

## **First Hawaiian Bank's 4th Quarter Business Activity Report: Volume Up Over 11 Percent**

January 13, 2013 9:00 AM ET

### **Highest Quarterly Increase in Three Years**

[View the 2012 4th Quarter Hawaii Business Activity Report \(pdf, 7.06 kb\)](#)

(Honolulu, Hawaii January 13, 2012) – The most recent First Hawaiian Bank Business Activity Report (BAR) showed an 11.31 percent increase in fourth quarter "same store sales" over the comparable period of 2011, making it the strongest quarter in the past three years, according to an announcement today by Keith Nagata, senior vice president and Business Services manager. It was the first time that all 16 sectors tracked in the report posted positive gains. For all of 2012, credit and debit card sales transactions increased by 9.83 percent over the previous year.

"With tourism rebounding we saw a very strong fourth quarter, resulting in the highest quarterly increase. For the first time since we started the survey three years ago, we saw positive gains in all 16 industry sectors," Nagata said. "This is very encouraging for our Hawaii economy and we hope that these positive trends will continue throughout 2013."

According to the report, the overall 9.83 percent increase for the year represents a three year upward trend which started with a 6.42 percent increase in same store sales activity in 2010 and an 8.60 percent increase in 2011.

The BAR tracks sales activity in 16 different economic sectors including automobile, retail, hotels, home improvement, restaurants, shipping and travel, among other categories.

First Hawaiian Bank is the largest local processor of credit and debit card transactions in Hawaii. In 2012, the bank processed \$4.3 billion worth of customer credit and debit card sales transactions. The bank provides merchant services to nearly 7,500 First Hawaiian Bank merchant locations throughout Hawaii, Guam, CNMI and the U.S. Mainland.

First Hawaiian Bank (fhb.com) with total assets of \$16.1 billion was founded in 1858 and is Hawaii's largest and oldest bank. The bank processes all major U.S. credit cards as well as JCB, China Union Pay and BC Global Card.