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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 source of these data is the U.S. Census Bureau's 2022 Economic Census for Retail Trade, Wholesale Trade, and all other industries relating to the services industry. Statistics on the retailing, wholesaling, and services tax bases are available from the Hawaii State Department of Taxation. Many tables are based on data published by the Research and Economic Analysis Division of the Hawaii State Department of Business, Economic Development & Tourism (DBEDT). This includes data on hotel room counts, occupancy and other characteristics and the economic impact of the film industry. Film industry data are created with assistance from DBEDT's Hawaii Film Office. A summary of figures on trade and services in earlier years appears in Historical Statistics of Hawaii, Section 20.

Table 23.01-- GENERAL EXCISE AND USE TAX BASE FOR TRADE AND SERVICE ACTIVITIES: 2000 TO 2024

[In thousands of dollars. Data are on a cash basis accounting. Income received in December is reported the following January; hence, annual totals refer to an "income year" ended November 30]

Year reported	Retailing	Services 1/	Amusement 2/	Intermediary services	Wholesaling
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
2020	31,869,197	15,331,585	235,751	910,725	15,803,833
2021	39,187,019	16,901,264	337,629	949,877	20,015,246
2022	46,063,450	19,260,793	535,398	1,248,802	23,992,508
2023	47,875,497	20,577,471	504,553	1,488,382	25,276,087
2024	48,204,216	21,781,237	466,004	1,310,341	25,563,989

1/ Includes both business and professional services but excludes hotels, theater, amusement, broadcasting, and intermediary services.

2/ 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 June 30, 2025.

**Table 23.02-- RETAIL TRADE ESTABLISHMENTS, BY PAYROLL STATUS:
1972 TO 2022**

[Includes establishments with payroll. Statistics based on the North American Industry Classification System (NAICS) began in 1997 and 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
2022	14,172	4,406	9,766	31,353	30,736	617

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 through 2022, Economic Census, Summary Statistics for NAICS 44-45, and Economic Annual Survey, Non-employer Statistics for NAICS 44-45 <<https://data.census.gov>> accessed June 4, 2025.

**Table 23.03-- CHARACTERISTICS OF RETAIL TRADE ESTABLISHMENTS
(NAICS 44-45) WITH PAYROLL, BY BROAD GEOGRAPHIC AREA: 2022**

[Includes establishments with payroll. Statistics based on the 2022 North American Industry Classification System (NAICS)]

Subject	State total	Oahu	Neighbor islands 1/
Number of establishments	4,406	2,656	1,750
Sales (\$1,000)	30,735,956	20,479,538	10,256,418
Annual payroll (\$1,000)	2,600,101	1,669,708	930,393
First quarter payroll (\$1,000)	623,793	399,937	223,856
Paid employees 2/	67,181	43,260	23,921

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, 2022 Economic Census, Table EC2244BASIC <<https://data.census.gov>> accessed April 17, 2025, 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: 2022**

[Includes establishments with payroll. Statistics based on the 2017 North American Industry Classification System (NAICS). Due to disclosure changes beginning with 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	4,406	30,735,956	2,600,101	67,181
Hawaii County	629	4,353,895	390,047	10,094
Captain Cook	11	46,973	5,523	113
Hilo	215	1,741,469	164,462	4,294
Holualoa	4	(D)	140	9
Honokaa	14	39,360	6,147	120
Kahaluu-Keauhou	8	92,863	4,539	125
Kailua	105	620,980	56,633	1,334
Kaiminani	30	617,490	35,151	740
Keaau	18	114,164	9,790	288
Kurtistown	3	23,826	3,253	85
Mountain View	6	9,611	1,099	39
Waikoloa Village	20	59,993	6,262	188
Waimea	28	166,743	14,924	381
Balance of Hawaii County	163	791,767	80,647	2,338
Honolulu County	2,656	20,479,538	1,669,708	43,260
Ahuimanu	3	(D)	(D)	(2/)
Aiea	33	151,117	14,712	442
East Honolulu	51	443,436	32,070	900
Ewa Beach	9	42,359	4,576	139
Ewa Gentry	7	26,370	2,333	76
Halawa	19	34,119	2,648	77
Haleiwa	44	146,615	19,419	436
Hauula	7	22,949	2,539	(2/)
Kahaluu	3	(D)	(D)	(3/)
Kailua	111	528,951	65,196	1,929
Kaneohe	91	686,341	61,577	1,529
Kaneohe Base	5	6,633	882	28
Kapolei	84	1,058,157	90,544	2,890
Ko Olina	9	41,816	4,857	129
Laie	9	33,899	4,527	133
Maili	(D)	(D)	(D)	(2/)

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**Table 23.04-- RETAIL TRADE ESTABLISHMENTS (NAICS 44-45), BY COUNTY
AND PLACE: 2022 -- Con.**

Geographic area	Number of establishments	Sales (\$1,000)	Annual payroll (\$1,000)	Number of employees 1/
Honolulu County - Con.				
Makakilo	6	23,286	1,496	49
Mililani Mauka	8	31,136	5,047	59
Mililani Town	33	285,246	31,396	914
Nanakuli	12	(D)	8,658	185
Ocean Pointe	16	189,465	13,328	423
Pearl City	71	911,775	72,117	2,098
Pupukea	7	27,713	3,639	113
Royal Kunia	6	126,188	12,754	408
Schofield Barracks	4	5,520	859	26
Urban Honolulu	1,577	12,749,407	925,992	22,973
Wahiawa	38	151,984	17,296	449
Waialua	9	25,363	1,494	59
Waianae	16	157,281	17,152	383
Waikele	57	323,544	34,726	1,332
Waimalu	102	309,175	37,346	1,323
Waimanalo	6	31,409	4,939	82
Waimanalo Beach	3	(D)	(D)	20
Waipahu	96	638,053	69,297	1,299
Waipio	26	728,148	52,487	930
Waipio Acres	3	913	107	3
Balance of Honolulu County	61	409,049	48,686	1,188
Kauai County	351	1,840,356	154,981	4,113
Eleele	4	32,440	2,703	78
Hanamaulu	5	18,524	980	29
Hanapepe	5	1,429	171	8
Kalaheo	8	15,947	1,541	42
Kapaa	50	236,227	19,485	578
Kilauea	15	68,148	4,042	124
Koloa	33	131,742	9,480	263
Lawai	7	24,428	3,511	73
Lihue	93	1,066,496	89,547	2,136
Puhi	13	27,268	1,634	40
Wailua Homesteads	6	611	159	7
Balance of Kauai County	(D)	(D)	(D)	(4/)

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**Table 23.04-- RETAIL TRADE ESTABLISHMENTS (NAICS 44-45), BY COUNTY
AND PLACE: 2022 -- Con.**

Geographic area	Number of establishments	Sales (\$1,000)	Annual payroll (\$1,000)	Number of employees 1/
Maui County	(D)	(D)	(D)	(5/)
Haiku-Pauwela	20	27,325	4,786	129
Kaanapali	64	284,472	23,677	560
Kahului	176	2,073,127	173,839	4,391
Kaunakakai	19	62,687	7,058	224
Kihei	70	374,530	40,236	909
Kula	17	21,281	3,306	94
Lahaina	152	364,734	41,044	1,083
Lanai City	6	8,529	1,273	28
Makawao	26	28,477	3,831	114
Napili-Honokowai	11	71,728	5,033	183
Pukalani	10	119,077	11,494	259
Waihee-Waiehu	5	(D)	707	24
Waikapu	3	(D)	(D)	(3/)
Wailea	62	221,744	22,770	467
Wailuku	64	304,674	32,472	812
Balance of Maui County	(D)	(D)	(D)	(6/)

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/ 500 to 999 employees.

5/ 5,000 to 9,999 employees.

6/ 250 to 499 employees.

Source: U.S. Census Bureau, 2022 Economic Census, Table EC2244BASIC <<https://data.census.gov>>
accessed April 17, 2025, 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: 2022

[Includes establishments with payroll. Statistics based on the 2022 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	4,406	30,735,956	2,600,101	67,181
441	Motor vehicle and parts dealers	330	4,659,392	443,599	6,423
444	Building material and garden equipment and supplies dealers	234	2,096,795	195,916	5,142
445	Food and beverage retailers	679	4,638,011	511,111	15,190
449	Furniture, home furnishings, electronics, and appliance retailers	255	794,563	97,822	2,232
455	General merchandise retailers	95	5,708,719	388,142	11,569
456	Health and personal care retailers	413	5,481,291	187,503	4,351
457	Gasoline stations and fuel dealers	253	2,550,126	188,662	2,818
458	Clothing, clothing accessories, shoe, and jewelry retailers	1,146	3,216,418	353,009	12,189
459	Sporting goods, hobby, musical instrument, book, and miscellaneous retailers	1,001	1,590,641	234,337	7,267

1/ For week including March 12.

Source: U.S. Census Bureau, 2022 Economic Census, Table EC2244BASIC <<https://census.hawaii.gov>> accessed April 17, 2025.

**Table 23.06-- RETAIL TRADE (NAICS-44-45) EMPLOYMENT AND WAGES,
ANNUAL AVERAGES: 2023**

[Statistics based on the 2022 North American Industry Classification System (NAICS)]

NAICS code	Retail trade	Annual establishments	Average employment	Total wages (\$1,000)	Wages per employee (\$)
	Total	4,685	64,677	2,742,075	42,397
441	Motor vehicles and part dealers	373	6,447	465,544	72,212
444	Building material, garden equipment, and supplies	191	4,698	205,136	43,669
445	Food and beverages	741	15,963	606,754	38,009
449	Furniture, home furnishings, electronics, and appliances	304	2,105	145,623	69,193
455	General merchandise	150	13,717	510,512	37,219
456	Health and personal care	481	4,773	204,533	42,857
457	Gasoline stations and fuel dealers	256	1,929	72,453	37,556
458	Clothing, clothing accessories, shoes, and jewelry	1,136	8,459	307,855	36,396
459	Sporting goods, hobbies, musical instruments, books, and misc.	1,055	6,588	223,666	33,952

Source: U.S. Bureau of Labor Statistics, "2023 Employment and Wages, Annual Averages"
<https://data.bls.gov/cew/apps/data_views/data_views.htm#tab=Tables> accessed March 27, 2025.

Table 23.07-- JOBS, SALES, AND STATE TAXES GENERATED BY MARKET-PLACES, BY CONGRESSIONAL DISTRICT: 2022 AND 2023

[Marketplaces include all retail trade, food services and drinking places as well as portions of personal, professional, entertainment/recreation, health care and other services as classified by the North American Industry Classification System (NAICS). Components may not sum to totals due to rounding in source]

Year and subject	State of Hawaii	Hawaii C.D. 1	Hawaii C.D. 2
2022			
Marketplaces (number)	1/ 276	133	142
Marketplace tenants (number)	1/ 6,403	3,447	2,742
Jobs (number)	1/ 143,519	80,017	63,648
Share of total jobs (percent)	1/ 15.9	(NA)	(NA)
Sales (millions of dollars)	1/ 29,400	(NA)	(NA)
Share of GDP (percent)	1/ 29.1	(NA)	(NA)
State sales taxes (millions of dollars) 2/	1,200	658	523
Property taxes (millions of dollars)	1/ 139	79	63
Construction/redevelopment spending (millions of dollars)	90	(NA)	(NA)
2023			
Marketplaces (number)	276	133	143
Marketplace tenants (number)	6,505	3,620	2,885
Jobs (number)	147,030	81,821	65,208
Share of total jobs (percent)	16.1	(NA)	(NA)
Sales (millions of dollars)	30,300	(NA)	(NA)
Share of GDP (percent)	28.0	(NA)	(NA)
State sales taxes (millions of dollars) 2/	1,200	674	537
Property taxes (millions of dollars)	145	81	65
Construction/redevelopment spending (millions of dollars)	170	(NA)	(NA)

NA Not available.

1/ Revised from previous *Data Book*.

2/ Sales tax revenue generated by retail real estate properties. Local government sales tax not included.

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

<<https://www.icsc.com/news-and-views/industry-insights/industry-reports>> accessed June 3, 2025.

Table 23.08-- SHOPPING CENTERS AND GROSS LEASABLE AREA BY CENTER TYPE: 2022 AND 2023

[Data as of 1st quarter of each year]

Center type	2022		2023	
	Number	Gross leasable area (sq. ft)	Number	Gross leasable area (sq. ft)
Total	276	28,822,063	276	28,736,557
Convenience center	98	1,549,815	98	1,521,079
Neighborhood center 1/	118	8,010,699	118	7,846,241
Community center 2/	34	6,332,927	35	6,455,662
Power center 3/	7	2,273,703	7	2,280,707
Regional mall 4/	9	5,602,481	9	5,591,545
Super regional mall 5/	2	3,920,150	2	3,920,101
Outlet/value center	4	601,846	3	532,889
Lifestyle center	1	164,047	1	164,047
Theme/festival center 6/	3	366,395	3	424,286
Airport retail	-	-	-	-

1/ 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.

2/ 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.

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

4/ 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.

5/ 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.

6/ 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 and CoStar Realty Information Inc., records.

Table 23.09-- DUTY-FREE STORE REVENUES: 1985 TO 2024

[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	2005	189,517,794
1986	270,891,959	2006	174,632,693
1987	369,788,429	2007	147,125,047
1988	445,072,755	2008	130,749,679
1989	451,185,041	2009	116,402,544
1990	413,932,037	2010	119,377,140
1991	378,587,469	2011	152,849,776
1992	421,953,644	2012	199,596,711
1993	397,322,968	2013	201,060,547
1994	413,417,555	2014	166,411,033
1995	419,548,514	2015	135,602,039
1996	425,824,748	2016	105,331,886
1997	355,636,355	2017	100,801,831
1998	271,692,798	2018	108,083,146
1999	192,429,772	2019	105,462,229
2000	229,392,900	2020 1/	78,428,627
2001	215,257,193	2021 1/	10,909
2002	149,962,722	2022 1/	3,168,598
2003	158,854,936	2023	12,808,321
2004	168,305,421	2024	16,599,798

1/ International travel to Hawaii was impacted by the COVID-19 pandemic.

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

Table 23.10-- ALCOHOLIC BEVERAGE SALES, BY TYPE AND COUNTY: 2022

[Fiscal year ending June 30]

Category	State	Hawaii	Maui	Honolulu	Kauai
All types (thousands of dollars)	796,123	81,971	98,086	575,310	40,756
Distilled spirits	243,573	18,079	24,440	190,062	10,992
Sparkling wine	29,006	2,101	2,892	23,096	917
Still wine	209,287	21,718	26,306	151,711	9,551
Cooler beverage	9,102	656	584	7,553	309
Beer other than draft	274,502	36,978	38,771	181,576	17,177
Draft beer	30,653	2,438	5,093	21,311	1,810
All types (thousands of wine gallons 1/)	37,150	4,754	5,213	24,989	2,193
Distilled spirits	3,510	345	457	2,531	177
Sparkling wine	411	40	62	290	19
Still wine	4,287	558	616	2,905	207
Cooler beverage	716	54	48	588	26
Beer other than draft	25,739	3,506	3,588	17,015	1,629
Draft beer	2,488	250	442	1,660	136

1/ A wine gallon is 128 fluid ounces.

Source: Hawaii State Department of Taxation, Tax Research and Planning, "Fiscal Year 2021-2022 Liquor Consumption Report" <<https://files.hawaii.gov/tax/stats/monthly/2022fy9.pdf>> accessed February 15, 2024; and calculations by the Hawaii State Department of Business, Economic Development & Tourism.

**Table 23.11-- WHOLESALE TRADE ESTABLISHMENTS AND SALES
(NAICS 42): 1939 TO 2022**

[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]

Year	Number	Sales (\$1,000)	Year	Number	Sales (\$1,000)
1939	704	97,045	1987	1,998	5,362,490
1948	702	480,734	1992	2,202	8,001,621
1954	594	581,940	1997	1,872	7,147,462
1958	793	618,155	2002	1,876	9,986,355
1963	974	735,205	2007	1,844	12,672,267
1967	1,030	1,013,813	2012	1,751	13,466,008
1972	1,336	1,538,429	2017	1,604	16,969,030
1977	1,569	2,571,489	2022	1,385	20,780,422
1982	1,737	4,084,369			

Source: For 1939 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 2022, U.S. Census Bureau, Economic Census, Summary Statistics for NAICS 42 <<https://data.census.gov>> accessed April 17, 2025.

**Table 23.12-- CHARACTERISTICS OF WHOLESALE TRADE
ESTABLISHMENTS (NAICS 42), BY COUNTY: 2022**

[Includes establishments with payroll. Merchant wholesalers, except manufacturers' sales branches and offices. Statistics based on the 2022 North American Industry Classification System (NAICS)]

Subject	State total	Hawaii County	Honolulu County	Kauai County	Maui County
Number of establishments	1,226	134	902	65	125
Sales (\$1,000)	13,194,902	(D)	(D)	(D)	(D)
Annual payroll (\$1,000)	922,857	73,257	751,604	23,599	74,397
First quarter payroll (\$1,000)	216,999	17,470	177,664	5,605	16,260
Number of paid employees 1/	14,725	1,317	11,876	411	1,121
Operating expenses (\$1,000)	1,933,857	175,091	1,552,023	60,430	146,313
Inventories (\$1,000)					
Beginning of year	1,160,501	92,938	951,079	38,050	78,434
End of year	1,251,715	97,668	1,030,833	40,935	82,279

D Withheld to avoid disclosing data for individual companies.

1/ For pay period including March 12.

Source: U.S. Census Bureau, *2022 Economic Census*, "Wholesale Trade: Summary Statistics for the U.S., States, and Selected Geographies: 2022" (EC2242BASIC) <<https://data.census.gov>> accessed April 17, 2025.

Table 23.13-- WHOLESALE TRADE ESTABLISHMENTS (NAICS 42), BY TYPE OF WHOLESALER: 2022

[Includes establishments with payroll. Statistics based on the 2022 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	1,385	20,780,422	1,019,334	16,209
4231	Motor vehicle and motor vehicle parts and supplies	51	392,806	50,255	829
4232	Furniture and home furnishing	29	177,517	18,062	266
4233	Lumber and other construction materials	84	678,382	54,399	757
4234	Professional and commercial equipment and supplies	99	640,996	68,624	994
4235	Metal and mineral (except petroleum)	12	83,781	12,006	163
4236	Household appliances and electrical and electronic goods	78	1,813,817	86,929	709
4237	Hardware, plumbing and heating equipment and supplies	59	604,521	55,173	693
4238	Machinery, equipment, and supplies	111	827,098	64,174	942
4239	Miscellaneous durable goods	128	362,076	45,686	866
4241	Paper and paper product	48	(D)	27,571	456
4242	Drugs and druggists' sundries	50	(D)	28,010	603
4243	Apparel, piece goods, and notions	84	150,747	20,224	448
4244	Grocery and related product	244	3,877,909	268,488	5,128
4245	Farm product raw material	6	(D)	(D)	21
4246	Chemical and allied products	29	(D)	15,959	244
4247	Petroleum and petroleum products	19	(D)	39,635	356
4248	Beer, wine, and distilled alcoholic beverage	32	886,597	89,243	1,317
4249	Miscellaneous nondurable goods	124	(D)	(D)	968
4251	Wholesale trade agents and brokers	98	893,326	27,037	449

D Withheld to avoid disclosing data for individual companies.

1/ For week including March 12.

Source: U.S. Census Bureau, 2022 Economic Census, Table EC2242BASIC <<https://data.census.gov/>> accessed April 17, 2025.

Table 23.14-- WHOLESALE TRADE ESTABLISHMENTS (NAICS 42), BY COUNTY AND SELECTED PLACE: 2022

[For merchant wholesalers, except manufacturers' sales branches and offices. Includes establishments with payroll. Statistics based on the 2022 North American Industry Classification System (NAICS). Due to disclosure changes beginning with 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	1,226	13,194,902	922,857	14,725	1,933,857
Hawaii County	134	(D)	73,257	1,317	175,091
Captain Cook	3	(D)	136	6	(D)
Hilo	46	539,728	30,055	560	71,864
Kailua	12	32,393	3,557	57	7,799
Kaiminani	22	183,718	13,670	247	36,748
Keaau	10	80,315	4,540	94	14,832
Balance of Hawaii County	32	(D)	20,185	336	40,836
Honolulu County	902	(D)	751,604	11,876	1,552,023
Aiea	8	28,020	1,897	26	4,051
East Honolulu	17	16,693	1,126	26	2,620
Halawa	16	166,138	8,821	165	17,370
Haleiwa	4	5,066	385	9	1,101
Kahaluu	3	8,403	(D)	12	(D)
Kailua	8	6,935	1,217	17	2,037
Kaneohe	12	20,473	2,588	61	7,458
Kapolei	11	80,931	6,540	147	11,565
Mililani Mauka	3	(D)	(D)	(2/)	(D)
Ocean Pointe	3	(D)	1,240	15	1,579
Pearl City	25	292,141	22,933	362	45,363
Pupukea	3	2,801	(D)	11	998
Urban Honolulu	583	7,675,928	490,909	7,420	1,040,063
Wahiawa	4	9,462	1,625	24	2,885
Waimalu	7	17,453	1,786	23	2,680
Waimanalo	6	28,134	2,795	64	5,613
Waipahu	47	403,354	46,544	793	77,329
Waipio	20	226,083	32,305	526	48,490
Balance of Honolulu County	104	(D)	118,587	1,990	263,236

Continued on next page.

Table 23.14-- WHOLESALE TRADE ESTABLISHMENTS (NAICS 42), BY COUNTY AND SELECTED PLACE: 2022 -- Con.

Geographic area	Number of establishments	Sales (\$1,000)	Annual payroll (\$1,000)	Number of employees 1/	Operating expenses
Kauai County	65	(D)	23,599	411	60,430
Kalaheo	4	2,307	335	7	445
Kapaa	6	15,945	1,245	35	2,921
Kilauea	3	(D)	(D)	6	(D)
Lihue	28	201,764	10,630	210	29,049
Puihi	14	(D)	10,024	133	20,286
Balance of Kauai County	4	11,909	595	9	3,167
Maui County	125	(D)	74,397	1,121	146,313
Haiku-Pauwela	12	51,356	3,700	64	9,248
Kahului	55	740,028	47,827	644	86,135
Kihei	6	24,879	5,089	65	8,846
Kula	7	(D)	(D)	37	(D)
Lahaina	(D)	(D)	(D)	(3/)	(D)
Makawao	4	1,280	228	10	(D)
Wailea	3	(D)	(D)	22	(D)
Wailuku	17	110,330	10,583	190	20,775
Balance of Maui County	5	(D)	938	18	(D)

D Withheld to avoid disclosing data for individual companies.

1/ For week including March 12.

2/ 100 to 249 employees.

3/ 20 to 99 employees.

Source: U.S. Census Bureau, 2022 Economic Census, Table EC2242BASIC <<https://data.census.gov>> accessed April 17, 2025.

**Table 23.15-- PROFESSIONAL, SCIENTIFIC, AND TECHNICAL SERVICES
ESTABLISHMENTS (NAICS 54), BY COUNTY AND SELECTED PLACE:
2022**

[Includes establishments with payroll. Statistics based on the 2022 North American Industry Classification System (NAICS). Due to disclosure changes beginning with 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	3,423	5,097,602	1,876,963	25,212
Hawaii County	386	(D)	130,405	2,130
Captain Cook	(D)	3,092	(D)	10
Hawaiian Paradise Park	9	3,699	996	23
Hilo	94	(D)	31,477	500
Holualoa	4	581	(D)	(2/)
Honokaa	4	851	189	6
Kahaluu-Keauhou	9	(D)	1,076	22
Kailua	75	(D)	28,870	522
Kaiminani	33	20,084	6,600	132
Keeau	4	1,448	540	(2/)
Waikoloa Village	20	9,271	1,970	31
Waimea	50	(D)	32,928	389
Balance of Hawaii County	72	(D)	24,247	475
Honolulu County	2,406	4,279,163	1,563,555	20,249
Ahuimanu	10	3,266	1,207	27
Aiea	15	7,673	2,320	42
East Honolulu	104	41,931	12,813	275
Ewa Beach	6	5,878	2,185	69
Ewa Gentry	6	1,369	543	17
Halawa	10	19,191	7,450	78
Haleiwa	4	646	280	5
Hauula	3	507	70	(2/)
Heeia	6	(D)	547	14
Hickam Housing	6	4,416	1,990	(2/)
Kahaluu	4	812	257	5
Kailua	97	69,382	26,072	358
Kaneohe	53	34,238	12,683	305
Kaneohe Base	12	10,689	4,190	48
Kapolei	20	15,761	6,945	185
Ko Olina	4	972	252	(2/)

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**Table 23.15-- PROFESSIONAL, SCIENTIFIC, AND TECHNICAL SERVICES
ESTABLISHMENTS (NAICS 54), BY COUNTY AND SELECTED PLACE:
2022 -- Con.**

Geographic area	Number of establishments	Receipts/ revenue (\$1,000)	Annual payroll (\$1,000)	Number of employees 1/
Honolulu County (con.)				
Mali	3	(D)	(D)	(2/)
Makakilo	15	4,808	2,008	42
Mililani Mauka	18	9,524	2,608	72
Mililani Town	22	8,347	3,106	84
Nanakuli	3	(D)	(D)	(3/)
Ocean Pointe	14	10,231	3,982	64
Pearl City	41	74,531	28,351	706
Pupukea	11	4,428	1,322	16
Royal Kunia	5	(D)	(D)	39
Schofield Barracks	16	63,059	32,076	294
Urban Honolulu	1,679	3,332,751	1,198,361	14,422
Wahiawa	30	62,376	30,169	369
Waianae	10	7,869	2,359	40
Waikale	4	445	135	(2/)
Waimalu	16	20,977	8,852	143
Waimanalo	3	(D)	(D)	(3/)
Waipahu	21	107,618	45,111	1,152
Waipio	10	10,213	4,460	104
West Loch Estate	3	159	101	(2/)
Balance of Honolulu County	111	314,795	109,530	1,084
Kauai County	169	95,347	36,207	645
Kalaheo	17	9,499	3,741	52
Kapaa	23	9,514	6,141	121
Kekaha	8	4,346	1,150	14
Kilauea	16	5,121	1,620	34
Lawai	5	304	108	4
Lihue	43	(D)	6,984	166
Puhi	3	6,229	3,308	43
Wailua Homesteads	13	5,080	1,525	31
Balance of Kauai County	36	(D)	10,086	163

Continued on next page.

**Table 23.15-- PROFESSIONAL, SCIENTIFIC, AND TECHNICAL SERVICES
ESTABLISHMENTS (NAICS 54), BY COUNTY AND SELECTED PLACE:
2022 -- Con.**

Geographic area	Number of establishments	Receipts/ revenue (\$1,000)	Annual payroll (\$1,000)	Number of employees 1/
Maui County	462	(D)	146,796	2,188
Haiku-Pauwela	32	14,783	4,974	65
Kaanapali	3	1,297	419	(2/)
Kahului	47	37,460	11,977	243
Kihei	71	69,632	21,510	321
Kula	32	14,179	4,107	97
Lahaina	22	14,816	3,882	65
Lanai City	3	573	358	4
Makawao	30	12,641	4,061	68
Napili-Honokowai	7	1,875	537	7
Pukalani	16	42,648	16,488	201
Waihee-Waiehu	10	2,926	592	16
Waikapu	8	2,185	583	9
Wailea	27	7,592	2,089	35
Wailuku	110	96,461	34,874	545
Balance of Maui County	(D)	(D)	(D)	498

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.

Source: U.S. Census Bureau, 2022 Economic Census, Table EC2254BASIC <<https://data.census.gov>>
accessed April 17, 2025.

Table 23.16-- ADMINISTRATIVE AND SUPPORT AND WASTE MANAGEMENT AND REMEDIATION SERVICES ESTABLISHMENTS (NAICS 56), BY COUNTY AND SELECTED PLACE: 2022

[Includes establishments with payroll. Statistics based on the 2022 North American Industry Classification System (NAICS). Due to disclosure changes beginning with 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	1,925	5,818,649	2,846,573	63,982
Hawaii County	310	826,577	477,603	10,447
Captain Cook	5	998	452	9
Hilo	54	249,806	135,682	2,893
Holualoa	7	(D)	1,220	41
Honokaa	5	1,356	425	16
Kahaluu-Keauhou	13	6,473	1,649	37
Kailua	53	232,388	147,440	3,098
Kaiminani	45	38,898	13,548	346
Keaau	7	18,554	3,559	77
Kurtistown	3	(D)	(D)	(2/)
Mountain View	3	4,154	1,813	37
Waikoloa Village	24	27,601	3,629	84
Waimea	23	11,289	3,641	81
Balance of Hawaii County	62	(D)	(D)	(3/)
Honolulu County	1,103	4,193,740	1,995,853	45,020
Ahuimanu	3	2,005	1,189	37
Aiea	8	9,742	3,528	56
East Honolulu	(D)	28,292	7,653	189
East Kapolei	4	(D)	(D)	8
Ewa Beach	6	1,812	337	20
Ewa Gentry	14	4,735	2,853	120
Halawa	21	50,274	11,345	241
Haleiwa	(D)	(D)	(D)	(4/)
Hauula	5	1,586	694	30
Kahaluu	4	984	372	12
Kahuku	3	2,379	(D)	(4/)
Kailua	46	52,447	20,348	415
Kaneohe	22	15,406	4,541	117
Kapolei	17	7,911	2,868	90
Laie	5	1,246	376	17
Mali	7	7,070	2,631	63
Makaha	4	1,324	352	12

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**Table 23.16-- ADMINISTRATIVE AND SUPPORT AND WASTE MANAGEMENT
AND REMEDIATION SERVICES ESTABLISHMENTS (NAICS 56), BY
COUNTY AND SELECTED PLACE: 2022 -- Con.**

Geographic area	Number of establishments	Receipts (\$1,000)	Annual payroll (\$1,000)	Number of employees 1/
Honolulu County (con.)				
Makakilo	7	3,814	1,249	47
Mililani Mauka	9	2,570	877	31
Mililani Town	23	12,561	4,741	142
Nanakuli	5	(D)	6,708	54
Ocean Pointe	10	3,110	751	19
Pearl City	36	107,074	23,831	604
Pupukea	8	4,633	1,209	34
Royal Kunia	7	1,358	393	15
Schofield Barracks	3	(D)	(D)	(5/)
Urban Honolulu	622	3,457,567	1,769,921	39,687
Wahiawa	19	28,686	15,132	353
Waianae	7	2,032	597	23
Waimalu	8	15,110	5,941	141
Waimanalo	8	5,182	2,197	46
Waipahu	37	47,180	14,921	472
Waipio	8	13,818	5,736	156
West Loch Estate	3	873	235	8
Balance of Honolulu County	54	235,755	66,439	1,347
Kauai County	165	245,520	118,968	2,647
Hanamaulu	4	1,200	361	9
Kalaheo	6	1,727	875	23
Kapaa	26	55,277	(D)	749
Kekaha	(D)	6,460	721	(6/)
Kilauea	14	(D)	(D)	411
Koloa	10	7,496	2,288	71
Lawai	11	4,348	1,502	48
Lihue	23	90,640	32,798	861
Puhi	7	6,951	2,239	56
Wailua Homesteads	13	8,464	1,960	55
Balance of Kauai County	44	32,972	13,215	283
Maui County	347	552,812	254,149	5,868
Haiku-Pauwela	17	11,616	2,967	66
Kaanapali	3	(D)	(D)	14
Kahului	52	224,349	155,660	3,147
Kihei	67	59,503	21,506	482
Kula	9	6,653	1,581	39
Lahaina	28	40,561	12,987	481

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Table 23.16-- ADMINISTRATIVE AND SUPPORT AND WASTE MANAGEMENT AND REMEDIATION SERVICES ESTABLISHMENTS (NAICS 56), BY COUNTY AND SELECTED PLACE: 2022 -- Con.

Geographic area	Number of establishments	Receipts (\$1,000)	Annual payroll (\$1,000)	Number of employees 1/
Maui County (con.)				
Makawao	15	12,457	3,749	85
Napili-Honokowai	15	9,502	3,855	137
Pukalani	14	25,793	8,099	191
Waihee-Waiehu	11	3,032	1,018	33
Waikapu	3	1,184	330	13
Wailea	15	10,190	1,985	48
Wailuku	47	104,149	28,502	890
Balance of Maui County	47	40,896	10,892	229

D Withheld to avoid disclosing data for individual companies.

1/ For week including March 12.

2/ 2,500 to 4,999 employees.

3/ 500 to 999 employees.

4/ 20 to 99 employees.

5/ 100 to 249 employees.

6/ 0 to 19 employees.

Source: U.S. Census Bureau, 2022 Economic Census, Table EC2256BASIC <<https://data.census.gov>> accessed April 17, 2025.

**Table 23.17-- EDUCATIONAL SERVICES ESTABLISHMENTS (NAICS 61),
BY COUNTY AND SELECTED PLACE: 2022**

[Includes establishments with payroll. Statistics based on the 2022 North American Industry Classification System (NAICS). Due to disclosure changes beginning with the 2017 Economic Census, components may not sum to higher levels of geography and areas with 3 or fewer establishments are not shown. Elementary and Secondary Schools (NAICS 6111), Junior Colleges (NAICS 6112) and Colleges, Universities, and Professional Schools (NAICS 6113) are out of scope]

Geographic area	Number of establishments	Receipts/ revenue (\$1,000)	Annual payroll (\$1,000)	Number of employees 1/
State total	432	238,596	76,699	2,818
Hawaii County	38	28,705	9,427	261
Hilo	7	1,123	288	22
Kahaluu-Keauhou	4	2,495	722	24
Kailua	7	6,220	(D)	66
Balance of Hawaii County	13	11,436	3,270	70
Honolulu County	298	176,390	56,983	2,139
Aiea	6	1,122	297	34
East Honolulu	(D)	7,149	2,171	84
Kailua	14	2,663	1,050	55
Kaneohe	8	4,981	2,801	206
Kapolei	5	1,504	441	35
Makaha	4	1,168	333	13
Mililani Town	6	1,117	441	28
Pearl City	8	2,601	263	25
Urban Honolulu	171	112,244	35,494	1,294
Wahiawa	4	(D)	90	4
Waimalu	6	1,624	365	39
Waipahu	5	3,449	736	42
Waipio	5	2,062	709	44
Balance of Honolulu County	15	24,058	8,687	118
Kauai County	25	7,867	2,072	101
Kalaheo	4	772	251	15
Kapaa	3	1,409	340	(2/)
Kilauea	4	526	103	3
Lihue	5	1,572	509	41
Balance of Kauai County	3	854	(D)	7
Maui County	71	25,634	8,217	317
Kaanapali	3	1,782	820	28
Kahului	8	2,612	1,020	48
Kihei	(D)	3,144	959	41
Lahaina	8	5,256	1,749	42

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**Table 23.17-- EDUCATIONAL SERVICES ESTABLISHMENTS (NAICS 61),
BY COUNTY AND SELECTED PLACE: 2022 -- Con.**

Geographic area	Number of establishments	Receipts/ revenue (\$1,000)	Annual payroll (\$1,000)	Number of employees 1/
Maui County (con.)				
Makawao	6	2,744	602	29
Pukalani	8	1,623	448	22
Wailea	3	566	180	(2/)
Wailuku	6	1,861	685	14
Balance of Maui County	8	2,673	763	43

D Withheld to avoid disclosing data for individual companies.

1/ For week including March 12.

2/ 0 to 19 employees.

Source: U.S. Census Bureau, 2022 Economic Census, Table EC2261BASIC <<https://data.census.gov>>
accessed April 17, 2025.

**Table 23.18-- ARTS, ENTERTAINMENT, AND RECREATION
ESTABLISHMENTS (NAICS 71), BY COUNTY AND SELECTED PLACE:
2022**

[Includes establishments with payroll. Statistics based on the 2022 North American Industry Classification System (NAICS). Due to disclosure changes beginning with 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	541	1,285,704	379,554	11,397
Hawaii County	81	172,384	55,708	1,455
Hilo	12	9,131	3,027	127
Kahaluu-Keauhou	3	(D)	(D)	(2/)
Kailua	12	16,592	(D)	171
Kaiminani	9	9,997	2,025	91
Waikoloa Village	4	(D)	(D)	(2/)
Waimea	8	1,702	455	16
Balance of Hawaii County	30	119,007	41,641	(3/)
Honolulu County	272	764,450	208,261	6,500
Aiea	3	(D)	547	33
East Honolulu	22	42,391	14,308	358
Halawa	3	747	289	(4/)
Haleiwa	4	1,443	306	11
Kailua	16	24,504	8,636	345
Kaneohe	9	8,728	2,026	80
Kapolei	9	31,685	8,357	291
Ko Olina	3	(D)	(D)	(5/)
Laie	3	(D)	(D)	(6/)
Makakilo	3	(D)	45	(4/)
Mililani Town	5	15,219	4,507	292
Ocean Pointe	7	5,443	1,434	58
Pearl City	3	10,634	2,766	143
Pupukea	(D)	16,485	4,054	72
Royal Kunia	3	6,453	(D)	(2/)
Urban Honolulu	127	294,993	87,649	2,662
Waimalu	8	7,603	1,844	86
Waimanalo	3	1,815	724	(2/)
Waipahu	4	9,673	3,403	154
Balance of Honolulu County	15	135,148	32,606	764

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**Table 23.18-- ARTS, ENTERTAINMENT, AND RECREATION
ESTABLISHMENTS (NAICS 71), BY COUNTY AND SELECTED PLACE:
2022 -- Con.**

Geographic area	Number of establishments	Receipts/ revenue (\$1,000)	Annual payroll (\$1,000)	Number of employees 1/
Kauai County	56	117,254	39,463	1,233
Hanapepe	4	1,876	592	35
Kapaa	(D)	12,086	(D)	(5/)
Kilauea	4	(D)	(D)	35
Koloa	3	(D)	(D)	(6/)
Lihue	13	11,255	4,287	203
Balance of Kauai County	(D)	34,736	9,312	341
Maui County	132	231,616	76,122	2,209
Haiku-Pauwela	7	8,118	1,708	17
Kaanapali	5	7,898	2,952	101
Kahului	12	26,204	7,335	375
Kihei	14	15,817	4,487	124
Kula	8	2,582	516	20
Lahaina	(D)	(D)	(D)	(3/)
Makawao	(D)	(D)	(D)	(2/)
Napili-Honokowai	3	788	177	(4/)
Pukalani	3	759	345	(2/)
Waihee-Waiehu	(D)	790	197	10
Wailea	8	(D)	(D)	(5/)
Wailuku	10	5,289	1,289	37
Balance of Maui County	26	70,743	19,830	530

D Withheld to avoid disclosing data for individual companies.

1/ For week including March 12.

2/ 20 to 99 employees

3/ 500 to 999 employees.

4/ 0 to 19 employees.

5/ 100 to 249 employees.

6/ 250 to 499 employees.

Source: U.S. Census Bureau, 2022 Economic Census, Table EC2271BASIC <<https://data.census.gov>>
accessed April 17, 2025.

**Table 23.19-- OTHER SERVICES (EXCEPT PUBLIC ADMINISTRATION)
ESTABLISHMENTS (NAICS 81), BY COUNTY AND SELECTED PLACE: 2022**

[Includes establishments with payroll. Statistics based on the 2022 North American Industry Classification System (NAICS). Due to disclosure changes beginning with the 2017 Economic Census, components may not sum to higher levels of geography and areas with 3 or fewer establishments are not shown. Religious organizations (NAICS 8131), labor unions and similar labor organizations (NAICS 81393), political organizations (NAICS 81394), and private households (NAICS 814) are out of scope]

Geographic area	Number of establishments	Receipts/ revenue (\$1,000)	Annual payroll (\$1,000)	Number of employees 1/
State total	2,852	2,936,016	728,682	17,641
Hawaii County	325	232,225	54,382	1,336
Captain Cook	6	2,338	653	12
Hawaiian Paradise Park	(D)	2,039	562	23
Hilo	82	57,213	16,358	423
Holualoa	(D)	(D)	1,348	(2/)
Kahaluu-Keauhou	16	6,370	1,469	38
Kailua	77	44,505	10,911	298
Kaiminani	16	5,064	786	21
Keaau	12	17,506	2,958	(2/)
Waikoloa Village	15	7,220	1,771	44
Waimea	19	10,409	2,592	61
Balance of Hawaii County	71	69,191	14,585	303
Honolulu County	1,939	2,265,670	549,456	13,177
Ahuimanu	6	3,325	457	13
Aiea	18	6,881	1,767	62
East Honolulu	55	40,281	10,910	291
Ewa Beach	16	5,174	1,169	38
Ewa Gentry	10	3,632	911	33
Halawa	(D)	7,907	2,065	38
Haleiwa	8	2,354	835	24
Heeia	3	4,863	1,518	29
Kahaluu	4	3,871	905	20
Kailua	74	39,418	9,640	269
Kaneohe	76	56,834	16,012	383
Kapolei	39	45,513	14,654	419
Ko Olina	9	12,717	(D)	(2/)
Mali	4	1,070	309	10
Makaha	(D)	(D)	(D)	(3/)
Makakilo	12	4,220	855	21
Mililani Mauka	15	7,949	2,269	61
Mililani Town	38	25,531	8,996	369
Nanakuli	5	836	250	7

Continued on next page.

**Table 23.19-- OTHER SERVICES (EXCEPT PUBLIC ADMINISTRATION)
ESTABLISHMENTS (NAICS 81), BY COUNTY AND SELECTED PLACE:
2022 -- Con.**

Geographic area	Number of establishments	Receipts/ revenue (\$1,000)	Annual payroll (\$1,000)	Number of employees 1/
Honolulu County (con.)				
Ocean Pointe	9	3,214	1,154	47
Pearl City	63	52,780	11,422	311
Pupukea	4	819	157	(4/)
Royal Kunia	7	3,793	871	26
Urban Honolulu	1,199	1,701,693	400,946	9,165
Wahiawa	29	18,445	4,982	139
Waianae	(D)	(D)	(D)	(2/)
Waikele	6	921	218	7
Waimalu	40	41,967	9,151	274
Waimanalo	6	1,228	336	12
Waipahu	62	41,873	11,693	294
Waipio	26	31,813	9,077	201
Waipio Acres	5	4,401	852	20
Balance of Honolulu County	46	62,283	15,742	342
Kauai County	146	121,612	36,414	893
Hanapepe	3	1,299	383	(2/)
Kapaa	18	23,676	5,324	138
Kilauea	3	(D)	164	(4/)
Koloa	(D)	1,424	373	(4/)
Lawai	3	1,315	484	16
Lihue	44	29,998	8,244	163
Puhi	10	13,954	5,071	163
Balance of Kauai County	51	45,380	15,473	316
Maui County	442	316,509	88,430	2,235
Haiku-Pauwela	14	7,249	2,338	55
Kaanapali	19	27,291	5,232	125
Kahului	61	55,088	18,672	546
Kaunakakai	6	6,510	2,729	73
Kihei	74	46,945	9,443	222
Kula	(D)	(D)	(D)	(2/)
Lahaina	61	36,005	9,820	309
Makawao	(D)	(D)	(D)	(4/)
Napili-Honokowai	18	7,375	1,836	42
Pukalani	(D)	(D)	(D)	(2/)
Waihee-Waiehu	5	1,545	276	6
Wailea	37	42,449	10,800	232
Wailuku	63	38,091	9,852	253
Balance of Maui County	(D)	(D)	(D)	(5/)

Continued on next page.

**Table 23.19-- OTHER SERVICES (EXCEPT PUBLIC ADMINISTRATION)
ESTABLISHMENTS (NAICS 81), BY COUNTY AND SELECTED PLACE:
2022 -- Con.**

D Withheld to avoid disclosing data for individual companies.

1/ For week including March 12.

2/ 20 to 99 employees.

3/ 100 to 249 employees.

4/ 0 to 19 employees.

5/ 250 to 499 employees.

Source: U.S. Census Bureau, 2022 Economic Census, Table EC2281BASIC <<https://data.census.gov>>
accessed April 17, 2025.

Table 23.20-- PROFESSIONAL, SCIENTIFIC, AND TECHNICAL SERVICES ESTABLISHMENTS (NAICS 54), BY FEDERAL TAX STATUS AND TYPE OF SERVICE: 2022

[Includes establishments with payroll. Statistics based on the 2022 North American Industry Classification System (NAICS)]

NAICS code	Federal tax status and type of service	Number of establishments	Receipts/ revenue (\$1,000)	Annual payroll (\$1,000)	Number of employees 1/
	Subject to federal income tax				
54	Professional, scientific & technical	3,391	(D)	1,822,918	24,533
541	Professional, scientific & technical	3,391	(D)	1,822,918	24,533
5411	Legal	581	741,379	256,409	2,886
5412	Accounting, tax preparation, bookkeeping & payroll	669	469,624	224,351	3,364
5413	Architectural, engineering & related	588	1,574,046	556,722	6,276
5414	Specialized design	130	91,395	17,875	318
5415	Computer systems design & related	411	950,352	342,865	3,894
5416	consulting	565	691,596	242,941	4,096
5417	Scientific research & development	52	(D)	40,831	453
5418	Advertising, public relations & related	97	68,292	26,229	604
5419	Other professional, scientific & technical	298	312,027	114,695	2,642
	Exempt from federal income tax				
54	Professional, scientific & technical	32	(D)	54,045	679
541	Professional, scientific & technical	32	(D)	54,045	679
5411	Legal	13	11,793	7,169	139
5417	Scientific research & development	19	(D)	46,876	540

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

1/ For week including March 12.

Source: U.S. Census Bureau, 2022 Economic Census, Table EC2254BASIC <<https://data.census.gov>> accessed April 22, 2025.

Table 23.21-- ADMINISTRATIVE AND SUPPORT AND WASTE MANAGEMENT AND REMEDIATION SERVICES ESTABLISHMENTS (NAICS 56), BY TYPE OF SERVICE: 2022

[Includes establishments with payroll. Statistics based on the 2022 North American Industry Classification System (NAICS)]

NAICS code	Type of service	Number of establishments	Receipts (\$1,000)	Annual payroll (\$1,000)	Number of employees 1/
56	Administrative and support and waste management and remediation	1,925	5,818,649	2,846,573	63,982
561	Administrative and support	1,797	5,181,088	2,737,580	62,050
5611	Office administrative	89	121,292	52,594	844
5612	Facilities support	37	108,445	40,321	748
5613	Employment	151	3,005,244	1,940,037	39,703
5614	Business support	82	63,683	27,087	576
5615	Travel arrangement and reservation	318	570,847	122,046	2,532
5616	Investigation and security	150	398,909	202,812	7,091
5617	Services to buildings and dwellings	908	832,345	327,103	9,988
5619	Other support	62	80,323	25,580	568
562	Waste management and remediation	128	637,561	108,993	1,932
5621	Waste collection	55	289,055	50,671	1,001
5622	Waste treatment and disposal	11	59,387	5,376	87
5629	Remediation and other waste mgmt.	62	289,119	52,946	844

1/ For week including March 12.

Source: U.S. Census Bureau, 2022 Economic Census, Table EC2256BASIC <<https://data.census.gov>> accessed April 22, 2025.

**Table 23.22-- EDUCATIONAL SERVICES ESTABLISHMENTS (NAICS 61),
BY FEDERAL TAX STATUS AND KIND OF BUSINESS: 2022**

[Includes establishments with payroll. Statistics based on the 2022 North American Industry Classification System (NAICS). Elementary and Secondary Schools (NAICS 6111), Junior Colleges (NAICS 6112) and Colleges, Universities, and Professional Schools (NAICS 6113) are out of scope]

NAICS code	Federal tax status and kind of business	Number of establishments	Receipts/ revenue (\$1,000)	Annual payroll (\$1,000)	Number of employees 1/
	Subject to federal income tax				
61	Educational services	348	178,043	54,431	2,000
611	Educational services	348	178,043	54,431	2,000
6114	Business schools and computer and management training	31	(D)	4,254	96
6115	Technical and trade schools	32	32,217	11,293	231
6116	Other schools and instruction	266	108,963	33,778	1,596
6117	Educational support services	19	(D)	5,106	77
	Exempt from federal income tax				
61	Educational services	84	60,553	22,268	818
611	Educational services	84	60,553	22,268	818
6114	Business schools and computer and management training	12	(D)	3,875	103
6115	Technical and trade schools	9	15,954	4,341	92
6116	Other schools and instruction	52	24,691	8,876	416
6117	Educational support services	11	(D)	5,176	207

D Withheld to avoid disclosing data for individual companies.

1/ For week including March 12.

Source: U.S. Census Bureau, 2022 Economic Census, Table EC2261BASIC <<https://data.census.gov/>> accessed April 17, 2025.

**Table 23.23-- ARTS, ENTERTAINMENT, AND RECREATION ESTABLISHMENTS
(NAICS 71), BY FEDERAL TAX STATUS AND KIND OF BUSINESS: 2022**

[Includes establishments with payroll. Statistics based on the 2022 North American Industry Classification System (NAICS)]

NAICS code	Federal tax status and kind of business	Number of establishments	Receipts/ revenue (\$1,000)	Annual payroll (\$1,000)	Number of employees 1/
	Subject to federal income tax				
71	Arts, entertainment, & recreation	447	911,371	262,617	8,073
711	Performing arts, spectator sports, & related industries	186	259,831	78,242	1,820
7111	Performing arts companies	33	154,824	(D)	(2/)
7112	Spectator sports	11	6,571	1,313	18
7113	Promoters of performing arts, sports, & similar events	15	28,412	(D)	(3/)
7114	Agents and managers for artists, athletes, entertainers, and other public figures	7	8,335	1,165	46
7115	Independent artists, writers, & performers	120	61,689	17,463	252
712	Museums, historical sites, & similar institutions	13	70,093	15,543	435
713	Amusement, gambling, & recreation industries	248	581,447	168,832	5,818
7131	Amusement parks & arcades	21	59,576	12,847	447
7139	Other amusement & recreation industries	227	521,871	155,985	5,371
	Exempt from federal income tax				
71	Arts, entertainment, & recreation	94	374,333	116,937	3,324
711	Performing arts, spectator sports, & related industries	20	30,464	10,706	348
7111	Performing arts companies	16	19,253	(D)	(4/)
7113	Museums, historical sites, & similar institutions	4	11,211	(D)	(4/)
712	Museums, historical sites, & similar institutions	39	226,370	58,049	1,373
713	Amusement, gambling, & recreation industries	35	117,499	48,182	1,603
7139	Other amusement & recreation industries	35	117,499	48,182	1,603

D Withheld to avoid disclosing data of individual companies.

1/ For week including March 12.

2/ 1,000 to 2,499 employees.

3/ 20 to 99 employees.

4/ 100 to 249 employees.

Source: U.S. Census Bureau, 2022 Economic Census, Table EC2271BASIC <<https://data.census.gov>> accessed April 22, 2025.

**Table 23.24-- OTHER SERVICES (EXCEPT PUBLIC ADMINISTRATION)
ESTABLISHMENTS (NAICS 81), BY TYPE OF OPERATION OR KIND OF
BUSINESS: 2022**

[Includes establishments with payroll. Statistics based on the 2022 North American Industry Classification System (NAICS). Religious Organizations (NAICS 8131), Labor Unions and Similar Labor Organizations (NAICS 81393), Political Organizations (NAICS 81394), and Private Households (NAICS 814) are out of scope]

NAICS code	Type of operation or kind of business	Number of establishments	Receipts/ revenue (\$1,000)	Annual payroll (\$1,000)	Number of employees 1/
	Subject to federal income tax				
81	Other services (except public admin.)	1,696	1,278,238	391,619	10,730
811	Repair & maintenance	660	607,185	177,333	3,480
8111	Automotive repair & maintenance	487	508,346	150,616	2,916
8112	Electronic & precision equip. repair & maintenance	31	12,546	4,247	85
8113	Commercial & indust. machinery & equip. (exc. auto. & elec.) repair & maintenance	67	52,627	14,148	255
8114	Personal & household goods repair & maintenance	75	33,666	8,322	224
812	Personal & laundry services	1,036	671,053	214,286	7,250
8121	Personal care services	591	224,479	80,096	2,785
8122	Death care services	29	57,778	16,716	403
8123	Drycleaning & laundry services	72	187,422	59,594	1,748
8129	Other personal services	344	201,374	57,880	2,314
	Exempt from federal income tax				
81	Other services (except public admin.)	1,156	1,657,778	337,063	6,911
813	Religious, grantmaking, civic, prof., & similar orgs.	1,156	1,657,778	337,063	6,911
8132	Grantmaking & giving services	73	518,418	45,521	671
8133	Social advocacy organizations	106	164,547	54,966	929
8134	Civic & social organizations	58	46,377	18,091	402
8139	Business, professional, labor, political, & similar organizations	919	928,436	218,485	4,909

1/ For week including March 12.

Source: U.S. Census Bureau, 2022 Economic Census, Table EC2281BASIC <<https://data.census.gov/>> accessed April 22, 2025.

Table 23.25-- TRAVEL ARRANGEMENT AND RESERVATION SERVICES ESTABLISHMENTS (NAICS 5615), BY KIND OF BUSINESS: 2022

[Includes establishments with payroll. Statistics based on the 2022 North American Industry Classification System (NAICS)]

NAICS code	Kind of business	Number of establishments	Receipts (\$1,000)	Annual payroll (\$1,000)	Number of employees 1/
5615	Travel arrangement & reservation services	318	570,847	122,046	2,532
56151	Travel agencies	135	152,787	32,192	717
56152	Tour operators	123	263,553	45,934	1,170
56159	Other travel arrangement & reservation services	60	154,507	43,920	645
561591	Convention & visitors bureaus	7	(D)	(D)	(2/)
561599	All other travel arrangement & reservation services	53	(D)	(D)	(3/)

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/ 500 to 999 employees.

Source: U.S. Census Bureau, 2022 Economic Census, Table EC2256BASIC <<https://data.census.gov>> accessed April 22, 2025.

**Table 23.26-- ACCOMMODATION AND FOOD SERVICES ESTABLISHMENTS
(NAICS 72), BY COUNTY AND SELECTED PLACE: 2022**

[Includes establishments with payroll. Statistics based on the 2022 North American Industry Classification System (NAICS). Due to disclosure changes for the 2022 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	3,965	12,833,627	3,471,943	93,587
Hawaii County	491	1,674,116	478,563	11,965
Captain Cook	6	6,842	(D)	(2/)
Hawaiian Beaches	3	1,277	(D)	(2/)
Hilo	157	219,487	57,693	2,366
Honokaa	(D)	(D)	(D)	(2/)
Kahaluu-Keauhou	19	83,707	21,420	535
Kailua	102	179,982	58,445	1,798
Kaiminani	6	9,179	2,250	(2/)
Keaau	8	8,085	1,747	72
Waikoloa Village	16	(D)	(D)	(3/)
Waimea	(D)	(D)	(D)	(4/)
Balance of Hawaii County	130	1,083,805	303,198	6,084
Honolulu County	2,622	6,721,119	1,817,822	55,134
Ahuimanu	12	10,357	2,937	129
Aiea	43	56,146	15,124	637
East Honolulu	75	71,654	20,484	855
Ewa Beach	17	17,423	3,612	176
Ewa Gentry	6	5,763	1,815	87
Halawa	15	17,887	4,038	172
Haleiwa	40	53,940	16,310	875
Hauula	3	2,970	614	(2/)
Kahuku	15	12,643	3,233	176
Kailua	107	138,274	39,856	1,616
Kaneohe	(D)	(D)	(D)	(5/)
Kapolei	84	197,783	48,627	1,945
Ko Olina	14	228,049	107,387	1,871
Laie	12	22,916	5,424	208
Maili	3	2,836	760	40
Makaha	3	749	170	10
Makakilo	4	1,173	353	16
Mililani Mauka	14	19,361	4,898	240
Mililani Town	45	73,994	17,528	828
Nanakuli	10	16,707	3,701	240
Ocean Pointe	23	43,818	10,689	553
Pearl City	89	123,368	32,243	1,560

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**Table 23.26-- ACCOMMODATION AND FOOD SERVICES ESTABLISHMENTS
(NAICS 72), BY COUNTY AND SELECTED PLACE: 2022 -- Con.**

Geographic area	Number of establishments	Receipts/ revenue (\$1,000)	Annual payroll (\$1000)	Number of employees 1/
Honolulu County (con.)				
Pupukea	(D)	(D)	(D)	(6/)
Royal Kunia	23	18,815	4,466	249
Schofield Barracks	8	(D)	5,864	(6/)
Urban Honolulu	1,562	4,892,051	1,294,796	35,361
Wahiawa	47	62,970	15,909	719
Waialua	5	1,820	501	27
Waianae	24	37,998	9,683	454
Waikele	14	33,242	9,362	336
Waimalu	75	99,082	27,770	1,238
Waimanalo	6	4,923	1,072	52
Waimanalo Beach	3	4,908	1,452	(2/)
Waipahu	61	84,715	21,348	934
Waipio	25	52,679	14,014	626
Balance of Honolulu County	36	141,268	37,370	1,072
Kauai County	287	953,761	285,734	7,023
Eleele	8	8,469	3,005	119
Hanamaulu	3	4,983	619	17
Hanapepe	5	1,934	547	34
Kalaheo	(D)	11,315	3,387	(2/)
Kapaa	(D)	51,169	(D)	(4/)
Kilauea	8	9,268	2,589	101
Koloa	24	42,393	16,943	373
Lawai	3	(D)	(D)	(7/)
Lihue	59	166,106	41,473	1,369
Puhi	6	8,746	2,422	58
Balance of Kauai County	119	647,325	200,799	4,265
Maui County	565	3,484,631	889,824	19,465
Haiku-Pauwela	13	15,882	5,564	187
Kaanapali	42	963,830	217,656	3,925
Kahului	(D)	(D)	(D)	(5/)
Kaunakakai	10	8,457	2,428	151
Kihei	111	230,110	63,038	1,871
Kula	8	11,764	3,310	99
Lahaina	87	588,860	151,196	3,140
Lanai City	5	3,381	834	31
Makawao	(D)	(D)	4,165	(6/)
Napili-Honokowai	25	73,550	15,391	425
Pukalani	11	13,127	2,933	147
Wailea	39	913,014	241,657	4,777
Wailuku	60	70,172	16,506	642
Balance of Maui County	55	(D)	(D)	2,489

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**Table 23.26-- ACCOMMODATION AND FOOD SERVICES ESTABLISHMENTS
(NAICS 72), BY COUNTY AND SELECTED PLACE: 2022 -- 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/ 500 to 999 employees.

5/ 1,000 to 2,499 employees.

6/ 100 to 249 employees.

7/ 0 to 19 employees.

Source: U.S. Census Bureau, 2022 Economic Census, Table EC2272BASIC <<https://data.census.gov>>
accessed April 22, 2025.

**Table 23.27-- ACCOMMODATION AND FOOD SERVICES ESTABLISHMENTS
(NAICS 72), BY KIND OF BUSINESS: 2022**

[Includes establishments with payroll. Statistics based on the 2022 North American Industry Classification System (NAICS)]

NAICS codes	Kind of business	Number of establishments	Receipts (\$1,000)	Annual payroll (\$1,000)	Number of employees 1/
72	Accommodation and food services	3,965	12,833,627	3,471,943	93,587
721	Accommodation	313	7,256,972	1,894,779	34,119
7211	Traveler accommodation	303	7,252,875	1,893,178	34,052
72111	Hotels (except casino hotels) & motels	263	7,220,901	1,881,736	33,820
72119	Other traveler accommodation	40	31,974	11,442	232
721191	Bed-&-breakfast inns	15	7,628	1,907	68
721199	All other traveler accommodation	25	24,346	9,535	164
7212	RV (recreational vehicle) parks & recreational camps	(D)	(D)	(D)	(2/)
722	Food services & drinking places	3,652	5,576,655	1,577,164	59,468
7223	Special food services	303	428,458	100,417	3,170
72231	Food service contractors	96	303,796	70,288	1,916
72232	Caterers	61	57,150	15,532	617
72233	Mobile food services	146	67,512	14,597	637
7224	Drinking places (alcoholic beverages)	164	149,971	39,598	1,630
7225	Restaurants & other eating places	3,185	4,998,226	1,437,149	54,668
72251	Restaurants & other eating places	3,185	4,998,226	1,437,149	54,668
722511	Full-service restaurants	1,204	2,516,156	848,924	28,011
722513	Limited-service restaurants	1,460	1,988,597	467,081	19,991
722514	Cafeterias, grill buffets, & buffets	3	(D)	(D)	(2/)
722515	Snack & nonalcoholic beverage bars	518	(D)	(D)	(3/)

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

1/ For week including March 12.

2/ 20 to 99 employees.

3/ 5,000 to 9,999 employees.

Source: U.S. Census Bureau, 2022 Economic Census, Table EC2272BASIC <<https://data.census.gov>> accessed April 17, 2025.

**Table 23.28-- PRODUCT SALES FOR ACCOMMODATION AND FOOD SERVICES
(NAICS 72): 2022**

[Includes establishments with payroll. Statistics based on the 2022 North American Industry Classification System (NAICS) and the 2022 North American Product Classification System (NAPCS). The 2022 NAPCS replaces the products and services codes used in the 2017 Economic Census]

2022 NAPCS Code	Title	Number of establish- ments	Sales (\$1,000)	Sales as % of NAICS 72 industry sales
	Industry total	3,965	12,833,627	100.0
5000125000	Retail sales of baked goods	81	10,810	0.1
5000150000	Retail sales of perishable prepared foods	77	1/ 48,041	0.4
5000175000	Retail sales of frozen foods	52	1/ 1,982	0.0
5000200000	Retail sales of candy, prepackaged cookies, and snack foods	107	3,938	0.0
5000225000	Retail sales of food dry goods and other foods purchased for future consumption	(D)	1/ 2,835	0.0
5000250000	Retail sales of soft drinks & nonalcoholic bev.	314	9,044	0.1
5000300000	Retail sales of alcoholic beverages	62	14,277	0.1
5000325000	Retail sales of tobacco prod. & smoking accs.	5	(D)	(D)
5000425000	Retail sales of costumes, vestments, & unisex clothing	12	3,656	0.0
5000860000	Retail sales of household & personal goods, NEC 2/	192	33,696	0.3
7000025000	Meals, snacks, other food items, & nonalcoholic bev., prepared & served or dispensed, for immediate consumption	3,534	5,007,826	39.0
7000050000	Alcoholic beverages, prepared and served or dispensed for immediate consumption	1,012	730,187	5.7
7000055000	Meals, snacks, other food items, and beverages for immediate consumption, prepared under long-term contract	161	305,752	2.4
7000060000	Meals, snacks, other food items, and beverages prepared for catered events	482	194,970	1.5
7000100000	Access to laundry machines	(D)	(D)	(D)
7000275000	Home, apartment, rooming house, and other residential space rental and leasing	(D)	(D)	(D)
7000760000	Rental and leasing of social events equipment	18	2,180	0.0
7000925000	Rental of home audiovisual equip. (incl. cable program distribution equip.), components, & accs., except computers & peripherals	17	1/ 6,400	0.0
7001600000	Admissions to live performing arts perf.	11	615	0.0

Continued on next page.

**Table 23.28-- PRODUCT SALES FOR ACCOMMODATION AND FOOD SERVICES
(NAICS 72): 2022 -- Con.**

2022 NAPCS Code	Title	Number of establish- ments	Sales (\$1,000)	Sales as % of NAICS 72 industry sales
7001800000	Rental svcs. for recreational, sports, & fitness equipment (incl. boats, motorcycles, other sports vehicles, & musical instruments)	(D)	1/ 4,579	0.0
7001850000	Golf course and country club services	9	37,740	0.3
7002000000	Admissions to dance halls and clubs (including cover charges)	10	666	0.0
7002025000	All other recreation, sports, and fitness services	(D)	13,278	0.1
7002200000	Overnight recreational camp accommodation, including camp tuition and fees	(D)	(D)	(D)
7002750000	Parking services	64	162,502	1.3
7003225000	Tour guide services	(D)	1/ 3,328	0.0
7003825000	Room or unit accommodation for travelers	(D)	5,796,718	45.2
7003875000	Short-term entertainment access services	33	523	0.0
7005025000	Hair care services	3	526	0.0
7005050000	Nail care services	3	445	0.0
7005075000	Skin care services	3	1,317	0.0
7005125000	Non-therapeutic massage services	3	5,342	0.0
7005563000	Insurance support services, NEC 2/	3	(D)	(D)
7006375000	Rental and leasing of commercial space	39	157,785	1.2
7006475000	Rental of space for weddings, banquets, parties, and similar short-term social uses	46	12,500	0.1
7006575000	Rental & leasing of nonresidential space in buildings or other facilities, except hosting of coin-operated self-service gambling machines	(D)	3,269	0.0
7010350000	Temporary staffing services	(D)	1/ 2,134	0.0
7011125000	Local transportation and delivery of purchased or serviced items	12	1/ 306	0.0
7014175000	Short-term access to communications services	39	(D)	(D)
7017275000	Laundry and dry-cleaning agency services	26	2,817	0.0
7017425000	Other miscellaneous services, NEC 2/	8	126,773	1.0
9000000000	All other products and services, NEC 2/	27	1/ 116,325	0.9

D Withheld to avoid disclosing data for individual companies.

1/ Relative standard error exceeds 40%.

2/ NEC Not elsewhere classified.

Source: U.S. Census Bureau, *2022 Economic Census*, "Industry by Products for the U.S. and States: 2022" for NAICS 72, <<https://data.census.gov/table?q=EC2200NAPCSINDPRD&g=040XX00US15&codeset=naics~72,napcs~S0000.00>> accessed May 29, 2025.

Table 23.29-- VISITOR ACCOMMODATIONS, BY COUNTY: 1990 TO 2024

[Number of units]

Year	State total	City & County of Honolulu	Hawaii	Kauai	Maui
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	75,198	34,027	11,541	9,469	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
2020	81,188	38,806	11,123	9,250	22,009
2021	80,555	38,758	10,615	9,160	22,022
2022	81,102	39,160	10,545	9,143	22,254
2023	81,881	39,515	11,119	9,330	21,917
2024	83,058	40,269	11,551	9,142	22,096

NA Not available.

Source: Hawaii State Department of Business, Economic Development & Tourism, *2024 Visitor Plant Inventory*, Table 1 <<https://dbedt.hawaii.gov/visitor/visitor-plant>> accessed March 27, 2025.

Table 23.30-- VISITOR ACCOMMODATIONS, BY TYPE: 2000 TO 2024

Year	Properties			Units		
	Total	Hotels 1/	Condo-miniums 2/	Total	Hotels 1/	Condo-miniums 2/
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
2020	1,468	1,364	104	81,188	71,317	9,871
2021	1,423	1,324	99	80,555	71,226	9,329
2022	1,411	1,316	95	81,102	71,932	9,170
2023	1,543	1,459	84	81,881	73,431	8,450
2024	1,838	1,757	81	83,058	75,088	7,970

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 State Department of Business, Economic Development & Tourism, *Visitor Plant Inventory* (annual), Tables 2 and 3 <<https://dbedt.hawaii.gov/visitor/visitor-plant>> accessed March 27, 2025, and calculations by Hawaii State Department of Business, Economic Development & Tourism.

Table 23.31-- VISITOR ACCOMMODATIONS, BY TYPE AND BY ISLAND: 2024

Island	Properties			Units		
	Total	Hotels 1/	Condo-miniums 2/	Total	Hotels 1/	Condo-miniums 2/
State total	1,838	1,757	81	83,058	75,088	7,970
Oahu	338	315	23	40,269	36,434	3,835
Waikiki/Honolulu	187	167	20	31,473	28,994	2,479
Rest of Oahu	151	148	3	8,796	7,440	1,356
Other islands	1,500	1,442	58	42,789	38,654	4,135
Hawaii	472	465	7	11,551	11,306	245
Kauai	472	459	13	9,142	8,214	928
Maui	523	486	37	21,437	18,555	2,882
Molokai	23	22	1	331	251	80
Lanai	10	10	-	328	328	-

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 & Tourism, *2024 Visitor Plant Inventory*, Tables 2 through 5 <<https://dbedt.hawaii.gov/visitor/visitor-plant>> accessed March 27, 2025, and calculations by Hawaii State Department of Business, Economic Development & Tourism.

Table 23.32-- VISITOR ACCOMMODATIONS, BY TYPE AND GEOGRAPHIC AREA: 2024

Type of accommodation	Properties			Units		
	State total	Oahu	Other islands	State total	Oahu	Other islands
All types	1,838	338	1,500	83,058	40,269	42,789
Apartment/hotel	1	-	1	18	2	16
Bed and breakfast	150	16	134	517	56	461
Condominium hotel	81	23	58	7,970	3,835	4,135
Hostels	16	7	9	357	171	186
Hotel	152	76	76	44,101	27,683	16,418
Vacation rental unit	1,328	189	1,139	17,531	4,544	12,987
Timeshare	94	22	72	12,180	3,753	8,427
Other	16	5	11	384	225	159

Source: Hawaii State Department of Business, Economic Development & Tourism, *2024 Visitor Plant Inventory*, Tables 2 and 3 <<https://dbedt.hawaii.gov/visitor/visitor-plant>> accessed March 27, 2025 and calculations by Hawaii State Department of Business, Economic Development & Tourism.

Table 23.33-- VISITOR ACCOMMODATIONS, BY ISLAND, TYPE OF ACCOMMODATION AND PRICE: 2024

[Reported for units. 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	83,058	1,360	1.5	16,796	20.2	27,942	34.2	36,960	44.0
Island									
Oahu	40,269	443	1.1	8,738	21.7	15,302	38.0	15,785	39.2
Hawaii	11,551	682	5.9	2,518	21.8	3,858	33.4	4,493	38.9
Kauai	9,142	91	1.0	1,828	20.0	2,925	32.0	4,297	47.0
Maui	21,437	129	0.6	3,408	15.9	5,831	27.2	12,069	56.3
Molokai	331	16	4.7	303	91.4	13	3.9	-	0.0
Lanai	328	-	0.0	-	0.0	12	3.7	316	96.3
Type of unit									
Apartment/hotel	18	-	0.0	17	93.8	1	6.3	-	0.0
Bed and breakfast	517	42	8.2	351	67.8	108	20.8	16	3.1
Condominium hotel	7,970	159	2.0	1,993	25.0	3,842	48.2	1,977	24.8
Hostel	357	307	86.1	50	13.9	-	0.0	-	0.0
Hotel	44,101	265	0.6	7,718	17.5	16,891	38.3	19,228	43.6
Vacation rental unit	17,531	649	3.7	7,153	40.8	5,978	34.1	3,752	21.4
Timeshare	12,180	110	0.9	2,192	18.0	828	6.8	9,050	74.3
Other	384	186	48.4	122	31.9	68	17.6	8	2.2

Source: Hawaii State Department of Business, Economic Development & Tourism, *2024 Visitor Plant Inventory*, Tables 3, 6, and 7
 <<https://dbedt.hawaii.gov/visitor/visitor-plant>> accessed March 27, 2025, and calculations by Hawaii State Department of Business,
 Economic Development & Tourism.

Table 23.34-- HOTEL UNITS, OCCUPANCY RATES, AVERAGE DAILY ROOM AND GUEST RATES: 2000 TO 2024

[Includes condominium units in rental pools for transient occupancy]

Year	Hotel units 1/			Percent occupied	Average daily room rate (dollars)	Average guests per room
	State total	Oahu	Other islands			
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	75,198	34,027	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	80.3	275.75	(NA)
2019	80,554	39,240	41,314	80.8	283.05	(NA)
2020	81,188	38,806	42,382	37.6	266.81	(NA)
2021	80,555	38,758	41,797	57.5	330.32	(NA)
2022	81,102	39,160	41,942	73.6	372.86	(NA)
2023	81,881	39,515	42,366	2/ 74.5	2/ 376.05	(NA)
2024	83,058	40,269	42,789	73.3	364.67	(NA)

NA Not available.

1/ Units as of May 1.

2/ Revised from previous *Data Book*.

Source: Hawaii State Department of Business, Economic Development & Tourism, *Visitor Plant Inventory* (annual), Table 1 <<https://dbedt.hawaii.gov/visitor/visitor-plant>> accessed March 27, 2025; and Hawaii Tourism Authority, December Hawaii Hotel Performance Report (annual) <<https://www.hawaiitourismauthority.org/research/infrastructure-research/>> accessed March 27, 2025.

**Table 23.35-- HOTELS AND OTHER LODGING PLACES (NAICS 721),
BY COUNTY: 2000 TO 2023**

[Includes establishments with payroll. 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
2018	353	71	123	54	105
2019	353	67	126	57	103
2020	338	62	120	53	103
2021	333	60	118	52	103
2022	332	57	113	51	111
2023	341	57	109	55	120

Source: U.S. Census Bureau, *County Business Patterns, Hawaii* (annual) <<https://data.census.gov/>> accessed June 26, 2025.

**Table 23.36-- HOTEL ROOM OCCUPANCY, AVERAGE DAILY ROOM RATES,
AND REVENUE PER AVAILABLE ROOM, BY GEOGRAPHIC AREA: 2024**

Geographic area	Percent occupied	Average daily room rate (dollars)	Revenue per available room (dollars)
State total	73.3	364.67	267.44
Oahu	79.8	284.66	227.20
Waikiki	80.4	271.17	217.99
Other Oahu	76.8	359.37	275.87
Maui	61.6	547.31	337.05
Wailea	66.2	766.39	507.47
Lahaina-Kaanapali-Kapalua	60.3	448.18	270.10
Other Maui	63.1	657.31	414.86
Hawaii	67.0	428.08	286.71
Kohala Coast	71.8	569.17	408.60
Kauai	73.2	414.80	303.65

Source: Hawaii Tourism Authority, *December 2024 Hawaii Hotel Performance Report* (January 2024)
<<https://www.hawaiiitourismauthority.org/research/infrastructure-research/>> accessed March 27, 2025.

**Table 23.37-- GENERAL EXCISE AND USE TAX BASE FOR RENTALS:
2000 TO 2024**

[In thousands of dollars. Data are on a cash basis accounting. Income received in December is reported the following January; hence, annual totals refer to an "income year" ended November 30]

Year reported	Total	Hotel rentals	All other rentals 1/
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
2020	10,521,177	2,659,859	7,861,318
2021	12,983,046	4,581,675	8,401,371
2022	17,037,457	7,529,361	9,508,096
2023	17,650,370	7,730,864	9,919,506
2024	17,708,398	7,408,862	10,299,536

1/ 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 June 30, 2025; and calculations by the Hawaii State Department of Business, Economic Development & Tourism.

Table 23.38-- COMPUTER AND SOFTWARE STORES AND SERVICES: 2022

[Includes establishments with payroll. Statistics based on the 2022 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	Computing infrastructure providers, data Processing, web hosting, and related services	(D)	(D)	23,969	(3/)
5415	Computer systems design and related services	411	950,352	342,865	3,894
51321	Software publishers	60	113,315	45,176	354
61142	Computer training	8	5,549	1,935	45

D Withheld to avoid disclosing data for individual companies.

1/ For the pay period including March 12.

2/ 100 to 249 employees.

3/ 250 to 499 employees.

Source: U.S. Census Bureau, 2022 Economic Census, Table EC2200BASIC <<https://data.census.gov>> accessed March 27, 2025.

Table 23.39-- MOTION PICTURE AND VIDEO SERVICES: 1992 TO 2022

[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	Receipts (\$1,000)	Annual payroll (\$1,000)	Paid employees 1/
Motion picture and video production, distribution, and services (NAICS 51211, 51212, 51219)				
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
2022 6/	69	70,000	17,805	173
Motion picture and video exhibition (NAICS 51213)				
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
2022	21	83,976	10,222	595
Video tape and disc rental (NAICS 53223)				
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)
2022	(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 1992, Census of Service Industries, Hawaii; for 1997 through 2022, Economic Census, Summary Statistics for NAICS 512 <<https://data.census.gov>> accessed April 17, 2025.

Table 23.40-- QUALIFIED FILM PRODUCTION EXPENDITURES AND REQUESTED TAX CREDIT: 2023

[In millions of dollars. Based on data collected by the Hawaii Film Office through the Hawaii Production Report (HPR) forms. In 2023, 25 productions qualified and submitted claims for the Motion Picture, Digital Media, and Film Production Income Tax Credit]

Category	Amount
Total qualified production expenditures	168.7
Wages and salaries	107.5
Wages and salaries to Hawaii workers	56.5
Wages and salaries to out-of-state workers	51.0
Spending on goods and services	61.2
Spending on goods and services in Hawaii	58.9
Air travel	1.5
Construction	1.5
Equipment rentals	18.5
Purchase of materials	7.7
Warehouse/storage	1.0
Business/professional service	18.2
Food and beverage catering	4.0
Hotel/accommodation	4.1
Others	2.5
Spending on out-of-state goods and services	2.3
Total tax credit requested	37.3

Source: Hawaii Department of Business, Economic Development & Tourism, Research and Economic Analysis Division, *Cost-Benefit and Fiscal Impact Analysis of Hawai‘i’s Film Tax Credit in 2023* (November 2024) <https://files.hawaii.gov/dbedt/economic/data_reports/Film_Tax_Credit_Report_2023.pdf> accessed March 24, 2025; and calculations by the Hawaii State Department of Business, Economic Development & Tourism.

Table 23.41-- ECONOMIC AND FISCAL IMPACTS OF HAWAII FILM TAX CREDIT: 2023

[Effective for taxable years beginning January 1, 1997, Hawaii enacted tax incentives for motion picture and television film production. Economic and fiscal impacts are shown with and without a redundancy assumption. The redundancy assumption is that a portion of film production expenditure would have occurred even without the tax incentives and thus are subtracted from the calculation of the economic and fiscal impacts. Based on data collected by the Hawaii Film Office through the Hawaii Production Report (HPR) forms. In 2023, 25 productions qualified and submitted claims for the Motion Picture, Digital Media, and Film Production Income Tax Credit]

Impact type and indicator	Without redundancy assumption	With redundancy assumption
Tax credit claimed (millions of dollars)	37.3	37.3
Net benefits and spending (millions of dollars)		
Gross domestic product (GDP)	148.9	93.1
Earnings	94.0	59.8
State spending	18.6	13.2
Per dollar tax credit (dollars)		
Gross domestic product (GDP)	4.00	2.50
Earnings	2.53	1.61
State tax revenues	0.50	0.35

Source: Hawaii Department of Business, Economic Development & Tourism, Research and Economic Analysis Division, *Cost-Benefit and Fiscal Impact Analysis of Hawai'i's Film Tax Credit in 2023* (November 2024) <https://files.hawaii.gov/dbedt/economic/data_reports/Film_Tax_Credit_Report_2023.pdf> accessed March 24, 2025.