



# NATIVE HAWAIIANS IN HAWAII'S TOURISM SECTOR

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## Executive Summary

Between 2011 and 2015, an average of 37,386 Native Hawaiians worked in the tourism intensive industries per year, accounted for 16 percent of the total workers in these industries, and 35.3 percent of the Native Hawaiian workers in all the industries. Compared with all the employees in the tourism intensive industries, Native Hawaiians workers were generally younger, more females, more singles, more with high school diploma, but less with bachelor's degree or higher, and the average wage was lower than the state level for these industries. In the tourism intensive industries, more Native Hawaiians were wage and salary employees at 96.1 percent as compared with 91.7 percent for all employees.

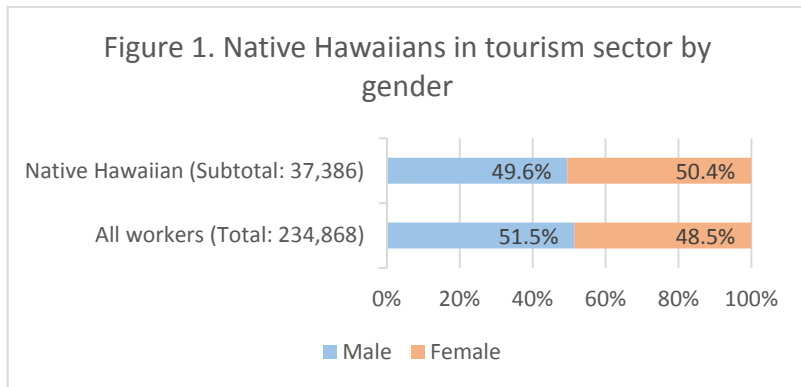
The top five occupations for Native Hawaiian workers in the tourism sector were sales, office administration, food preparation, transportation, and building maintenance. However, in terms of Native Hawaiians' share in the occupation category, materials moving had the largest share of Native Hawaiians at 25.7 percent, followed by protective services at 23.2 percent, office and administration at 22.1 percent, education, training, and library at 18.7 percent, and healthcare practitioner and technical occupation at 18.6 percent.

## Native Hawaiians in Hawaii’s Tourism Sector

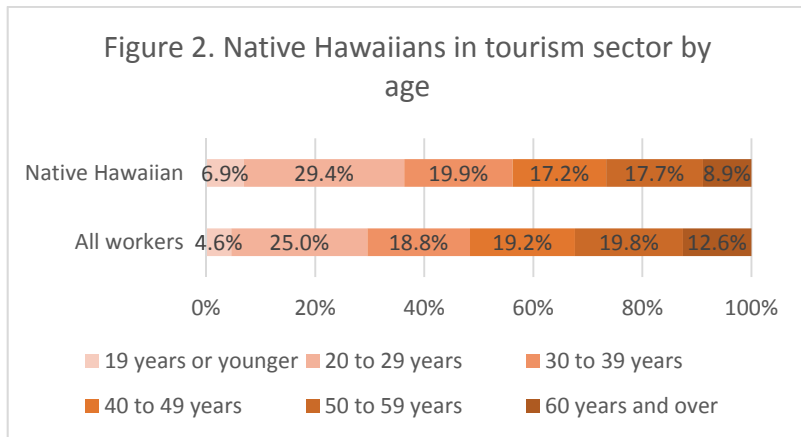
This report is an overview of Native Hawaiians who were employed in Hawaii’s tourism sector<sup>1</sup>. Here the focus is on five tourism intensive industries: accommodation and food services, arts, entertainment, and recreation, real estate and rental and leasing, retail trade, and transportation and warehousing. The data source is the U.S. Census Bureau, 2011-2015 ACS 5-year Public Use Microdata Sample (PUMS).

### Demographic Characteristics

From 2011 to 2015, 37,386 Native Hawaiians were employed in Hawaii’s tourism sector, accounting for about 16 percent of 234,868 employees in the tourism sector at the state level. Female Native Hawaiian employees were slightly more than male employees, while the pattern was reversed at the state level.



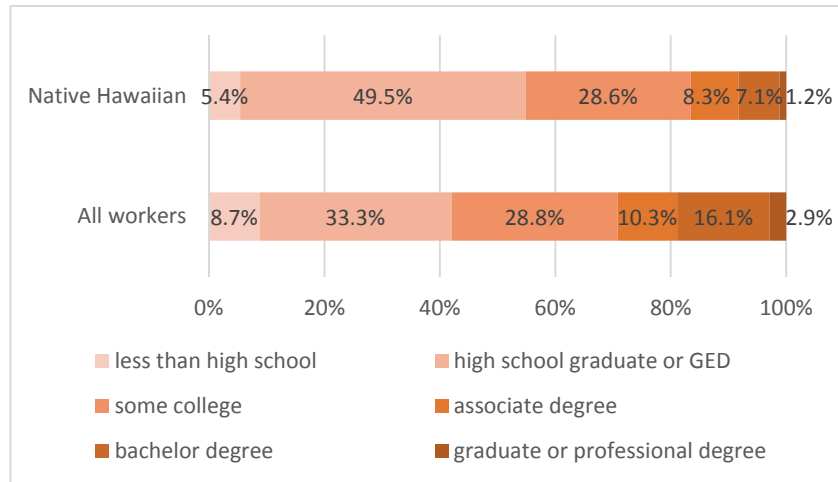
The Native Hawaiian employees are younger than all employees in the tourism sector; over half of, or 56.2 percent of the Native Hawaiians were under the age of 40, compared with 48.4 percent of all employees under that age group in tourism. About 30 percent of Native Hawaiians were between 20 and 29 years old and this age group only made up one fourth at the state level.



<sup>1</sup> According to the North American Industry Classification System (NAICS), tourism is not classified as an industry. Most tourism studies define tourism as a sector which consists of partial of industries such as accommodation, food services, retail trade, transportation, and so on. This report looks at the five tourism industries. According to DBEDT 2012 Input-Output model, these five industries accounted for about 90 percent of all visitor expenditures.

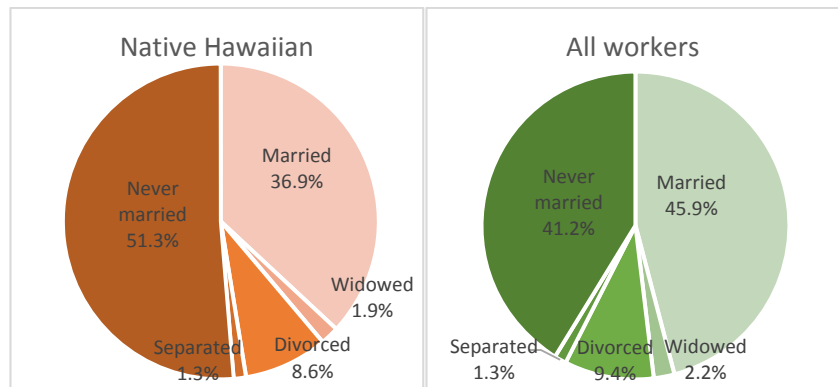
About half of Native Hawaiian employees were high school graduates, compared with one third of all employees in tourism at the state level. Shares of employees with some college education were roughly the same between Native Hawaiian and the state level, however, less than 10 percent of Native Hawaiian employees had bachelor degree or above, which is much less than the state level at 19 percent.

Figure 3. Native Hawaiians in tourism sector by education attainment



More than half of Native Hawaiian employees were never married, 10 percentage points higher than the state level. This is probably due to the fact that Native Hawaiian employees were younger on average in Hawaii's tourism sector.

Figure 4. Native Hawaiians in tourism sector by marital status



### Employment and Wage by Industry

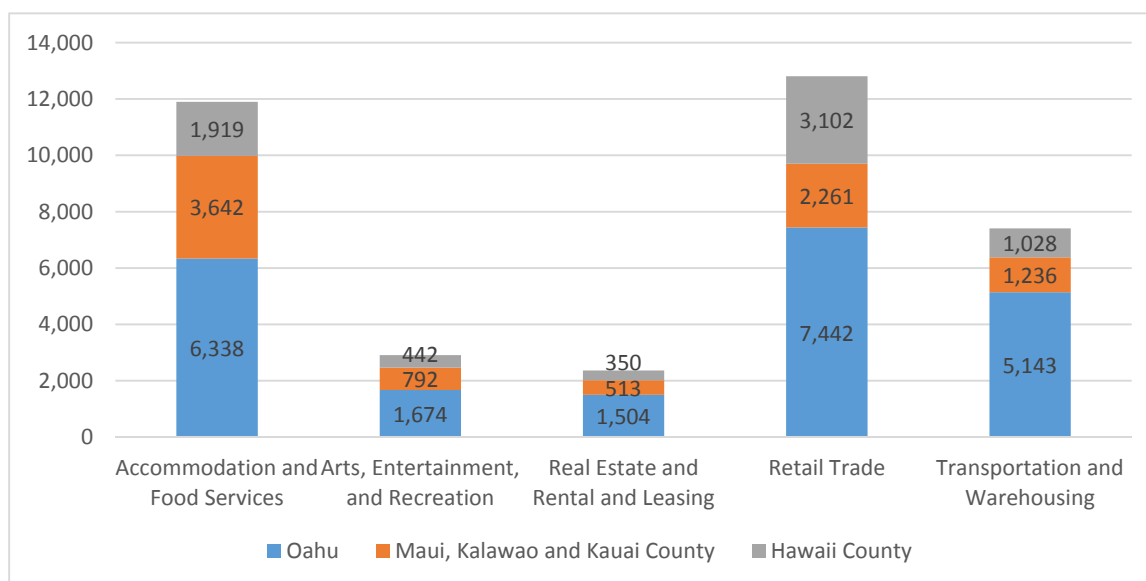
In Hawaii's tourism sector, the retail trade industry had the largest group of Native Hawaiian workers, 12,805 in total, followed by the accommodation and food services industry, where 11,899 Native Hawaiians were employed. In both the arts, entertainment, and recreation industry and the real estate and rental and leasing industry, there were less than 3,000 Native Hawaiians.

Across all five industries, most Native Hawaiians were employed in the Honolulu County, followed by Maui, Kalawao and Kauai County<sup>2</sup>, except in the retail trade industry where Hawaii County saw more Native Hawaiians than Maui, Kalawao and Kauai County.

<sup>2</sup> In the U.S. Census American Community Survey data, Maui, Kalawao and Kauai Counties are combined. U.S. Census Bureau recognize Kalawao as a County according to the Kalaupapa settlement in the 1880's.

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Table 1. Employment of Native Hawaiians in tourism sector by industry and by county



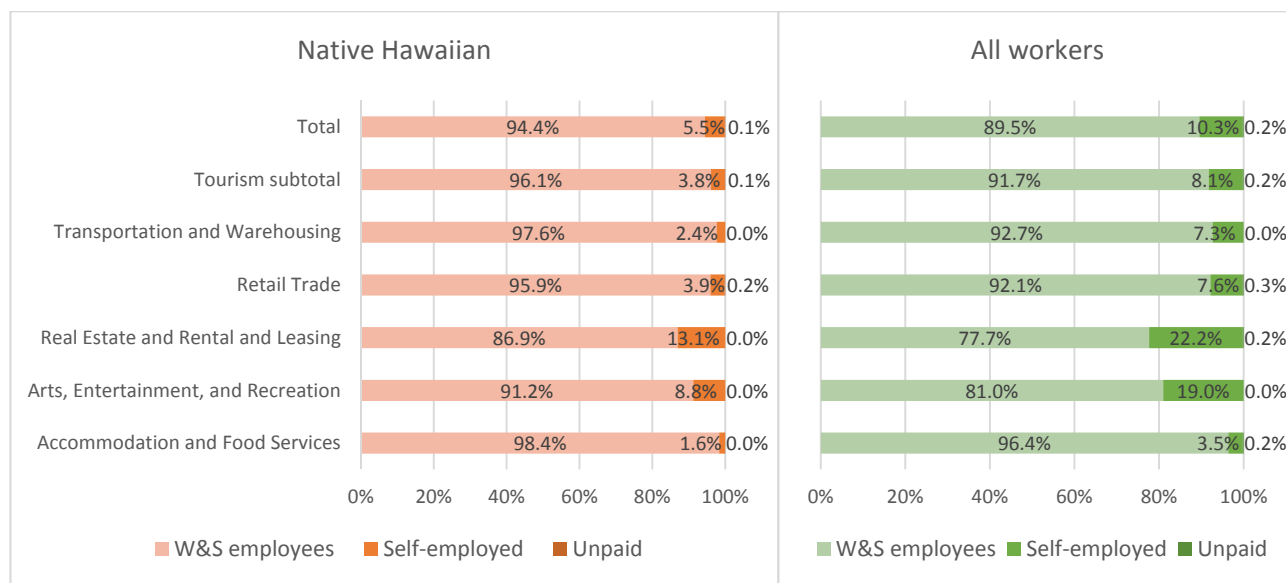
	Native Hawaiian				All workers			
	Oahu	Maui, Kalawao and Kauai County	Hawaii County	Total	Oahu	Maui, Kalawao and Kauai County	Hawaii County	Total
Accommodation and Food Services	6,338	3,642	1,919	11,899	56,321	21,697	10,672	88,690
Arts, Entertainment, and Recreation	1,674	792	442	2,908	10,744	4,003	2,741	17,488
Real Estate and Rental and Leasing	1,504	513	350	2,367	12,600	5,073	2,367	20,040
Retail Trade	7,442	2,261	3,102	12,805	53,384	12,877	10,656	76,917
Transportation and Warehousing	5,143	1,236	1,028	7,407	23,468	5,179	3,086	31,733
<b>Tourism subtotal</b>	<b>22,101</b>	<b>8,444</b>	<b>6,841</b>	<b>37,386</b>	<b>156,517</b>	<b>48,829</b>	<b>29,522</b>	<b>234,868</b>
<b>Total</b>	<b>66,082</b>	<b>20,400</b>	<b>19,281</b>	<b>105,763</b>	<b>457,022</b>	<b>115,314</b>	<b>82,205</b>	<b>654,541</b>

In Hawaii's tourism sector, 96.1 percent of Native Hawaiians were wage and salary workers, compared with 91.7 percent of all employees in tourism and 94.4 percent of Native Hawaiians in all industries. For each tourism intensive industry, share of wage and salary workers among Native Hawaiians was higher than the state level. The accommodation and food service industry saw the greatest share of wage and salary workers, that is, 98.4 percent among Native Hawaiians and 96.4 percent at the state level. Native Hawaiian's shares of wage and salary

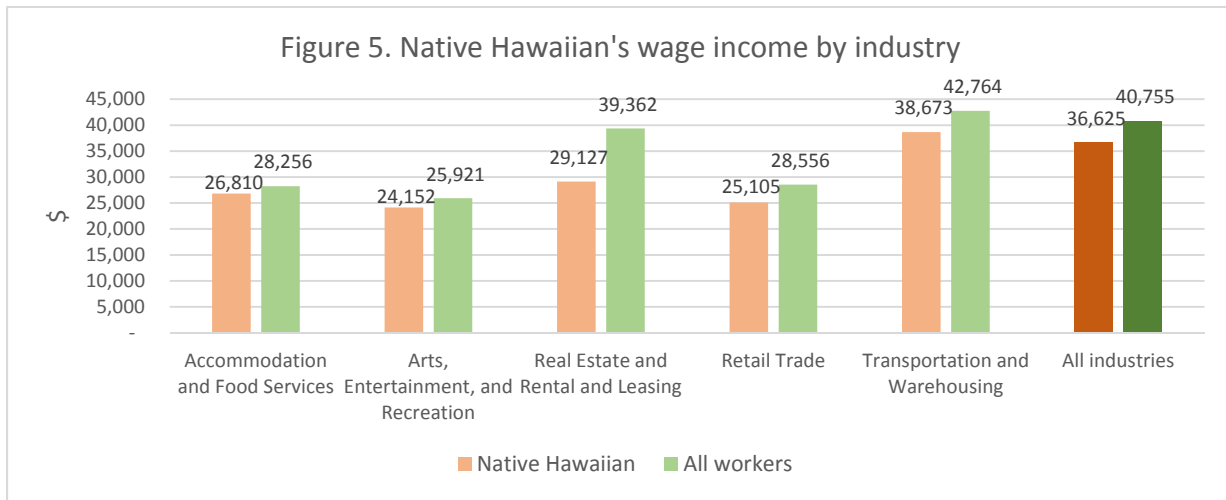
## NATIVE HAWAIIANS IN HAWAII'S TOURISM SECTOR

employees were the least in the real estate and rental and leasing industry and the arts, entertainment, and recreation industry, that is, 86.9 percent and 91.2 percent respectively. These two industries, however, had the largest share of self-employed workers among Native Hawaiians, as well as in the entire state. Only a few Native Hawaiians were unpaid workers, accounting for less than 0.3 percent of all Native Hawaiians workers in tourism.

Table 2. Employment status of Native Hawaiians in tourism sector by industry

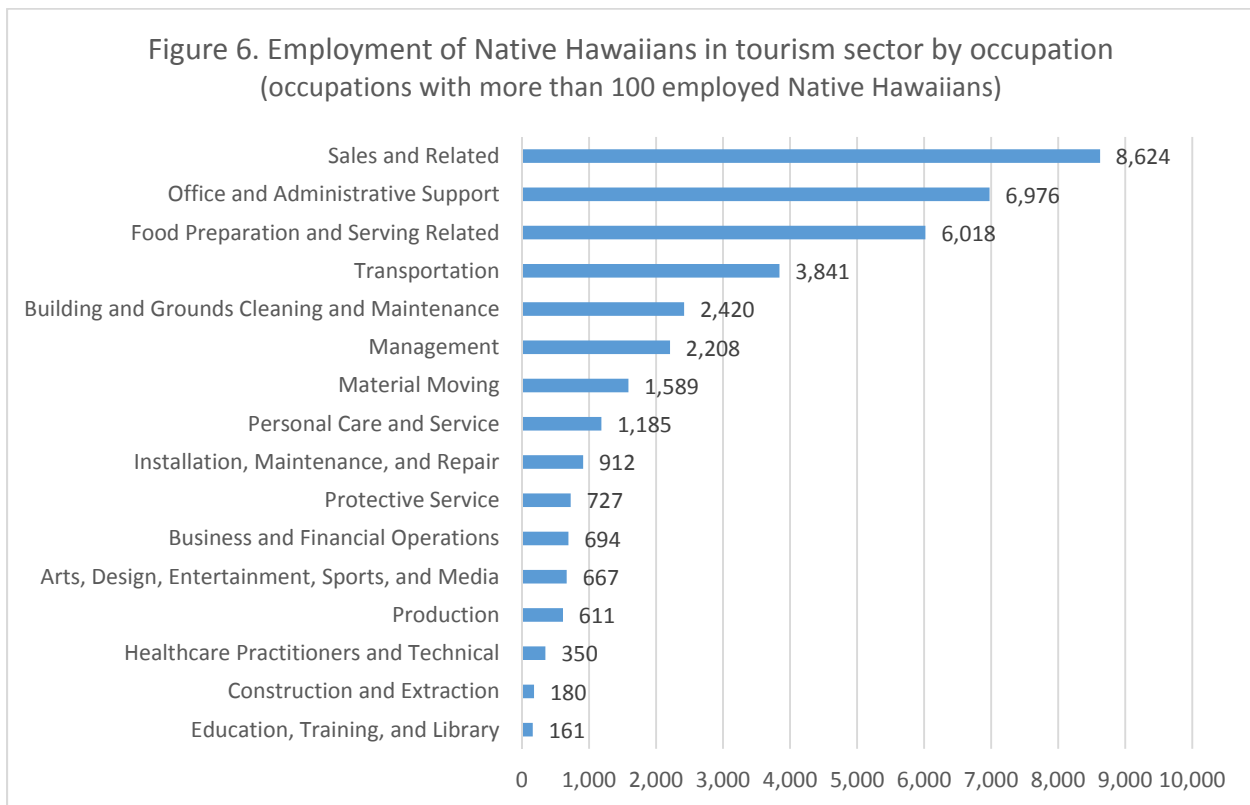


	Native Hawaiian				All workers			
	W&S employees	Self-employed	Unpaid	Total	W&S employees	Self-employed	Unpaid	Total
Accommodation and Food Services	11,705	189	5	11,899	85,466	3,084	140	88,690
Arts, Entertainment, and Recreation	2,653	255	0	2,908	14,162	3,326	0	17,488
Real Estate and Rental and Leasing	2,058	309	0	2,367	15,564	4,442	34	20,040
Retail Trade	12,286	496	23	12,805	70,866	5,843	208	76,917
Transportation and Warehousing	7,232	175	0	7,407	29,409	2,321	3	31,733
<b>Tourism subtotal</b>	<b>35,934</b>	<b>1,424</b>	<b>28</b>	<b>37,386</b>	<b>215,467</b>	<b>19,016</b>	<b>385</b>	<b>234,868</b>
<b>Total</b>	<b>99,820</b>	<b>5,832</b>	<b>111</b>	<b>105,763</b>	<b>586,097</b>	<b>67,177</b>	<b>1,267</b>	<b>654,541</b>



The average wage and salary income of Native Hawaiians was lower than the state level in each of the tourism intensive industry, especially in the real estate and rental and leasing industry where Native Hawaiians on average earned only three fourths as much as the industry level. In all tourism intensive industries except the transportation and warehousing industry, the income level was lower than the state average, no matter among Native Hawaiians or all employed persons in the state.

**Employment and Wage by Occupation**



Of those Native Hawaiians employed in Hawaii's tourism sector, more had sales and related jobs than any other occupations. Between 2011 and 2015, about 8,624 Native Hawaiians worked in sales and related jobs. Office and administrative support occupations were the next populated occupation, in which 6,976 Native Hawaiians were employed. The other occupation with more than six thousand Native Hawaiians was the food preparation and serving related occupation. Native Hawaiians employed in all other occupations were less than half of the total in tourism sector.



In these three most common occupations by Native Hawaiians, however, average annual wage and salary incomes were all below average income of Native Hawaiians in tourism sector, that is, \$28,516. On the other hand, in two of the three most well-paid occupations for Native Hawaiians — computer and mathematical, management, and legal — less than 100 Native Hawaiians were employed, with 31 in legal jobs and 68 in computer and mathematical management jobs. This sheds light on why Native Hawaiians earned less than the state level, as well as in each of the tourism intensive industry (Figure 5).



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Table 3. Employment and average wage income of Native Hawaiians in tourism sector by occupation

	Employment			Average wage income (\$)		
	Native Hawaiian	State Total	NH as % of State	Native Hawaiian	State Total	NH as % of State
Architecture and Engineering	29	365	7.9	42,759	61,323	69.7
Arts, Design, Entertainment, Sports, and Media	667	4,434	15.0	12,957	20,111	64.4
Building and Grounds Cleaning and Maintenance	2,420	19,885	12.2	28,773	28,743	100.1
Business and Financial Operations	694	4,840	14.3	45,411	48,942	92.8
Community and Social Service	0	21	0.0	-	76,143	-
Computer and mathematical	68	669	10.2	66,147	47,876	138.2
Construction and Extraction	180	1,609	11.2	37,900	39,541	95.8
Education, Training, and Library	161	862	18.7	25,140	27,431	91.6
Farming, Fishing, and Forestry	0	299	0.0	-	27,519	-
Food Preparation and Serving Related	6,018	47,997	12.5	18,943	22,537	84.1
Healthcare Practitioners and Technical	350	1,882	18.6	39,227	53,499	73.3
Healthcare Support	90	598	15.1	30,418	30,603	99.4
Installation, Maintenance, and Repair	912	6,383	0.0	41,814	43,820	95.4
Legal	31	172	18.0	47,645	92,465	51.5
Life, Physical, and Social Science	5	241	2.1	16,600	53,548	31.0
Management	2,208	17,065	12.9	52,625	56,215	93.6
Material Moving	1,589	6,189	25.7	25,857	26,626	97.1
Office and Administrative Support	6,976	31,505	22.1	28,134	30,304	92.8
Personal Care and Service	1,185	7,123	16.6	20,957	22,456	93.3
Production	611	4,535	0.0	38,277	33,558	114.1
Protective Service	727	3,139	23.2	28,781	27,991	102.8
Sales and Related	8,624	57,363	15.0	24,235	27,306	88.8
Transportation	3,841	17,692	0.0	35,890	39,458	91.0
<b>Total</b>	<b>37,386</b>	<b>234,868</b>	<b>15.9</b>	<b>28,516</b>	<b>31,088</b>	<b>91.7</b>

**Appendix: List of Native Hawaiian Race Groups**

1. Native Hawaiian alone
2. White; Native Hawaiian
3. Chinese; Native Hawaiian
4. Filipino; Native Hawaiian
5. Japanese; Native Hawaiian
6. White; Chinese; Native Hawaiian
7. White; Filipino; Native Hawaiian
8. White; Japanese; Native Hawaiian
9. Chinese; Filipino; Native Hawaiian
10. White; Chinese; Filipino; Native Hawaiian
11. White; Chinese; Japanese; Native Hawaiian
12. Chinese; Japanese; Native Hawaiian; and/or other Asian and/or Pacific Islander groups
13. Native Hawaiian; and/or Pacific Islander groups; and/or Some Other Race