii State Department of Business, Economic Development & Tourism.

Table 23.12-- PRODUCT LINE SALES FOR RETAIL TRADE (NAICS 44-45): 2012

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	4,643	18,901,745	(X)	100.0
20100	Groceries & other food for human consumption off the premises	1,314	3,893,586	36.1	20.6
20140	Packaged liquor, wine, & beer	790	509,365	5.8	2.7
20150	Cigars, cigarettes, etc & smokers' access, excluding sls from vending	836	380,597	4.9	2.0
20160	Drugs, health aids, beauty aids, including cosmetics	1,172	1,830,256	18.5	9.7
20180	Soaps, detergents, & household cleaners	554	197,064	2.7	1.0
20190	Paper & related products, including paper towels, toilet tissue, wraps, etc.	495	193,309	2.8	1.0
20200	Men's wear, including accessories	961	572,843	7.6	3.0
20220	Women's, juniors', & misses' wear, including accessories	1,218	1,179,243	17.7	6.2
20240	Children's wear, including boys, girls, & infants & toddlers	624	170,554	4.5	0.9
20250	Costumes & unisex clothing	167	8,834	0.7	(1/)
20260	Footwear, including accessories	834	382,191	6.4	2.0
20270	Sewing, knitting materials & supplies, needlework goods	73	25,466	2.8	0.1
20280	Curtains, draperies, blinds, slipcovers, bed & table coverings	155	99,443	2.7	0.5
20300	Major household appliances	134	150,492	5.8	0.8
20310	Small electric appliances & personal care appliances	204	46,985	0.9	0.2
20320	TVs, video recorders, video cameras, video tapes, DVDs, etc	233	148,356	3.0	0.8
20330	Audio equipment, musical instruments, radios, stereos, CDs, records, etc	323	78,029	2.4	0.4
20340	Furniture, sleep equipment & outdoor/patio furniture	266	211,317	4.1	1.1
20360	Flooring & floor coverings	101	110,784	5.1	0.6
20370	Computer hardware, software, & supplies	128	240,019	6.7	1.3
20380	Kitchenware & home furnishings	588	250,219	4.6	1.3

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**Table 23.12-- PRODUCT LINE SALES FOR RETAIL TRADE (NAICS 44-45):
2012 -- 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	1,047	774,616	15.4	4.1
20420	Books	216	32,809	1.2	0.2
20440	Photographic equipment & supplies	227	45,016	0.9	0.2
20460	Toys, hobby goods, & games	382	116,951	3.1	0.6
20490	Optical goods, including eyeglasses, contact lenses, sunglasses, etc	295	97,631	1.9	0.5
20530	Sporting goods & recreational equip.	481	229,845	6.0	1.2
20590	Boats & other sport vehicles, parts & accessories	51	35,318	4.4	0.2
20600	Hardware, tools, & plumbing & electrical supplies	360	319,219	7.4	1.7
20620	Lawn, garden, & farm equipment & supplies	451	224,573	4.4	1.2
20640	Dimensional lumber & other building/ structural materials & supplies	138	346,260	36.9	1.8
20670	Paint & sundries	115	110,357	7.1	0.6
20690	Wallpaper & other flex. wallcoverings	22	2,171	0.4	(1/)
20700	Automobiles, cars, vans, trucks, motorcycles, motor scooters, etc	148	2,007,568	82.8	10.6
20720	Automotive fuels	306	1,380,117	42.9	7.3
20730	Automotive lubricants, including oil, greases, etc	317	31,196	1.1	0.2
20740	Automotive tires, tubes, batteries, parts, accessories	440	459,061	6.6	2.4
20780	Household fuels, including oil, LP gas, wood, coal	108	96,380	8.3	0.5
20800	Pets, pet foods, & pet supplies	319	131,264	2.2	0.7
20810	Baby goods not elsewhere classified, incl. bottles, monitors, carriers, swings, etc.	42	20,550	2.3	0.1
20830	Used books, clothing, furniture, & other used items not elsewhere classified	89	35,945	21.1	0.2
20850	All other merchandise	1,440	910,109	11.2	4.8

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**Table 23.12-- PRODUCT LINE SALES FOR RETAIL TRADE (NAICS 44-45):
2012 -- 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
21100	Meals, unpackaged snacks, sandwiches, unpackaged ice cream & yogurt, bakery items, other food items & nonalcoholic bvg's prepared for immediate consumption	445	172,096	3.1	0.9
21220	Meals, snacks, & beverages prepared for catered events	89	51,622	2.1	0.3
29810	All other merchandise	636	112,561	1.9	0.6
29900	All nonmerchandise receipts	873	473,431	5.0	2.5

X Not applicable.

1/ Less than half the unit shown.

Source: U.S. Census Bureau, *2012 Economic Census*, "Sector 44: Retail Trade: Subject Series - Product Lines: Product Lines Statistics by Kind of Business for the United States and States: 2012" (EC1244SLLS1) <<http://factfinder.census.gov>> accessed June 17, 2016.

**Table 23.13-- WHOLESALE TRADE ESTABLISHMENTS AND SALES
(NAICS 42): 1939 TO 2017**

[Statistics currently 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]

Year	Number	Sales (\$1,000)	Year	Number	Sales (\$1,000)
1939	704	97,045	1982	1,737	4,084,369
1948	702	480,734	1987	1,998	5,362,490
1954	594	581,940	1992	2,202	8,001,621
1958	793	618,155	1997	1,872	7,147,462
1963	974	735,205	2002	1,876	9,986,355
1967	1,030	1,013,813	2007	1,844	12,672,267
1972	1,336	1,538,429	2012	1,751	13,466,008
1977	1,569	2,571,489	2017	1,604	16,969,030

Source: For 1932 through 1972, Robert C. Schmitt, *Historical Statistics of Hawaii* (1977), table 20.7; for 1977 through 1992, U.S. Census Bureau, Census of Wholesale Trade; for 1997 through 2017, U.S. Census Bureau, Economic Census, Summary Statistics for NAICS 42 <<https://data.census.gov>> accessed January 30, 2020.

Table 23.14-- CHARACTERISTICS OF WHOLESALE TRADE ESTABLISHMENTS (NAICS 42), BY BROAD GEOGRAPHIC AREA: 2012

[Includes establishments with payroll. Merchant wholesalers, except manufacturers' sales branches and offices. Statistics based on the 2012 North American Industry Classification System (NAICS)]

Subject	State total	Oahu	Neighbor islands
Number of establishments	1,561	1,167	394
Sales (\$1,000)	9,607,982	8,052,799	1,555,183
Annual payroll (\$1,000)	724,517	596,874	127,643
First quarter payroll (\$1,000)	175,328	145,092	30,236
Paid employees for pay period including March 12 (number)	16,686	13,446	3,240
Operating expenses (\$1,000)	1,430,907	1,173,325	257,582
Inventories (\$1,000)			
Beginning of year	936,940	799,816	137,124
End of year	995,699	849,305	146,394

Source: U.S. Census Bureau, *2012 Economic Census*, "Sector 42: Wholesale Trade, Geographic Area Series, Summary Statistics for the U.S., States, Metro Areas, Counties, and Places: 2012" (EC1242A1) <<http://factfinder.census.gov>> accessed May 26, 2015; and calculations by the Hawaii State Department of Business, Economic Development & Tourism.

Table 23.15-- WHOLESALE TRADE ESTABLISHMENTS (NAICS 42), BY TYPE OF WHOLESALER: 2017

[Includes establishments with payroll. Statistics based on the 2017 North American Industry Classification System (NAICS)]

NAICS codes	Type of wholesaler	Number of establishments	Sales (\$1,000)	Annual payroll (\$1000)	Number of employees 1/
42	Wholesale trade	1,604	16,969,030	998,662	18,963
4231	Motor vehicle and motor vehicle parts and supplies	49	382,307	40,065	732
4232	Furniture and home furnishing	49	186,732	26,322	454
4233	Lumber and other construction materials	74	461,522	39,504	640
4234	Professional and commercial equipment and supplies	105	492,530	63,336	919
4235	Metal and mineral (except petroleum)	19	126,310	12,896	179
4236	Household appliances and electrical and electronic goods	86	600,775	57,170	675
4237	Hardware, plumbing and heating equipment and supplies	72	469,455	52,397	774
4238	Machinery, equipment, and supplies	116	444,234	64,799	1,055
4239	Miscellaneous durable goods	(D)	(D)	(D)	(2/)
4241	Paper and paper product	63	493,687	34,995	692
4242	Drugs and druggists' sundries	67	2,081,518	37,555	786
4243	Apparel, piece goods, and notions	96	151,760	25,115	619
4244	Grocery and related product	285	3,579,406	271,839	6,336
4245	Farm product raw material	4	11,504	707	23
4246	Chemical and allied products	(D)	(D)	16,605	(3/)
4247	Petroleum and petroleum products	21	4,328,525	28,731	436
4248	Beer, wine, and distilled alcoholic beverage	32	846,701	81,441	1,440
4249	Miscellaneous nondurable goods	(D)	(D)	61,797	(2/)
4251	Wholesale electronic markets and agents and brokers	(D)	(D)	(D)	(4/)

D Withheld to avoid disclosing data for individual companies.

1/ For week including March 12.

2/ 1,000 to 2,499 employees.

3/ 250 to 499 employees.

4/ 500 to 999 employees.

Source: U.S. Census Bureau, 2017 Economic Census, Table EC1744BASIC <<https://data.census.gov>> accessed March 9, 2020.

Table 23.16-- WHOLESALE TRADE ESTABLISHMENTS (NAICS 42), BY COUNTY AND SELECTED PLACE: 2017

[For merchant wholesalers, except manufacturers' sales branches and offices. Includes establishments with payroll. Statistics based on the 2017 North American Industry Classification System (NAICS). Due to disclosure changes for the 2017 Economic Census, components may not sum to higher levels of geography and areas with 3 or fewer establishments are not shown]

Geographic area	Number of establishments	Sales (\$1,000)	Annual payroll (\$1,000)	Number of employees 1/	Operating Expenses
Hawaii	1,423	11,342,585	858,830	16,829	1,725,910
Hawaii County	169	760,672	72,805	1,696	157,614
Captain Cook	4	3,792	579	19	1,302
Hilo	61	386,357	35,109	800	71,558
Kailua	27	88,454	11,698	233	24,761
Kalaoa	19	112,169	10,015	248	25,331
Waikoloa Village	(D)	(D)	(D)	(2/)	(D)
Waimea	(D)	(D)	(D)	(2/)	(D)
Balance of Hawaii County	47	146,438	14,488	371	32,182
Honolulu County	1,036	9,376,439	689,353	13,217	1,346,490
Aiea	15	28,325	2,285	40	4,864
East Honolulu	29	20,389	2,755	61	4,822
Halawa	24	131,798	9,959	214	19,699
Kahaluu	3	4,135	652	12	1,624
Kailua	19	22,537	3,428	57	5,370
Kaneohe	15	17,194	2,652	78	7,059
Kapolei	10	156,183	10,333	237	16,683
Makakilo	5	2,520	359	11	495
Mililani Mauka	8	21,373	4,669	130	5,123
Mililani Town	5	1,581	265	10	567
Pearl City	24	289,958	20,956	372	51,664
Royal Kunia	4	628	199	6	417
Urban Honolulu	674	6,625,021	455,226	8,497	883,056
Wahiawa	6	4,939	1,106	26	2,305
Waimalu	5	5,478	753	20	1,065
Waimanalo	8	23,060	2,407	78	4,925
Waipahu	42	277,605	32,994	624	64,496
Waipio	27	451,945	43,293	802	67,417
Balance of Honolulu County	95	1,264,279	91,346	1,822	197,314

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Table 23.16-- WHOLESALE TRADE ESTABLISHMENTS (NAICS 42), BY COUNTY AND SELECTED PLACE: 2017 -- Con.

Geographic area	Number of establishments	Sales (\$1,000)	Annual payroll (\$1,000)	Number of employees 1/	Operating Expenses
Kauai County	72	376,816	32,984	562	84,124
Hanapepe	3	1,954	244	5	686
Kapaa	6	18,935	1,290	49	3,415
Lihue	32	124,354	9,750	232	24,626
Puhi	15	84,409	8,372	144	15,545
Balance of Kauai County	(D)	(D)	12,291	(3/)	(D)
Maui County	146	828,658	63,688	1,354	137,682
Haiku-Pauwela	11	15,222	2,406	47	4,847
Kahului	57	631,102	42,494	836	90,231
Kihei	7	13,019	1,418	35	2,891
Kula	7	4,284	595	21	1,425
Lahaina	6	25,242	3,378	75	7,157
Pukalani	5	3,432	588	18	1,003
Waihee-Waiehu	4	2,135	279	18	808
Wailea	5	1,067	132	4	223
Wailuku	27	108,144	10,257	233	22,889
Balance of Maui County	(D)	(D)	732	(2/)	(D)

D Withheld to avoid disclosing data for individual companies.

1/ For week including March 12.

2/ 0 to 19 employees.

3/ 100 to 249 employees.

Source: U.S. Census Bureau, 2017 Economic Census, Table EC1742BASIC <<https://data.census.gov>> accessed July 7, 2020.

Table 23.17-- PROFESSIONAL, SCIENTIFIC, AND TECHNICAL SERVICES ESTABLISHMENTS (NAICS 54), BY COUNTY AND SELECTED PLACE: 2017

[Includes establishments with payroll. Statistics based on the 2017 North American Industry Classification System (NAICS). Due to disclosure changes for the 2017 Economic Census, components may not sum to higher levels of geography and areas with 3 or fewer establishments are not shown]

Geographic area	Number of establishments	Receipts/ revenue (\$1,000)	Annual payroll (\$1,000)	Number of employees 1/
State total	3,380	3,799,407	1,465,638	22,668
Hawaii County	317	213,046	81,299	1,427
Hawaiian Paradise Park	4	1,402	349	7
Hilo	98	85,676	33,853	602
Holualoa	11	2,503	603	21
Honalo	4	136	48	1
Kahaluu-Keauhou	6	2,122	696	16
Kailua	55	30,654	11,675	202
Kalaoa	27	12,322	4,322	136
Mountain View	(D)	(D)	(D)	(2/)
Waikoloa Village	10	1,044	372	8
Waimea	37	49,301	22,518	287
Balance of Hawaii County	59	26,741	6,236	134
Honolulu County	2,494	3,262,227	1,251,253	18,769
Ahuimanu	9	1,923	901	21
Aiea	19	14,678	3,643	158
East Honolulu	101	43,708	16,577	300
Ewa Beach	(D)	(D)	(D)	(3/)
Ewa Gentry	3	372	100	3
Halawa	19	6,576	2,569	45
Haleiwa	7	2,381	667	21
Heeia	5	1,139	428	10
Hickam Housing	5	2,576	1,134	12
Kahaluu	7	1,027	355	9
Kailua	101	47,818	17,758	313
Kaneohe	51	33,227	11,800	190
Kaneohe Station	14	7,066	3,463	64
Kapolei	13	5,500	1,792	106
Ko Olina	(D)	(D)	(D)	(2/)
Laie	(D)	(D)	(D)	(3/)

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Table 23.17-- PROFESSIONAL, SCIENTIFIC, AND TECHNICAL SERVICES ESTABLISHMENTS (NAICS 54), BY COUNTY AND SELECTED PLACE: 2017 -- Con.

Geographic area	Number of establishments	Receipts/ revenue (\$1,000)	Annual payroll (\$1,000)	Number of employees 1/
Honolulu County (con.)				
Makakilo	11	1,799	838	23
Mililani Mauka	14	9,057	2,534	59
Mililani Town	24	5,307	1,810	70
Ocean Pointe	12	5,504	1,914	47
Pearl City	45	75,804	18,567	313
Pupukea	5	1,659	573	5
Royal Kunia	(D)	(D)	(D)	(3/)
Schofield Barracks	17	34,606	15,757	261
Urban Honolulu	1,725	2,557,450	979,558	13,894
Wahiawa	31	48,488	20,406	310
Waialua	4	670	148	7
Waianae	11	3,347	1,244	42
Waimalu	22	11,722	4,581	110
Waimanalo	6	20,382	8,296	157
Waipahu	17	36,126	17,897	549
Waipio	20	17,314	6,620	162
West Loch Estate	4	203	112	2
Balance of Honolulu County	140	230,615	94,747	1,231
Kauai County	152	101,197	48,995	779
Kalaheo	11	6,253	2,431	40
Kapaa	18	2,331	909	30
Kekaha	(D)	(D)	(D)	(4/)
Kilauea	11	1,271	323	12
Lihue	40	17,220	6,017	186
Puhi	4	4,119	1,988	31
Wailua	(D)	(D)	236	(2/)
Wailua Homesteads	10	4,326	1,477	39
Balance of Kauai County	37	15,617	11,810	196

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Table 23.17-- PROFESSIONAL, SCIENTIFIC, AND TECHNICAL SERVICES ESTABLISHMENTS (NAICS 54), BY COUNTY AND SELECTED PLACE: 2017 -- Con.

Geographic area	Number of establishments	Receipts/ revenue (\$1,000)	Annual payroll (\$1,000)	Number of employees 1/
Maui County	417	222,937	84,091	1,693
Haiku-Pauwela	26	4,030	1,378	41
Kaanapali	8	3,384	735	29
Kahului	47	30,136	10,678	259
Kihei	64	54,863	22,574	344
Kula	29	9,926	3,849	97
Lahaina	25	13,367	3,146	85
Lanai City	3	476	265	3
Makawao	13	3,843	833	25
Napili-Honokowai	6	1,421	440	6
Paia	13	2,919	710	15
Pukalani	15	2,502	724	35
Waihee-Waiehu	4	270	43	3
Waikapu	7	2,448	352	8
Wailea	21	4,473	1,423	64
Wailuku	112	75,903	27,171	511
Balance of Maui County	(D)	(D)	(D)	(4/)

D Withheld to avoid disclosing data for individual companies.

1/ For week including March 12.

2/ 0 to 19 employees.

3/ 20 to 99 employees.

4/ 100 to 249 employees.

Source: U.S. Census Bureau, 2017 Economic Census, Table EC1754BASIC <<https://data.census.gov>> accessed July 7, 2020, and calculations by the Hawaii State Department of Business, Economic Development & Tourism.

Table 23.18-- ADMINISTRATIVE AND SUPPORT AND WASTE MANAGEMENT AND REMEDIATION SERVICES ESTABLISHMENTS (NAICS 56), BY COUNTY AND SELECTED PLACE: 2017

[Includes establishments with payroll. Statistics based on the 2017 North American Industry Classification System (NAICS). Due to disclosure changes for the 2017 Economic Census, components may not sum to higher levels of geography and areas with 3 or fewer establishments are not shown]

Geographic area	Number of establishments	Receipts (\$1,000)	Annual payroll (\$1,000)	Number of employees 1/
State total	1,894	4,007,418	2,009,665	55,555
Hawaii County	277	502,108	296,234	8,845
Hawaiian Paradise Park	(D)	(D)	(D)	(2/)
Hilo	52	51,429	24,469	1,066
Holualoa	15	13,724	2,587	89
Kahaluu-Keauhou	5	1,931	439	21
Kailua	50	149,848	107,150	3,021
Kalaoa	42	47,022	15,132	409
Mountain View	3	3,023	968	13
Waikoloa Village	20	24,977	5,136	167
Waimea	17	6,230	2,173	56
Balance of Hawaii County	64	199,344	136,664	3,959
Honolulu County	1,168	2,911,536	1,418,533	38,225
Ahuimanu	5	2,298	1,032	27
Aiea	12	9,148	3,829	154
East Honolulu	(D)	353,805	(D)	(3/)
Ewa Beach	11	2,429	776	39
Ewa Gentry	8	4,261	1,787	73
Halawa	22	39,166	11,092	278
Haleiwa	9	4,093	1,977	82
Kahaluu	3	1,237	605	20
Kailua	38	31,736	12,260	263
Kaneohe	(D)	(D)	(D)	(4/)
Kapolei	15	18,262	6,483	305
Ko Olina	5	787	443	14
Makakilo	13	9,514	3,104	116
Mililani Mauka	10	3,043	1,484	29
Mililani Town	25	10,613	3,776	148
Nanakuli	4	826	319	18
Ocean Pointe	3	1,214	116	9
Pearl City	42	64,329	22,343	656
Pupukea	8	2,820	1,018	26
Royal Kunia	4	594	178	13

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Table 23.18-- ADMINISTRATIVE AND SUPPORT AND WASTE MANAGEMENT AND REMEDIATION SERVICES ESTABLISHMENTS (NAICS 56), BY COUNTY AND SELECTED PLACE: 2017 -- Con.

Geographic area	Number of establishments	Receipts (\$1,000)	Annual payroll (\$1,000)	Number of employees 1/
Honolulu County (con.)				
Schofield Barracks	(D)	10,052	(D)	(5/)
Urban Honolulu	684	2,020,679	976,108	27,248
Wahiawa	19	19,794	7,212	258
Waianae	(D)	(D)	(D)	(2/)
Waimalu	12	14,496	5,960	151
Waimanalo	(D)	(D)	(D)	(2/)
Waipahu	28	43,498	13,655	505
Waipio	12	16,420	7,336	219
Balance of Honolulu County	48	167,573	54,803	993
Kauai County	144	177,256	87,359	2,278
Kalaheo	3	1,656	782	30
Kapaa	16	39,994	26,797	612
Kekaha	(D)	26341	(D)	(5/)
Kilauea	14	17,811	11,637	376
Koloa	6	3,696	1,280	55
Lihue	24	35,636	13,262	401
Puhi	(D)	(D)	(D)	(2/)
Wailua	(D)	5,840	(D)	(2/)
Wailua Homesteads	15	5,264	1,495	84
Balance of Kauai County	(D)	(D)	(D)	(4/)
Maui County	305	416,518	207,539	6,207
Haiku-Pauwela	15	2,845	841	22
Kaanapali	(D)	18,285	(D)	(6/)
Kahului	44	131,736	88,632	2,229
Kaunakakai	4	1,515	220	17
Kihei	60	34,380	18,107	475
Kula	8	6,895	1,536	49
Lahaina	24	45,112	16,304	528
Lanai City	3	871	434	22
Makawao	15	5,704	2,542	92
Napili-Honokowai	13	4,234	1,319	51
Paia	6	3,417	848	20
Pukalani	9	17,565	8,873	279
Waihee-Waiehu	7	1,718	451	19
Waikapu	4	624	175	6
Wailea	17	8,660	1,338	69
Wailuku	43	98,954	36,594	1,023
Balance of Maui County	(D)	34,003	(D)	(6/)

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Table 23.18-- ADMINISTRATIVE AND SUPPORT AND WASTE MANAGEMENT AND REMEDIATION SERVICES ESTABLISHMENTS (NAICS 56), BY COUNTY AND SELECTED PLACE: 2017 -- Con.

D Withheld to avoid disclosing data for individual companies.

1/ For week including March 12.

2/ 20 to 99 employees.

3/ 5,000 to 9,999 employees.

4/ 250 to 499 employees.

5/ 100 to 249 employees.

6/ 500 to 999 employees.

Source: U.S. Census Bureau, 2017 Economic Census, Table EC1756BASIC <<https://data.census.gov>> accessed July 7, 2020.

**Table 23.19-- EDUCATIONAL SERVICES ESTABLISHMENTS (NAICS 61),
BY COUNTY AND SELECTED PLACE: 2017**

[Includes establishments with payroll. Statistics based on the 2017 North American Industry Classification System (NAICS). Due to disclosure changes for the 2017 Economic Census, components may not sum to higher levels of geography and areas with 3 or fewer establishments are not shown]

Geographic area	Number of establishments	Receipts/ revenue (\$1,000)	Annual payroll (\$1,000)	Number of employees 1/
State total	368	198,668	61,412	2,923
Hawaii County	24	18,255	5,521	175
Hilo	(D)	(D)	(D)	(2/)
Kahaluu-Keauhou	(D)	(D)	(D)	(3/)
Kailua	6	5,284	(D)	(2/)
Balance of Hawaii County	(D)	(D)	(D)	(2/)
Honolulu County	272	154,288	47,788	2,441
Ahuimanu	3	164	32	2
Aiea	5	777	117	19
East Honolulu	12	1,174	257	23
Kailua	11	2,750	905	92
Kaneohe	6	1,485	502	62
Kapolei	6	1,053	363	26
Mililani Mauka	4	1,411	502	44
Mililani Town	4	462	118	17
Pearl City	6	2,162	1,021	61
Urban Honolulu	168	106,353	33,549	1,737
Wahiawa	6	629	149	21
Waimalu	6	6,737	2,684	61
Waipahu	4	1,650	448	35
Waipio	8	2,215	616	54
Balance of Honolulu County	10	17,459	3,551	133
Kauai County	(D)	(D)	2,988	(4/)
Kapaa	(D)	(D)	(D)	(2/)
Lihue	6	835	312	25
Balance of Kauai County	10	4,267	(D)	(2/)
Maui County	(D)	(D)	(D)	(4/)
Kahului	6	1,437	337	15
Kihei	(D)	(D)	(D)	(2/)
Lahaina	4	3,402	(D)	(2/)
Makawao	4	2,581	908	28
Pukalani	5	1,172	183	12
Wailuku	5	1,054	376	16

Continued on next page.

**Table 23.19-- EDUCATIONAL SERVICES ESTABLISHMENTS (NAICS 61),
BY COUNTY AND SELECTED PLACE: 2017 -- Con.**

D Withheld to avoid disclosing data for individual companies.

1/ For week including March 12.

2/ 20 to 99 employees.

3/ 0 to 19 employees.

4/ 100 to 249 employees.

Source: U.S. Census Bureau, 2017 Economic Census, Table EC1761BASIC <<https://data.census.gov>>
accessed July 7, 2020.

**Table 23.20-- ARTS, ENTERTAINMENT, AND RECREATION
ESTABLISHMENTS (NAICS 71), BY COUNTY AND SELECTED PLACE:
2017**

[Includes establishments with payroll. Statistics based on the 2017 North American Industry Classification System (NAICS). Due to disclosure changes for the 2017 Economic Census, components may not sum to higher levels of geography and areas with 3 or fewer establishments are not shown]

Geographic area	Number of establishments	Receipts/ revenue (\$1,000)	Annual payroll (\$1,000)	Number of employees 1/
State total	510	1,025,770	314,275	11,912
Hawaii County	74	96,310	30,934	1,086
Hilo	12	8,355	2,636	132
Holualoa	(D)	(D)	(D)	(2/)
Kahaluu-Keauhou	4	3,748	1,096	52
Kailua	12	14,006	3,659	209
Kalaoa	6	4,830	570	18
Waikoloa Village	6	16,707	5,093	145
Waimea	5	664	241	13
Balance of Hawaii County	25	46,984	17,289	512
Honolulu County	256	640,757	185,511	7,279
Aiea	6	16,121	4,621	227
East Honolulu	23	44,890	14,504	526
Ewa Beach	(D)	(D)	(D)	(3/)
Kailua	15	16,355	5,403	205
Kaneohe	(D)	(D)	(D)	(4/)
Kapolei	11	31,328	7,363	403
Ko Olina	(D)	(D)	(D)	(5/)
Mililani Town	5	14,916	3,918	238
Pearl City	(D)	(D)	(D)	(4/)
Pupukea	(D)	(D)	(D)	(3/)
Urban Honolulu	124	241,029	73,173	2,727
Waimalu	6	8,893	2,915	172
Balance of Honolulu County	(D)	(D)	23,603	(6/)
Kauai County	52	95,826	35,362	1,220
Hanapepe	3	1,015	181	10
Kapaa	5	11,726	4,752	247
Lihue	12	9,248	3,719	187
Balance of Kauai County	(D)	(D)	10,085	(5/)

Continued on next page.

**Table 23.20-- ARTS, ENTERTAINMENT, AND RECREATION
ESTABLISHMENTS (NAICS 71), BY COUNTY AND SELECTED PLACE:
2017 -- Con.**

Geographic area	Number of establishments	Receipts/ revenue (\$1,000)	Annual payroll (\$1,000)	Number of employees 1/
Maui County	128	192,877	62,468	2,327
Haiku-Pauwela	7	5,661	1,607	50
Kaanapali	4	9,198	3,180	121
Kahului	(D)	(D)	(D)	(5/)
Kihei	14	16,911	4,220	185
Kula	7	3,774	896	20
Lahaina	(D)	(D)	(D)	(6/)
Makawao	7	4,006	1,003	30
Pukalani	5	1,566	469	23
Wailea	10	20,578	5,937	174
Wailuku	13	5,718	1,481	54
Balance of Maui County	(D)	(D)	14,384	(5/)

D Withheld to avoid disclosing data for individual companies.

1/ For week including March 12.

2/ 0 to 19 employees.

3/ 20 to 99 employees

4/ 100 to 249 employees.

5/ 250 to 499 employees.

6/ 500 to 999 employees.

Source: U.S. Census Bureau, 2017 Economic Census, Table EC1771BASIC <<https://data.census.gov>> accessed July 7, 2020.

**Table 23.21-- OTHER SERVICES (EXCEPT PUBLIC ADMINISTRATION)
ESTABLISHMENTS (NAICS 81), BY COUNTY AND SELECTED PLACE: 2017**

[Includes establishments with payroll. Statistics based on the 2017 North American Industry Classification System (NAICS). Due to disclosure changes for the 2017 Economic Census, components may not sum to higher levels of geography and areas with 3 or fewer establishments are not shown]

Geographic area	Number of establishments	Receipts/ revenue (\$1,000)	Annual payroll (\$1,000)	Number of employees 1/
State total	2,912	2,561,236	652,375	20,219
Hawaii County	290	204,369	46,546	1,379
Hilo	89	76,916	14,688	392
Holualoa	(D)	(D)	(D)	(2/)
Kahaluu-Keauhou	(D)	(D)	(D)	(2/)
Kailua	55	41,532	10,890	371
Kalaoa	9	4,865	1,025	23
Waikoloa Village	16	7,536	1,815	51
Waimea	15	12,740	1,945	53
Balance of Hawaii County	68	41,435	11,919	354
Honolulu County	2,064	1,965,510	500,909	15,687
Ahuimanu	4	1,424	391	16
Aiea	27	11,289	3,463	124
East Honolulu	60	40,289	9,080	290
Ewa Beach	14	5,325	1,367	58
Ewa Gentry	10	5,210	935	42
Halawa	12	8,704	3,714	70
Haleiwa	6	1,343	408	15
Heeia	3	4,137	1,149	34
Kahuku	3	2,003	403	14
Kailua	74	42,036	10,612	518
Kaneohe	73	38,129	10,689	325
Kaneohe Station	6	2,759	744	20
Kapolei	29	22,772	6,890	225
Ko Olina	11	7,353	1,823	64
Makaha	(D)	(D)	(D)	(2/)
Makakilo	(D)	(D)	(D)	(2/)
Mililani Mauka	15	9,784	2,013	67
Mililani Town	32	24,865	8,435	486
Nanakuli	5	1,051	342	17
Ocean Pointe	8	3,887	1,226	77
Pearl City	69	46,460	10,175	329

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**Table 23.21-- OTHER SERVICES (EXCEPT PUBLIC ADMINISTRATION)
ESTABLISHMENTS (NAICS 81), BY COUNTY AND SELECTED PLACE:
2017 -- Con.**

Geographic area	Number of establishments	Receipts/ revenue (\$1,000)	Annual payroll (\$1,000)	Number of employees 1/
Honolulu County (con.)				
Royal Kunia	7	2,507	388	17
Schofield Barracks	3	1,556	870	22
Urban Honolulu	1,333	1,492,756	375,233	11,192
Wahiawa	31	15,382	4,491	148
Waianae	15	4,779	1,552	73
Waikele	3	940	157	6
Waimalu	35	34,689	8,737	260
Waimanalo	4	1,083	373	16
Waipahu	72	42,004	10,597	459
Waipio	23	19,980	6,527	167
Waipio Acres	5	3,464	570	23
Balance of Honolulu County	42	48,571	13,241	383
Kauai County	149	91,911	25,728	761
Eleele	(D)	(D)	(D)	(3/)
Hanapepe	(D)	(D)	(D)	(2/)
Kalaheo	3	1,279	330	8
Kapaa	19	8,359	1,548	59
Koloa	(D)	(D)	(D)	(2/)
Lihue	47	28,448	7,719	218
Puhi	10	7,687	1,932	47
Wailua	(D)	(D)	(D)	(2/)
Wailua Homesteads	3	344	30	1
Balance of Kauai County	47	33,804	10,756	312

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**Table 23.21-- OTHER SERVICES (EXCEPT PUBLIC ADMINISTRATION)
ESTABLISHMENTS (NAICS 81), BY COUNTY AND SELECTED PLACE:
2017 -- Con.**

Geographic area	Number of establishments	Receipts/ revenue (\$1,000)	Annual payroll (\$1,000)	Number of employees 1/
Maui County	409	299,446	79,192	2,392
Haiku-Pauwela	6	1,764	619	18
Kaanapali	18	24,364	5,782	153
Kahului	56	63,583	20,607	659
Kaunakakai	9	5,887	2,030	68
Kihei	82	37,681	8,756	265
Kula	9	2,491	684	19
Lahaina	43	25,253	4,613	172
Lanai City	3	930	388	10
Makawao	(D)	(D)	(D)	(3/)
Napili-Honokowai	23	8,767	1,667	47
Paia	3	613	114	4
Pukalani	(D)	(D)	(D)	(2/)
Waihee-Waiehu	5	9,649	3,878	145
Wailea	32	38,376	10,102	243
Wailuku	58	36,659	9,577	263
Balance of Maui County	(D)	(D)	(D)	(4/)

D Withheld to avoid disclosing data for individual companies.

1/ For week including March 12.

2/ 20 to 99 employees.

3/ 0 to 19 employees.

4/ 250 to 499 employees.

Source: U.S. Census Bureau, 2017 Economic Census, Table EC1781BASIC <<https://data.census.gov>> accessed July 7, 2020.

Table 23.22-- PROFESSIONAL, SCIENTIFIC, AND TECHNICAL SERVICES ESTABLISHMENTS (NAICS 54), BY FEDERAL TAX STATUS AND TYPE OF SERVICE: 2017

[Includes establishments with payroll. Statistics based on the 2017 North American Industry Classification System (NAICS)]

NAICS code	Federal tax status and type of service	Establishments	Receipts/revenue (\$1,000)	Annual payroll (\$1,000)	Number of employees 1/
	Subject to federal income tax				
54	Professional, scientific & technical	3,347	3,701,332	1,423,150	22,058
541	Professional, scientific & technical	3,347	3,701,332	1,423,150	22,058
5411	Legal	608	653,259	234,627	3,209
5412	Accounting, tax preparation, bookkeeping & payroll	655	339,140	149,721	3,306
5413	Architectural, engineering & related	602	1,129,463	425,203	5,345
5414	Specialized design	99	56,310	11,503	242
5415	Computer systems design & related	457	656,189	284,278	3,659
5416	consulting	470	457,887	180,774	3,001
5417	Scientific research & development	53	73,403	33,605	472
5418	Advertising, public relations & related	108	80,782	26,430	940
5419	Other professional, scientific & technical	295	254,899	77,009	1,884
	Exempt from federal income tax				
54	Professional, scientific & technical	33	98,075	42,488	610
541	Professional, scientific & technical	33	98,075	42,488	610
5411	Legal	16	14,426	6,475	145
5417	Scientific research & development	17	83,649	36,013	465

1/ For week including March 12.

Source: U.S. Census Bureau, 2017 Economic Census, Table EC1754BASIC <<https://data.census.gov>> accessed February 3, 2020.

Table 23.23-- ADMINISTRATIVE AND SUPPORT AND WASTE MANAGEMENT AND REMEDIATION SERVICES ESTABLISHMENTS (NAICS 56), BY TYPE OF SERVICE: 2017

[Includes establishments with payroll. Statistics based on the 2017 North American Industry Classification System (NAICS)]

NAICS code	Type of service	Establishments	Receipts (\$1,000)	Annual payroll (\$1,000)	Number of employees 1/
56	Administrative and support and waste management and remediation	1,894	4,007,418	2,009,665	55,555
561	Administrative and support	1,786	3,510,845	1,905,603	53,648
5611	Office administrative	71	83,485	43,258	852
5612	Facilities support	36	110,800	59,565	1,109
5613	Employment	150	1,407,826	1,103,343	28,420
5614	Business support	101	65,402	27,523	763
5615	Travel arrangement and reservation	397	687,198	149,921	3,865
5616	Investigation and security	138	317,612	193,536	6,588
5617	Services to buildings and dwellings	825	784,092	311,463	11,439
5619	Other support	68	54,430	16,994	612
562	Waste management and remediation	108	496,573	104,062	1,907
5621	Waste collection	39	234,579	49,427	841
5622	Waste treatment and disposal	11	62,782	10,481	180
5629	Remediation and other waste mgmt.	58	199,212	44,154	886

1/ For week including March 12.

Source: U.S. Census Bureau, 2017 Economic Census, Table EC1756BASIC <<https://data.census.gov>> accessed February 3, 2020.

**Table 23.24-- EDUCATIONAL SERVICES ESTABLISHMENTS (NAICS 61),
BY FEDERAL TAX STATUS AND KIND OF BUSINESS: 2017**

[Includes establishments with payroll. Statistics based on the 2017 North American Industry Classification System (NAICS)]

NAICS code	Federal tax status and kind of business	Establishments	Receipts/revenue (\$1,000)	Annual payroll (\$1,000)	Number of employees 1/
	Subject to federal income tax				
61	Educational services	298	154,639	47,994	2,352
611	Educational services	298	154,639	47,994	2,352
6114	Business schools and computer and management training	25	14,970	5,752	108
6115	Technical and trade schools	29	16,686	5,442	183
6116	Other schools and instruction	228	110,174	32,806	1,969
6117	Educational support services	16	12,809	3,994	92
	Exempt from federal income tax				
61	Educational services	70	44,029	13,418	571
611	Educational services	70	44,029	13,418	571
6114	Business schools and computer and management training	6	1,612	798	31
6115	Technical and trade schools	9	16,461	3,835	57
6116	Other schools and instruction	44	19,733	6,746	430
6117	Educational support services	11	6,223	2,039	53

1/ For week including March 12.

Source: U.S. Census Bureau, 2017 Economic Census, Table EC1761BASIC <<https://data.census.gov>> accessed February 3, 2020.

Table 23.25-- ARTS, ENTERTAINMENT, AND RECREATION ESTABLISHMENTS (NAICS 71), BY FEDERAL TAX STATUS AND KIND OF BUSINESS: 2017

[Includes establishments with payroll. Statistics based on the 2017 North American Industry Classification System (NAICS)]

NAICS code	Federal tax status and kind of business	Establishments	Receipts/revenue (\$1,000)	Annual payroll (\$1,000)	Number of employees 1/
	Subject to federal income tax				
71	Arts, entertainment, & recreation	425	752,968	219,702	8,781
711	Performing arts, spectator sports, & related industries	144	194,787	51,945	1,913
7111	Performing arts companies	(D)	(D)	(D)	(2/)
7112	Spectator sports	(D)	(D)	(D)	(3/)
7113	Promoters of performing arts, sports, & similar events	21	40,247	5,300	146
7114	Agents and managers for artists, athletes, entertainers, and other public figures	(D)	(D)	2,066	(3/)
7115	Independent artists, writers, & performers	70	30,666	7,466	136
712	Museums, historical sites, & similar institutions	8	52,352	14,860	517
713	Amusement, gambling, & recreation industries	273	505,829	152,897	6,351
7131	Amusement parks & arcades	20	51,616	11,885	531
7139	Other amusement & recreation industries	253	454,213	141,012	5,820
	Exempt from federal income tax				
71	Arts, entertainment, & recreation	85	272,802	94,573	3,131
711	Performing arts, spectator sports, & related industries	18	29,348	11,043	543
7111	Performing arts companies	(D)	(D)	(D)	(4/)
712	Museums, historical sites, & similar institutions	42	165,259	55,262	1,665
713	Amusement, gambling, & recreation industries	25	78,195	28,268	923
7139	Other amusement & recreation industries	25	78,195	28,268	923

D Withheld to avoid disclosing data of individual companies.

1/ For week including March 12.

2/ 1,000 to 2,499 employees.

3/ 0 to 19 employees.

4/ 250 to 499 employees.

Source: U.S. Census Bureau, 2017 Economic Census, Table EC1771BASIC <<https://data.census.gov>> accessed February 6, 2020.

Table 23.26-- OTHER SERVICES (EXCEPT PUBLIC ADMINISTRATION) ESTABLISHMENTS (NAICS 81), BY TYPE OF OPERATION OR KIND OF BUSINESS: 2017

[Includes establishments with payroll. Statistics based on the 2017 North American Industry Classification System (NAICS)]

NAICS code	Type of operation or kind of business	Establishments	Receipts/revenue (\$1,000)	Annual payroll (\$1,000)	Number of employees 1/
	Subject to federal income tax				
81	Other services (except public admin.)	1,645	1,178,416	353,023	11,895
811	Repair & maintenance	669	515,348	146,752	3,644
8111	Automotive repair & maintenance	497	412,047	117,297	2,945
8112	Electronic & precision equip. repair & maintenance	32	14,684	6,143	115
8113	Commercial & indust. machinery & equip. (exc. auto. & elec.) repair & maintenance	65	44,616	14,056	291
8114	Personal & household goods repair & maintenance	75	44,001	9,256	293
812	Personal & laundry services	976	663,068	206,271	8,251
8121	Personal care services	547	181,268	63,963	2,838
8122	Death care services	32	56,222	17,603	521
8123	Drycleaning & laundry services	75	183,396	61,384	1,929
8129	Other personal services	322	242,182	63,321	2,963
	Exempt from federal income tax				
81	Other services (except public admin.)	1,267	1,382,820	299,352	8,324
813	Religious, grantmaking, civic, prof., & similar orgs.	1,267	1,382,820	299,352	8,324
8132	Grantmaking & giving services	81	301,112	36,600	733
8133	Social advocacy organizations	116	129,197	41,515	892
8134	Civic & social organizations	81	76,824	30,951	1,576
8139	Business, professional, labor, political, & similar orgs.	989	875,687	190,286	5,123

1/ For week including March 12.

Source: U.S. Census Bureau, 2017 Economic Census, Table EC1781BASIC <<https://data.census.gov>> accessed July 9, 2020.

Table 23.27-- TRAVEL ARRANGEMENT AND RESERVATION SERVICES ESTABLISHMENTS (NAICS 5615), BY KIND OF BUSINESS: 2017

[Includes establishments with payroll. Statistics based on the 2017 North American Industry Classification System (NAICS)]

NAICS code	Kind of business	Establishments	Receipts (\$1,000)	Annual payroll (\$1,000)	Number of employees 1/
5615	Travel arrangement & reservation services	397	687,198	149,921	3,865
56151	Travel agencies	169	226,719	58,947	1,389
56152	Tour operators	158	327,913	52,571	1,695
56159	Other travel arrangement & reservation services	70	132,566	38,403	781
561591	Convention & visitors bureaus	(D)	(D)	6,460	(2/)
561599	services	(D)	(D)	31,943	(3/)

D Withheld to avoid disclosing data for individual companies; data are included in higher level totals.

1/ For week including March 12.

2/ 100 to 249 employees.

3/ 500 to 999 employees.

Source: U.S. Census Bureau, 2017 Economic Census, Table EC1756BASIC <<https://data.census.gov>> accessed February 6, 2020.

**Table 23.28-- ACCOMMODATION AND FOOD SERVICES ESTABLISHMENTS
(NAICS 72), BY COUNTY AND SELECTED PLACE: 2017**

[Includes establishments with payroll. Statistics based on the 2017 North American Industry Classification System (NAICS). Due to disclosure changes for the 2017 Economic Census, components may not sum to higher levels of geography and areas with 3 or fewer establishments are not shown]

Geographic area	Number of establishments	Receipts/ revenue (\$1,000)	Annual payroll (\$1000)	Number of employees 1/
State total	3,865	12,101,847	3,296,789	112,743
Hawaii County	477	1,363,802	396,752	13,731
Captain Cook	(D)	(D)	(D)	(2/)
Hilo	153	191,027	49,936	2,711
Holualoa	10	28,083	5,373	182
Honalo	3	1,566	283	20
Kahaluu-Keauhou	17	76,146	23,564	725
Kailua	101	382,244	109,925	3,594
Kalaoa	(D)	(D)	(D)	(2/)
Waikoloa Village	25	77,642	28,126	895
Waimea	30	24,955	5,903	296
Balance of Hawaii County	118	567,078	170,078	5,135
Honolulu County	2,569	6,805,400	1,767,785	67,611
Ahuimanu	7	5,892	1,241	90
Aiea	65	68,112	19,512	932
East Honolulu	66	74,125	21,737	1,189
Ewa Beach	14	22,882	4,270	252
Ewa Gentry	5	4,430	1,265	77
Halawa	14	14,873	3,545	188
Haleiwa	32	44,150	11,102	730
Hauula	3	2,247	509	61
Kahuku	4	4,757	(D)	(2/)
Kailua	106	112,208	31,884	1,784
Kaneohe	87	97,089	25,197	1,483
Kapolei	78	146,650	39,262	2,177
Ko Olina	19	180,772	92,802	1,979
Laie	8	9,311	2,292	150
Maili	(D)	(D)	(D)	(2/)
Makakilo	4	891	318	19
Mililani Mauka	10	13,365	3,283	173
Mililani Town	45	66,028	16,532	1,002
Ocean Pointe	18	31,344	8,523	561
Pearl City	79	101,363	27,717	1,608
Pupukea	9	7,797	1,734	100
Royal Kunia	21	18,217	4,389	302

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**Table 23.28-- ACCOMMODATION AND FOOD SERVICES ESTABLISHMENTS
(NAICS 72), BY COUNTY AND SELECTED PLACE: 2017 -- Con.**

Geographic area	Number of establishments	Receipts/ revenue (\$1,000)	Annual payroll (\$1000)	Number of employees 1/
Honolulu County (con.)				
Schofield Barracks	4	15,342	4,256	259
Urban Honolulu	1,575	5,301,498	1,318,073	45,827
Wahiawa	46	49,940	14,056	841
Waialua	3	1,962	438	30
Waianae	26	31,823	6,789	485
Waikele	14	29,051	7,191	365
Waimalu	55	66,133	18,629	1,067
Waimanalo	8	6,763	1,502	96
Waipahu	63	82,123	21,788	1,183
Waipio	25	42,411	11,698	575
Balance of Honolulu County	40	139,298	41,205	1,725
Kauai County	273	1,002,918	319,795	9,430
Eleele	7	8,529	2,231	135
Hanapepe	4	1,815	443	14
Kalaheo	9	7,582	2,409	119
Kapaa	45	67,109	17,998	848
Kilauea	9	8,804	2,084	129
Koloa	(D)	(D)	(D)	(3/)
Lihue	56	136,640	44,839	1,630
Puhi	3	3,774	1,179	51
Wailua	18	51,739	12,434	507
Wailua Homesteads	(D)	(D)	(D)	(4/)
Balance of Kauai County	96	679,281	222,156	5,516
Maui County	546	2,929,727	812,457	21,971
Haiku-Pauwela	7	5,923	2,171	96
Kaanapali	48	767,473	192,051	4,028
Kahului	(D)	(D)	(D)	(5/)
Kaunakakai	9	6,763	1,814	100
Kihei	97	157,873	42,745	1,709
Kula	(D)	(D)	(D)	(2/)
Lahaina	102	472,709	131,664	4,001
Lanai City	(D)	(D)	(D)	(6/)
Makawao	(D)	(D)	(D)	(7/)
Napili-Honokowai	17	46,325	9,201	333
Paia	19	55,598	24,140	717
Pukalani	10	11,092	2,574	183
Wailea	39	848,496	226,359	5,354
Wailuku	55	41,307	11,375	577
Balance of Maui County	(D)	(D)	78,625	(5/)

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**Table 23.28-- ACCOMMODATION AND FOOD SERVICES ESTABLISHMENTS
(NAICS 72), BY COUNTY AND SELECTED PLACE: 2017 -- Con.**

D Withheld to avoid disclosing data for individual companies; data are included in higher level totals.

1/ For week including March 12.

2/ 20 to 99 employees.

3/ 250 to 499 employees.

4/ 0 to 19 employees.

5/ 1,000 to 2,499 employees.

6/ 500 to 999 employees.

7/ 100 to 249 employees.

Source: U.S. Census Bureau, 2017 Economic Census, Table EC1772BASIC <<https://data.census.gov>>
accessed July 7, 2020.

**Table 23.29-- ACCOMMODATION AND FOOD SERVICES ESTABLISHMENTS
(NAICS 72), BY KIND OF BUSINESS: 2017**

[Includes establishments with payroll. Statistics based on the 2017 North American Industry Classification System (NAICS)]

NAICS codes	Kind of business	Establishments	Receipts (\$1,000)	Annual payroll (\$1,000)	Number of employees 1/
72	Accommodation and food services	3,865	12,101,847	3,296,789	112,743
721	Accommodation	343	7,167,757	1,866,606	41,554
7211	Traveler accommodation	335	7,165,887	1,866,215	41,540
72111	Hotels (except casino hotels) & motels	289	7,149,663	1,862,698	41,354
72119	Other traveler accommodation	46	16,224	3,517	186
721191	Bed-&-breakfast inns	23	6,403	1,316	70
721199	All other traveler accommodation	23	9,821	2,201	116
7212	RV (recreational vehicle) parks & recreational camps	(D)	(D)	(D)	(2/)
722	Food services & drinking places	3,522	4,934,090	1,430,183	71,189
7223	Special food services	194	374,728	96,745	4,022
72231	Food service contractors	83	305,091	78,479	2,999
72232	Caterers	50	47,725	14,386	779
72233	Mobile food services	61	21,912	3,880	244
7224	Drinking places (alcoholic beverages)	206	130,395	31,627	1,731
7225	Restaurants & other eating places	3,122	4,428,967	1,301,811	65,436
72251	Restaurants & other eating places	3,122	4,428,967	1,301,811	65,436
722511	Full-service restaurants	1,285	2,547,497	848,862	39,084
722513	Limited-service restaurants	1,365	1,522,000	370,005	21,209
722514	Cafeterias, grill buffets, & buffets	6	8,215	2,120	130
722515	Snack & nonalcoholic beverage bars	466	351,255	80,824	5,013

D Withheld to avoid disclosing data of individual companies; data are included in higher level totals.

1/ For week including March 12.

2/ 0 to 19 employees.

Source: U.S. Census Bureau, 2017 Economic Census, Table EC1772BASIC <<https://data.census.gov>> accessed February 6, 2020.

Table 23.30-- PRODUCT LINE SALES FOR ACCOMMODATION AND FOOD SERVICES (NAICS 72): 2012

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	3,209	3,797,834	(X)	100.0
20070	Room or unit accommodation for travelers and others	6	3,403	8.4	0.1
20100	Groceries & other foods for human consumption off the premises	144	7,894	5.0	0.2
20130	Alcoholic beverages served for immediate consumption	1,116	424,294	23.8	11.2
20140	Packaged liquor, wine, & beer	17	655	4.2	(1/)
20150	Cigars, etc & smokers' accessories, excl sales from vending machines operated by others	22	348	1.7	(1/)
20850	All other merchandise	323	19,687	3.1	0.5
21100	Meals, snacks & nonalcoholic bvgs prepared for immediate consumption	3,063	3,023,612	85.6	79.6
21210	Meals, snacks & nonalcoholic bvgs prepared under long-term contract	79	201,985	81.0	5.3
21220	Meals, snacks & nonalcoholic bvgs prepared for catered event	397	80,820	16.5	2.1
29600	Other services	156	23,838	8.6	0.6
29810	All other merchandise	68	9,146	5.4	0.2

X Not applicable.

1/ Less than half the unit shown.

Source: U.S. Census Bureau, *2012 Economic Census*, "Sector 72: Accommodation and Food Services: Subject Series - Product Lines: Product Lines Statistics by Kind of Business for the United States and States: 2012" (EC1272SLLS1) <<http://factfinder.census.gov>> accessed June 22, 2016.

Table 23.31-- VISITOR ACCOMMODATIONS, BY COUNTY: 1985 TO 2019

[Number of units]

Year	State total	City & County of Honolulu	Hawaii County	Kauai County	Maui County
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	70,579	35,541	9,478	7,257	18,303
2004	72,176	35,769	9,857	8,105	18,445
2005	72,307	33,926	10,940	8,221	19,220
2006	72,274	33,606	10,831	8,266	19,571
2007	73,220	33,588	11,061	8,692	19,879
2008	74,177	34,081	11,240	9,203	19,653
2009	1/ 75,198	34,027	11,541	9,469	1/ 20,161
2010	74,988	33,782	11,479	9,344	20,383
2011	77,731	35,001	11,113	9,872	21,745
2012	74,650	35,326	10,594	8,289	20,441
2013	73,959	35,690	10,903	8,675	18,691
2014	73,716	35,864	10,666	8,492	18,694
2015	77,138	36,058	11,085	8,582	21,413
2016	79,092	37,400	11,349	8,444	21,899
2017	80,709	38,879	11,286	8,821	21,723
2018	80,751	39,089	10,811	9,022	21,829
2019	80,554	39,240	10,505	9,036	21,773

NA Not available.

1/ Revised from previous *Data Book*.

Source: Hawaii Tourism Authority, *2019 Visitor Plant Inventory*, "Table 1: Available Units by County, 1965 to 2019" <<https://www.hawaiitourismauthority.org/research/visitor-plant-inventory/>> accessed February 26, 2020.

Table 23.32-- VISITOR ACCOMMODATIONS, BY TYPE: 1990 TO 2019

Year	Properties			Units		
	Total	Hotels 1/	Condo-miniums 2/	Total	Hotels 1/	Condo-miniums 2/
1990	533	264	269	71,266	52,438	18,828
1991	595	313	282	72,275	52,688	19,587
1992	664	374	295	73,089	51,134	21,955
1993	698	406	292	69,502	49,111	20,391
1994	692	397	295	70,463	49,436	21,027
1995	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)
1996	770	472	298	70,288	49,737	20,551
1997	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	1,057	837	220	3/ 70,579	54,209	16,533
2004	1,209	970	239	3/ 72,176	58,716	13,898
2005	1,266	1,035	231	3/ 72,307	57,879	15,247
2006	1,281	1,046	235	72,274	54,800	17,474
2007	1,777	1,605	172	73,220	58,334	14,886
2008	1,697	1,481	216	74,177	57,777	16,400
2009	1,615	1,434	181	3/ 75,198	60,757	14,431
2010	1,805	1,632	173	74,988	60,462	14,526
2011	1,974	1,853	121	77,731	65,211	12,520
2012	1,792	1,658	134	74,650	62,462	12,188
2013	1,931	1,832	99	73,959	62,475	11,484
2014	1,700	1,604	96	73,716	63,156	10,560
2015	2,165	2,041	124	77,138	66,196	10,942
2016	1,712	1,595	117	79,092	68,174	10,918
2017	1,636	1,518	118	80,709	69,834	10,875
2018	1,462	1,349	113	80,751	70,136	10,615
2019	1,504	1,390	114	80,554	70,154	10,400

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.

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

3/ 'Units- Total' was subsequently revised by source; however, components were not revised. Thus, 'Units- Total' are revised figures while 'Units- Hotels' and 'Units- Condominiums' are original figures.

Source: Hawaii Tourism Authority, *Visitor Plant Inventory* (annual), Tables 2 and 3

<<https://www.hawaiitourismauthority.org/research/visitor-plant-inventory/>> accessed February 26, 2020.

Continues report published by the Hawaii State Department of Business, Economic Development & Tourism from 1999 to 2008 and in prior years by the Hawaii Visitors and Convention Bureau.

Calculations by the Hawaii State Department of Business, Economic Development & Tourism.

Table 23.33-- VISITOR ACCOMMODATIONS, BY TYPE AND BY ISLAND: 2019

Island	Properties			Units		
	Total	Hotels 1/	Condo-miniums 2/	Total	Hotels 1/	Condo-miniums 2/
State total	1,504	1,390	114	80,554	70,154	10,400
Oahu	274	248	26	39,240	35,284	3,956
Waikiki/Honolulu	163	141	22	30,935	28,410	2,525
Rest of Oahu	111	107	4	8,305	6,874	1,431
Other islands	1,230	1,142	88	41,314	34,870	6,444
Hawaii	464	450	14	10,505	10,013	492
Maui	362	306	56	21,294	16,960	4,334
Lanai	4	4	-	229	229	-
Molokai	33	31	2	250	180	70
Kauai	367	351	16	9,036	7,488	1,548

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 Tourism Authority, *2019 Visitor Plant Inventory*, Tables 2 through 5

<<https://www.hawaiitourismauthority.org/research/visitor-plant-inventory/>> accessed February 26, 2020, and calculations by the Hawaii State Department of Business, Economic Development & Tourism.

Table 23.34-- VISITOR ACCOMMODATIONS, BY TYPE AND GEOGRAPHIC AREA: 2019

Type of accommodation	Properties			Units		
	State total	Oahu	Other islands	State total	Oahu	Other islands
All types	1,504	274	1,230	80,554	39,240	41,314
Apartment/hotel	4	3	1	107	68	39
Bed and breakfast	117	19	98	445	43	402
Condominium hotel	114	26	88	10,400	3,956	6,444
Hostels	15	10	5	370	285	85
Hotel	148	71	77	43,217	27,060	16,157
Vacation rental unit	1,000	121	879	13,555	3,821	9,734
Timeshare	87	20	67	12,090	3,782	8,308
Other	19	4	15	370	225	145

Source: Hawaii Tourism Authority, *2019 Visitor Plant Inventory*, Tables 2 and 3
 <<https://www.hawaiitourismauthority.org/research/visitor-plant-inventory/>> accessed February 26, 2020
 and calculations by Hawaii State Department of Business, Economic Development & Tourism.

**Table 23.35-- HOTELS AND OTHER LODGING PLACES (NAICS 721),
BY COUNTY: 2000 TO 2017**

[Statistics based on the North American Industry Classification System (NAICS)]

Year	State	Hawaii	Honolulu	Kauai	Maui
2000	273	47	122	32	72
2001	265	50	120	34	61
2002	269	48	122	38	61
2003	296	52	121	44	79
2004	313	59	125	46	83
2005	326	59	134	50	83
2006	334	64	129	55	86
2007	314	65	117	46	86
2008	312	63	113	47	89
2009	304	62	112	41	89
2010	294	61	98	43	92
2011	295	61	100	46	88
2012	307	60	108	49	90
2013	326	69	107	54	96
2014	306	65	104	47	90
2015	312	65	114	46	87
2016	341	65	120	54	102
2017	341	66	118	55	102

Source: U.S. Census Bureau, *County Business Patterns, Hawaii* (annual) <<https://data.census.gov/>> accessed December 26, 2019.

Table 23.36-- VISITOR ACCOMMODATIONS, BY ISLAND, TYPE OF ACCOMMODATION AND PRICE: 2019

[Figures may not add up to totals due to rounding in original source]

Island and type of accommodation	Total	Up to \$100		\$101 to \$250		\$251 to \$500		Over \$500	
		Number	Percent	Number	Percent	Number	Percent	Number	Percent
Available units	80,554	2,578	3.2	21,347	26.5	24,730	30.7	31,980	39.7
Island									
Oahu	39,240	942	2.4	11,615	29.6	13,145	33.5	13,538	34.5
Hawaii	10,505	1,114	10.6	2,458	23.4	3,708	35.3	3,225	30.7
Kauai	9,036	217	2.4	2,937	32.5	2,114	23.4	3,777	41.8
Maui	21,294	170	0.8	3,854	18.1	5,366	25.2	11,903	55.9
Molokai	250	6	2.2	234	93.5	10	3.8	1	0.5
Lanai	229	-	0.0	6	2.6	9	3.9	214	93.4
Type of unit									
Apartment/hotel	107	35	32.7	72	67.3	-	0.0	-	0.0
Bed and breakfast	445	69	15.4	324	72.7	50	11.2	3	0.7
Condominium hotel	10,400	250	2.4	4,399	42.3	4,857	46.7	894	8.6
Hostel	370	319	86.2	47	12.6	4	1.2	-	0.0
Hotel	43,217	951	2.2	9,897	22.9	14,175	32.8	18,194	42.1
Individual vacation unit	13,555	1,152	8.5	6,818	50.3	4,012	29.6	1,559	11.5
Timeshare	12,090	109	0.9	2,249	18.6	1,197	9.9	8,536	70.6
Other	370	142	38.4	159	42.9	61	16.4	9	2.3

Source: Hawaii Tourism Authority, *2019 Visitor Plant Inventory* <<https://www.hawaiitourismauthority.org/research/visitor-plant-inventory/>> accessed February 26, 2020 and calculations by Hawaii State Department of Business, Economic Development & Tourism.

Table 23.37-- HOTEL UNITS, OCCUPANCY RATES, AND DAILY ROOM AND GUEST RATES: 1990 TO 2019

[Includes condominium units in rental pools for transient occupancy]

Year	Hotel units 1/			Percent occupied 2/	Daily rate per room 2/ (dollars)	Guests per room 3/
	State total	Oahu	Neighbor islands			
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	70,579	35,541	35,038	72.7	144.16	2.09
2004	72,176	35,769	36,407	77.7	152.17	2.13
2005	72,307	33,926	38,381	81.1	166.16	2.15
2006	72,274	33,606	38,668	79.5	187.19	(NA)
2007	73,220	33,588	39,632	75.0	199.96	(NA)
2008	74,177	34,081	40,096	70.5	201.85	(NA)
2009	4/ 75,198	34,027	4/ 41,171	64.8	177.10	(NA)
2010	74,988	33,782	41,206	70.7	174.84	(NA)
2011	77,731	35,001	42,730	73.2	189.83	(NA)
2012	74,650	35,326	39,324	76.9	204.93	(NA)
2013	73,959	35,690	38,269	76.5	229.90	(NA)
2014	73,716	35,864	37,852	77.0	234.85	(NA)
2015	77,138	36,058	41,080	78.7	244.64	(NA)
2016	79,092	37,400	41,692	79.0	254.03	(NA)
2017	80,709	38,879	41,830	80.2	264.49	(NA)
2018	80,751	39,089	41,662	4/ 80.3	4/ 275.75	(NA)
2019	80,554	39,240	41,314	81.2	282.56	(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 and thereafter.

3/ Annual averages for hotels in PKF sample.

4/ Revised from previous *Data Book*.

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

Table 23.38-- HOTEL ROOM OCCUPANCY AND AVERAGE DAILY ROOM RATES, BY GEOGRAPHIC AREA: 2019

Geographic area	Percent occupied	Average daily room rate (dollars)	Revenue per available room (dollars)
State total	81.2	282.56	229.32
Oahu	84.2	240.76	202.62
Waikiki	84.5	236.04	199.51
Other Oahu	82.0	269.83	221.22
Maui	77.7	399.43	310.19
Wailea	88.4	618.32	546.83
Lahaina-Kaanapali-Kapalua	76.5	334.03	255.38
Other Maui	79.2	479.58	379.74
Hawaii	77.1	266.58	205.40
Kohala Coast	77.7	377.96	293.66
Kauai	76.3	282.73	215.80

Source: Hawaii Tourism Authority, *December 2019 Hawaii Hotel Performance Report* (January 2020)
 <<https://www.hawaiitourismauthority.org/research/infrastructure-research/>> accessed February 25, 2020.

Table 23.39-- GENERAL EXCISE TAX BASE FOR RENTALS: 1990 TO 2019

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

Year reported 1/	Total	Hotel rentals	All other rentals 2/
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
2008	9,170,330	3,130,759	6,039,571
2009	8,566,148	2,618,860	5,947,287
2010	8,525,923	2,755,013	5,770,910
2011	9,308,705	3,185,483	6,123,222
2012	9,878,662	3,666,325	6,212,337
2013	10,557,258	4,069,865	6,487,392
2014	10,796,148	4,314,087	6,482,060
2015	11,311,388	4,492,983	6,818,405
2016	10,822,607	4,502,385	6,320,222
2017	12,462,775	5,186,494	7,276,281
2018	14,103,184	5,644,187	8,458,997
2019	14,733,737	5,947,395	8,786,342

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) <https://tax.hawaii.gov/stats/a5_3txcolrpt/> accessed July 30, 2020; See also <http://tax.hawaii.gov/stats/a5_3txcolrptarchive/>; and calculations by the Hawaii State Department of Business, Economic Development & Tourism.

Table 23.40-- COMPUTER AND SOFTWARE STORES AND SERVICES: 2017

[Includes establishments with payroll. Statistics based on the 2017 North American Industry Classification System (NAICS)]

NAICS code	Type of operation and kind of business	Establishments	Receipts/revenue or sales (\$1,000)	Annual payroll (\$1,000)	Paid employees 1/
	Merchant wholesalers				
42343	Computer and computer peripheral equipment and software	(D)	(D)	(D)	(2/)
	Services				
518	Data processing, hosting, and related services	61	161,995	46,559	672
5112	Software publishers	34	114,386	47,353	352
5415	Computer systems design and related	457	656,189	284,278	3,659
61142	Computer training	(D)	(D)	(D)	(2/)
811212	Computer and office machine repair and maintenance	21	6,505	2,203	59

D Withheld to avoid disclosing data for individual companies.

1/ For the pay period including March 12.

2/ 20 to 99 employees.

Source: U.S. Census Bureau, 2017 Economic Census, Table EC1700BASIC <<https://data.census.gov>> accessed February 6, 2020.

Table 23.41-- MOTION PICTURE AND VIDEO SERVICES: 1987 TO 2017

[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 (\$1,000)	Annual payroll (\$1,000)	Paid employees 1/
Motion picture and video production, distribution, and services (NAICS 51211, 51212, 51219)				
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
2007	71	(2/)	3/ 5,297	4/ 160
2012	59	(2/)	3/ 6,273	5/ 159
2017 6/	58	7/ 1,223	7,796	171
Motion picture and video exhibition (NAICS 51213)				
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
2007	31	89,283	8,850	806
2012	26	94,582	8,817	781
2017	23	95,255	10,866	926
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
2007	64	37,655	6,947	506
2012	37	9,152	2,364	189
2017	(NA)	(NA)	(NA)	(NA)

D Withheld to avoid disclosing data for individual companies.

NA Not available.

1/ For pay period including March 12.

2/ Data not collected at this level of detail for multiestablishment firms for NAICS 51211 and 51212, and data withheld for NAICS 51219.

3/ For NAICS 51211 only. Data withheld for other industry codes.

4/ For NAICS 51211 only. 20 to 99 employees for NAICS 51212 and 0 to 10 employees for NAICS 51219.

5/ For NAICS 51211 only. 0 to 10 employees for NAICS 51212 and 51219.

6/ Data not available for NAICS 51212.

7/ For NAICS 51219 only. Not collected at this level of detail for multiestablishment firms for NAICS 51211.

Source: U.S. Census Bureau, for 1987 and 1992, Census of Service Industries, Hawaii; for 1997 through 2017, Economic Census, Summary Statistics for NAICS 512 <<https://data.census.gov>> accessed January 30, 2020.

Table 23.42-- FILM AND TELEVISION PRODUCTION: 2014 TO 2019

[In millions of dollars, except for employment which is in number of jobs]

Category	2014	2015	2016	2017	2018	2019
Total production expenditures	221.5	243.5	244.6	364.1	419.4	405.0
Expenditures qualified for tax credit	162.3	199.6	199.0	312.8	368.2	355.6
Expenditures not qualified for tax credit	59.2	43.9	45.6	51.3	51.2	49.4
Economic impact						
Output	384.0	422.2	423.2	629.9	725.6	700.7
Earnings	88.8	97.6	97.8	145.6	167.8	162.0
State taxes	24.3	26.7	26.4	39.3	45.3	43.7
Employment	2,506	2,668	2,593	3,750	4,194	3,888

Source: Hawaii Department of Business, Economic Development & Tourism, Creative Industries Division, records; and calculations by the Hawaii State Department of Business, Economic Development, & Tourism.