
MAUI COUNTY DATA BOOK 2018

COUNTY OF MAUI
OFFICE OF ECONOMIC DEVELOPMENT

HAWAI'I SMALL BUSINESS DEVELOPMENT CENTER NETWORK
HAWAI'I BUSINESS RESEARCH LIBRARY

A Partnership Program of the University of Hawai'i at Hilo through a
Cooperative Agreement with the U.S. Small Business Administration

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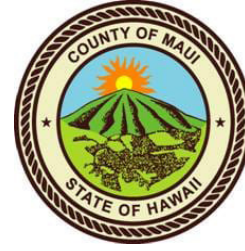
Copies of this book are available from:

Hawai'i Business Research Library
Maui Research & Technology Center
590 Lipoa Parkway, Suite 264, Kīhei, HI 96753
Call (808) 875-5990 Email: library@hisbdc.org

The price per copy is \$20.00 when picked up in person, and \$25.00 by first-class mail.

An online version of this Data Book is available in Adobe Acrobat format (only) at:
<http://www.hisbdc.org/BusinessResearchLibrary/MauiCountyDataBook2018.aspx>

The State of Hawai'i Data Book is available online through the State of Hawai'i Department of Business, Economic Development and Tourism. The tables are available at <http://dbedt.hawaii.gov/economic/databook>



OFFICE OF THE MAYOR

County of Maui
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Wailuku, Maui, Hawai'i 96793

A MESSAGE FROM MAYOR MICHAEL P. VICTORINO

Aloha kākou –

On behalf of the people of the County of Maui, I'm pleased to present the 2018 edition of the Maui County Data Book.

The Maui County Data Book provides the definitive statistical reference work on Maui Nui – Kaho'olawe, Lāna'i, Maui and Moloka'i. Its tables and statistics cover a broad spectrum of demographics and economic activity. The book presents facts and statistics needed to prepare for a grant, back up a business plan, decide where to start a business and, with the addition of community input, gain a better understanding of what we, as Mauians, define as Maui Nui.

The 2018 Maui County Data Book is possible through the vital working partnership of the Hawai'i Small Business Development Center Network's Hawai'i Business Research Library in Kihei and the County of Maui. Together they provide the most up-to-date data that is critical to decision-making by both prospective and established businesses in our community.

As with earlier editions of the Maui County Data Book, the 2018 edition is available online at our Maui County website at:

www.mauicounty.gov/oed/links,

and at the Hawai'i Business Research Library's Website at:

www.hisbdc.org/BusinessResearchLibrary/MauiCountyDataBook.aspx.

We hope you use this resource often to help you start up, grow and expand upon your exciting business idea.

Mahalo Nui Loa,

A handwritten signature in black ink that reads "Michael P. Victorino". The signature is written in a cursive, flowing style.

MICHAEL P. VICTORINO
Mayor, County of Maui

ABOUT THIS EDITION

We hope you find the 2018 edition of the Maui County Data Book useful and valuable. This publication provides economic, demographic and other statistical information about the County of Maui.

This twenty-seventh edition of the Data Book is produced by the Hawai'i Small Business Development Center (SBDC) Network, Hawai'i Business Research Library (HBRL) under a grant from the County of Maui. In addition to the print version, the Data Book is also available online via the Internet (<http://www.hisbdc.org/BusinessResearchLibrary/MauiCountyDataBook2018.aspx>). In addition to compiling and updating the Data Book, the Hawai'i Business Research Library provides a call-in/email service to provide a wide range of business research services to individuals and businesses residing or operating in Hawai'i, or investigating business opportunities in Hawai'i.

Several other publications complement the Maui County Data Book for individuals needing more data about Hawai'i. The State of Hawai'i publishes The State of Hawai'i Data Book (<http://dbedt.hawaii.gov/economic/databook/>) annually through the Hawai'i State Department of Business, Economic Development and Tourism. The Hawai'i State Office of Hawaiian Affairs publishes the Native Hawaiian Data Book (<http://www.ohadatabook.com>).

Numerous agencies of the federal, state and county governments, as well as many private organizations in Maui County, in Hawai'i and on the mainland assisted the HBRL in preparing the Maui County Data Book. To them we extend our deepest appreciation for their support and cooperation.