



Domestic Trade

Section 11

DOMESTIC TRADE

This final section covers data on manufacturers, service establishments, professional firms, retail trade and nonemployers.

Also included is a list of Maui County's largest private corporations.

The 2017 Economic Census release of Hawaii State data started in January 2020 and ended in August 2020. The 2022 Economic Census release of Hawaii State data will start in March 2025.

11.1.1

MANUFACTURING MAUI COUNTY AND STATE OF HAWAI'I

2017	Maui County		State of Hawai'i	
	All	Food	All	Food
Number of establishments	120	43	783	259
20 employees or more	12	D	146	D
All employees	845	318	11,850	4,907
Annual payroll (\$1,000)	40,789	10,881	558,523	176,681
Production workers	561	182	8,171	3,480
Hours (1,000)	1,122	336	14,983	5,870
Wages (\$1,000)	25,007	5,359	343,507	103,251
Value added (\$1,000)	N	N	2,251,458	530,621
Total cost of materials (\$1,000)	102,171	36,945	4,049,336	630,131
Total value of shipments (\$1,000)	220,436	64,243	6,055,913	1,163,986
Total capital expenditures (\$1,000)	N	N	136,148	25,192

D: Data withheld to avoid disclosing data for individual companies; data are included in higher level totals

N: Not available or not comparable

SOURCE: U.S. CENSUS BUREAU, 2017 ECONOMIC CENSUS.

11.1.2

INDUSTRIAL AND RESEARCH PARKS MAUI COUNTY

2013	State Total	Maui	Moloka'i
Number of parks	25	5	1
Total acres	4,907.2	701.3	16.5
Developed acres	3,021.7	251.3	NA
Number of tenants	691	20	NA
Number of owners	408	90	NA

	Location	Total Acreage	Developed	Tenants	Owners	Lots
Maui Research and Technology Park ¹	Kihei	390	40	20	10	NA
Maui Business Park	Kahului	125	122	NA	NA	81
Pulehunui Industrial Park ²	Puunene	86	NA	NA	NA	28
Wailuku Industrial Park	Wailuku	34	34	NA	80	NA
Lahaina Business Park	Lahaina	33	30	NA	NA	NA
Waiale Business Park ³	Waikapu	31	NA	NA	NA	20
Molokai Industrial Park	Kaunakakai	16.5	NA	NA	NA	NA

1. Total acreage allocation from County of Maui Code of Ordinances, Chapter 19.38.

2. Data from 2019. Pulehunui is under Maui County's M-3 heavy industrial zoning.

3. Data from 2019.

SOURCE: HAWAII'S STATE DATA BOOK 2014; PACIFIC BUSINESS NEWS, BOOK OF LISTS (2014) VOL. 51, No. 43 (DECEMBER 20, 2013), P. 76; CBRE RESEARCH, HAWAII INDUSTRIAL, Q1 2019; PULEHUNUI; WAIALE BUSINESS PARK.

11.2.1

**GENERAL EXCISE AND USE TAX BASE
FOR TAX LIABILITIES
MAUI COUNTY**

	2020	2021	2022
Retailing	4,304,933,248	6,637,647,999	7,649,940,312
Services	1,788,828,176	2,406,388,871	2,905,559,527
Contracting	1,230,632,966	1,268,259,479	1,583,654,347
Theater, Amusement, Radio	27,875,929	57,876,067	75,211,897
Interest & All Others	278,589,976	581,911,838	860,418,666
Commissions	150,052,365	317,208,485	309,327,270
Hotel Rentals	653,031,474	1,910,779,121	2,577,271,213
All Other Rentals	846,206,984	1,250,088,926	1,458,731,748
Use (4%)	93,313,423	105,922,311	174,209,939
SUB-TOTAL	9,373,464,546	14,536,083,099	17,594,324,920
Insurance Solicitors	27,521,226	36,613,644	35,472,663
Producing	16,201,855	2,108,610,685	24,336,111
Manufacturing	56,072,698	48,525,089	57,258,534
Wholesaling	1,465,196,836	2,108,610,685	2,588,706,697
Services (Intermediary)	88,375,298	115,837,674	148,891,502
Use (1/2%)	708,840,574	985,623,481	1,116,733,636
SUB-TOTAL	2,362,208,489	3,316,842,774	3,971,399,142
GRAND TOTAL	11,735,673,033	17,852,925,872	21,565,724,064

Note: This table replaces the former "General Excise Tax Base". The data have changed from previous years. Tax liability is the amount of tax levied on reported economic activity.

SOURCE: HAWAII'S STATE DEPARTMENT OF TAXATION, GENERAL EXCISE AND USE TAX BASE FOR TAX LIABILITIES.

11.2.2

**RETAIL ESTABLISHMENTS WITH EMPLOYEES
BY TYPE AND LOCATION, 2021**

Establishment Type	Location	Number	Location	Number	Location	Number
Motor Vehicles & Parts	Kahului	24	Kihei	3	Wailuku	4
Furniture & Home Furnishings	Kahului	15	Lahaina	5	Wailuku	3
Electronics & Appliances	Kahului	3				
Building Material & Garden Equipment & Supplies	Kahului	15	Lahaina	4	Wailuku	4
Food & Beverage	Ha'ikū	4	Lahaina	16	Wailuku	18
	Kahului	17	Makawao	3	Kaunakakai	5
	Kihei	5				
Health & Personal Care	Kahului	14	Lahaina	16	Wailuku	9
	Kihei	9	Makawao	4		
Gasoline Stations	Kahului	9	Lahaina	7	Wailuku	4
	Kihei	7	Makawao	3		

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11.2.2

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Establishment Type	Location	Number	Location	Number	Location	Number
Clothing & Clothing Accessories	Kahului	29	Lahaina	110	Pā'ia	18
	Kīhei	44	Makawao	10	Wailuku	3
Sporting Goods, Hobby, Musical Instruments & Books	Kahului	11	Lahaina	7	Wailuku	3
	Kīhei	7				
General Merchandise	Kahului	6				
Miscellaneous	Kahului	14	Lahaina	58	Wailuku	8
	Kīhei	16	Makawao	3	Kaunakakai	3
	Kula	7	Pā'ia	6		
Nonstore Retailers	Ha'ikū	5	Kīhei	11	Makawao	5
	Kahului	9	Lahaina	8	Wailuku	8

Note: To comply with disclosure avoidance guidelines, results for locations with fewer than three contributing establishments are suppressed.

SOURCE: U.S. CENSUS BUREAU, 2021 ZIP CODE BUSINESS PATTERNS.

11.2.3

CHARACTERISTICS OF MAJOR SHOPPING CENTERS MAUI COUNTY

Shopping Center	Location	Year Opened/ Last Renovated	Gross Leasable Area	Number of Units
Queen Ka'ahumanu Center	Kahului	1972/2005	571,225	110
Maui Marketplace	Kahului	1997	317,000	26
Maui Mall	Kahului	1971/1995	182,000	40
The Shops at Wailea	Wailea	2000	160,000	80
Pi'ilani Shopping Center	Kihei	2000	150,000	30
The Outlets of Maui	Lahaina	1990	147,000	38
Lahaina Gateway	Lahaina	2008	137,000	23
Azeka Shopping Center	Kihei	1978	135,645	51
Wailuku Shopping Center	Wailuku	NA	134,557	NA
Lahaina Cannery Mall	Lahaina	1987/1999	130,599	50
Pu'unēnē Shopping Center	Kahului	2015	120,100	28
Whalers Village	Lahaina	1970/2017	110,700	90
Maui Lani Shopping Center	Wailuku	2013	103,249	NA
Old Lahaina Center	Lahaina	1964	88,000	33
Lahaina Shopping Center	Lahaina	1995	77,000	21
Kahana Gateway	Lahaina	1990	58,902	NA
Marketplace at Lahaina	Lahaina	1974	56,165	46
West Maui Center	Lahaina	NA	54,425	NA
Wailuku Town Center	Wailuku	NA	52,946	9
Lahaina Square	Lahaina	1973	52,000	25
The Wharf	Lahaina	1978/1987	50,000	40
Līpoa Center	Kihei	1989/1991	45,199	10
Kukui Mall	Kihei	1987	40,974	15
Nāpili Plaza	Lahaina	NA	40,058	26
Kihei Town Center	Kihei	NA	36,892	8
Wailea Gateway Center	Wailea	2012	35,000	22
Fairway Shops	Kaanapali	NA	34,980	21

NA: Not available

SOURCE: NATIONAL RESEARCH BUREAU, DATABASE SUPPLIED TO CLARITAS INC.; SHOPPING CENTERS WEBSITES; LOOPNET.

11.2.4

SUMMARY OF RETAIL TRADE WITH EMPLOYEES BY BUSINESS GROUP MAUI COUNTY

NAICS	2021	Businesses	Number of Employees	1st Quarter Payroll (\$1,000)	Annual Payroll (\$1,000)
44-45	Retail Trade	751	8,749	73,970	335,099
4411--	Automobile dealers	17	447	7,693	37,664
4412--	Other motor vehicle dealers	NA	NA	NA	NA
4413--	Auto parts, accessories, & tire stores	22	249	2,225	9,693
4421--	Furniture stores	15	63	786	4,088
4422--	Home furnishings stores	18	96	742	3,752
4431--	Electronics & appliance stores	6	58	999	3,785
4441--	Building material & supplies dealers	29	719	6,418	26,509
4442--	Lawn & garden equipment & supplies stores	8	51	426	1,758
4451--	Grocery stores	64	2,102	16,887	74,130
4452--	Specialty food stores	13	69	485	2,775
4453--	Beer, wine & liquor stores	4	13	69	302
4461--	Health & personal care stores	58	565	5,188	20,151
4471--	Gasoline stations	36	335	2,875	12,160
4481--	Clothing stores	148	1,036	5,472	25,452
4482--	Shoe stores	15	160	454	2,134
4483--	Jewelry, luggage, & leather good stores	59	174	2,176	11,876
4511--	Sporting goods, hobby & music instr. stores	31	228	1,489	7,203
4512--	Book stores & news dealers	NA	NA	NA	NA
4523--	General merchandise stores	13	1,264	10,806	48,864
4531--	Florists	8	26	108	1,085
4532--	Office supplies, stationery, & gift stores	68	424	3,120	15,529
4533--	Used merchandise stores	9	50	300	1,301
4539--	Other miscellaneous store retailers	48	277	2,590	12,262
4541--	Electronic shopping & mail order houses	30	49	461	3,059
4543--	Direct selling establishments	25	61	765	3,578

NAICS: North American Industry Classification System.

NA: Not available.

SOURCE: U.S. CENSUS BUREAU, 2021 COUNTY BUSINESS PATTERNS.

11.2.5

RETAIL STORES BY NUMBER OF EMPLOYEES AND ZIP CODE AREA, MAUI COUNTY

2021	Total Stores	Number of Employees					
		1-4	5-9	10-19	20-49	50-99	100-499
Maui Island							
Hai'kū	20	14	5	-	-	-	-
Hāna	4	3	-	-	-	-	-
Kahului	175	54	37	40	29	8	7
Kīhei	117	60	33	12	7	4	-
Kula	15	10	-	-	-	-	-
Lahaina	237	133	63	25	13	-	-
Makawao	40	24	9	3	-	-	-
Pā'ia	33	23	8	-	-	-	-
Pukalani	-	-	-	-	-	-	-
Pu'unēnē	-	-	-	-	-	-	-
Wailuku	76	45	18	3	6	3	-
Moloka'i							
Ho'olehua	-	-	-	-	-	-	-
Kalaupapa	-	-	-	-	-	-	-
Kaunakakai	18	6	4	4	4	-	-
Kualapu'u	-	-	-	-	-	-	-
Maunaloa	-	-	-	-	-	-	-
Lāna'i							
Lāna'i City	7	4	-	-	-	-	-

Note: To comply with disclosure avoidance guidelines, results for locations with fewer than three contributing establishments are suppressed.

SOURCE: U.S. CENSUS BUREAU, 2021 ZIP CODE BUSINESS PATTERNS.

11.2.6

**COMMERCIAL LEASE RENTS
MAUI ISLAND**

Location	Range per Square Foot per Month		
	Retail	Office	Industrial
West Maui			
Honokowai	\$3.00	NA	NA
Lahaina	NA	NA	NA
Central Maui			
Kahului	\$1.35 to \$4.50	\$1.35 to \$4.50	\$0.32 to \$2.50
Wailuku	\$1.00 to \$2.00	\$1.00 to \$2.75	\$1.00 to \$1.65
South Maui			
Kīhei	\$1.91 to \$3.50	\$1.91 to \$3.75	NA
Wailea	\$5.75	NA	NA
East Maui			
Ha'ikū	\$1.30 to \$2.00	\$1.30 to \$2.00	\$1.25 to \$2.00
Pā'ia	\$1.60 to \$2.00	NA	NA
Upcountry			
Kula	NA	NA	NA
Makawao	NA	NA	NA

NA: Not available.

SOURCE: CURRENT PROPERTY LISTINGS OF COMMERCIAL ROUNDTABLE OF MAUI AS OF OCTOBER 28, 2023.

11.3.1

CHARACTERISTICS OF BUSINESS ESTABLISHMENTS WITH EMPLOYEES BY SECTOR, MAUI COUNTY

Industry, 2021	Total Establishments	Employees	Annual Payroll (\$1,000)
Agriculture, Forestry, Fishing & Hunting	4	7	54
Mining	-	-	-
Utilities	18	459	48,936
Construction	499	3,630	245,398
Construction of buildings	161	890	58,411
Heavy & civil engineering construction	20	281	22,507
Specialty trade contractors	318	2,459	164,480
Manufacturing	126	809	39,225
Food manufacturing	43	305	9,437
Beverage & tobacco product manufacturing	7	85	2,489
Printing & related support activities	13	36	1,728
Chemical manufacturing	7	33	1,879
Nonmetallic mineral product manufacturing	9	167	13,365
Fabricated metal product manufacturing	6	15	1,299
Furniture & related product manufacturing	6	27	1,423
Miscellaneous manufacturing	20	31	1,352
Wholesale Trade	146	1,196	68,618
Merchant wholesalers, durable goods	55	316	18,871
Merchant wholesalers, nondurable goods	79	825	47,892
Wholesale electronic markets & agents & brokers	12	55	1,855
Retail Trade	751	8,749	335,099
Motor vehicle & parts dealers	41	712	47,767
Furniture & home furnishings stores	33	159	7,840
Electronics & appliance stores	6	58	3,785
Bldg material & garden equipment & supplies	37	770	28,267
Food & beverage stores	81	2,184	77,207
Health & personal care stores	58	565	20,151
Gasoline stations	36	335	12,160
Clothing & clothing accessories stores	222	1,370	39,462
Sporting goods, hobby, music instr. & books	32	240	7,475
General merchandise stores	15	1,466	54,101
Miscellaneous store retailers	133	777	30,177
Nonstore retailers	57	113	6,707
Transportation & Warehousing	164	2,902	130,721
Air transportation	11	806	27,930
Water transportation	4	73	7,665
Truck transportation	35	518	25,537
Transit & ground passenger transportation	13	84	2,559
Scenic & sightseeing transportation	56	753	43,538
Support activities for transportation	27	406	12,455
Couriers & messengers	13	229	9,452
Warehousing & storage	5	33	1,585

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11.3.1
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Industry, 2021	Total Establishments	Employees	Annual Payroll (\$1,000)
Information	76	500	29,278
Publishing industries (except Internet)	14	80	3,178
Motion picture & sound recording industries	16	45	1,364
Broadcasting (except Internet)	7	82	4,636
Telecommunications	25	274	18,125
Data processing, hosting & related services	5	10	711
Other information services	9	9	1,264
Finance & Insurance	170	907	80,065
Credit intermediation & related activities	89	654	50,351
Securities, commodity contracts, investments	25	77	12,710
Insurance carriers & related activities	56	176	17,004
Real Estate & Rental & Leasing	358	1,621	103,924
Real estate	262	1,072	74,857
Rental & leasing services	95	536	28,701
Professional, Scientific, & Technical Services	430	1,858	134,392
Management of Companies & Enterprises	12	127	7,878
Administrative Support & Waste Management	319	4,259	189,956
Administrative & support services	304	4,055	180,151
Waste management & remediation services	15	204	9,805
Educational Services	95	770	29,012
Health Care & Social Assistance	484	7,122	440,890
Ambulatory health care services	362	3,972	283,947
Hospitals	3	1,083	85,117
Nursing & residential care facilities	12	675	26,378
Social assistance	107	1,392	45,448
Arts, Entertainment, & Recreation	139	1,425	61,726
Performing arts, spectator sports, & related	56	372	20,980
Museums, historical sites, & similar institutions	10	104	4,865
Amusement, gambling, & recreation industries	73	949	35,881
Accommodation & Food Services	536	16,281	735,907
Accommodation	103	8,956	485,505
Food services & drinking places	433	7,325	250,402
Other Services (except Public Administration)	485	2,256	88,786
Repair & maintenance	95	328	15,032
Personal & laundry services	127	571	21,358
Religious, grantmaking, civic, professional orgs	263	1,357	52,396
Industries not Classified	6	6	166
Total for All Sectors	4,818	54,884	2,770,031

N: Data are not published or collected at this geography or industry detail by this program.

SOURCE: U.S. CENSUS BUREAU, 2021 COUNTY BUSINESS PATTERNS.

11.3.2

CHARACTERISTICS OF BUSINESS ESTABLISHMENTS BY SECTOR FOR NONEMPLOYERS, MAUI COUNTY

Industry, 2020*	Establishments with Employees	Nonemployer Establishments	Annual Receipts (\$1,000)
Agriculture, Forestry, Fishing & Hunting	N	298	7,274
Mining	N	4	449
Utilities	16	42	3,073
Construction	496	1,564	116,776
Construction of buildings	163	499	43,397
Heavy & civil engineering construction	18	14	2,025
Specialty trade contractors	315	1,051	71,354
Manufacturing	129	329	11,639
Food manufacturing	44	50	2,206
Beverage & tobacco product manufacturing	7	4	284
Apparel manufacturing	3	33	654
Wood product manufacturing	3	21	892
Printing & related support activities	12	23	763
Chemical manufacturing	8	13	1,264
Nonmetallic mineral product manufacturing	9	16	215
Primary metal manufacturing	N	3	48
Fabricated metal product manufacturing	5	12	289
Machinery manufacturing	N	6	116
Computer & electronic product manufacturing	N	4	207
Transportation equipment manufacturing	N	5	301
Furniture & related product manufacturing	7	24	563
Miscellaneous manufacturing	22	107	3,339
Wholesale Trade	157	301	17,963
Merchant wholesalers, durable goods	59	147	8,558
Merchant wholesalers, nondurable goods	86	122	8,347
Wholesale electronic markets & agents & brokers	12	32	1,058
Retail Trade	767	1,541	59,705
Motor vehicle & parts dealers	43	36	3,224
Furniture & home furnishings stores	40	20	1,879
Electronics & appliance stores	6	10	680
Bldg material & garden equipment & supplies	37	21	1,527
Food & beverage stores	78	72	6,249
Health & personal care stores	55	111	2,996
Gasoline stations	36	N	N
Clothing & clothing accessories stores	236	182	6,694
Sporting goods, hobby, musical instr. & books	37	51	2,451
General merchandise stores	14	14	388
Miscellaneous store retailers	136	235	13,331
Nonstore retailers	49	788	20,139
Transportation & Warehousing	155	892	14,460
Air transportation	12	12	203
Water transportation	3	3	97
Truck transportation	32	50	2,918
Transit & ground passenger transportation	13	585	6,896

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11.3.2
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Industry, 2020*	Establishments with Employees	Nonemployer Establishments	Annual Receipts (\$1,000)
Scenic & sightseeing transportation	54	32	673
Support activities for transportation	25	38	1,196
Couriers & messengers	12	169	2,420
Warehousing & storage	4	3	57
Information	83	164	8,093
Publishing industries (except Internet)	24	27	1,869
Motion picture & sound recording industries	16	82	3,914
Broadcasting (except Internet)	6	8	211
Telecommunications	27	9	222
Data processing, hosting & related services	3	15	339
Other information services	7	23	1,538
Finance & Insurance	165	296	15,451
Credit intermediation & related activities	86	22	1,712
Securities, commodity contracts, investments	22	81	6,772
Insurance carriers & related activities	57	193	6,967
Real Estate & Rental & Leasing	342	2,179	196,696
Real estate	249	2,062	191,744
Rental & leasing services	92	114	4,691
Professional, Scientific, & Technical Services	429	2,321	96,385
Management of Companies & Enterprises	10	N	N
Administrative, Support & Waste Management	315	2,281	66,222
Administrative & support services	299	2,275	64,515
Waste management & remediation services	16	6	1,707
Educational Services	88	479	11,397
Health Care & Social Assistance	476	1,111	47,608
Ambulatory health care services	350	808	40,307
Hospitals	3	N	N
Nursing & residential care facilities	12	42	1,290
Social assistance	111	261	6,011
Arts, Entertainment, & Recreation	141	1,200	32,486
Performing arts, spectator sports, & related	53	1,009	21,039
Museums, historical sites, & similar institutions	10	N	N
Amusement, gambling, & recreation industries	78	189	11,428
Accommodation & Food Services	529	440	26,692
Accommodation	103	109	8,473
Food services & drinking places	426	331	18,219
Other Services (except Public Administration)	491	1,835	58,977
Repair & maintenance	94	356	18,114
Personal & laundry services	127	1,408	38,984
Religious, grantmaking, civic, professional orgs	270	71	1,879
Industries not Classified	7	N	N
Total for All Sectors	4,798	17,277	791,346

* The 2021 Nonemployer Statistics release has been postponed due to processing delays of the 2021 tax return data.

N: Data are not published or collected at this geography or industry detail by this program.

SOURCE: U.S. CENSUS BUREAU, 2020 COUNTY BUSINESS PATTERNS, 2020 NONEMPLOYER STATISTICS.

11.3.3

LARGEST COMPANIES AND NONPROFITS MAUI COUNTY

Company	State Rank		Sales (\$million)		Employees
	2022	2021	2021	2020	
Coconut Condos	43	242	5.4	1.9	35
Jim Falk Automotive Group	137	24	411.1	331.3	302
Maui Clothing Co. Inc.	162	225	9.6	5.2	170
Maui County Federal Credit Union	163	189	11.8	11.5	320
Maui Economic Opportunity	165	164	26.6	21	158
Maui Land & Pineapple Co. Inc.	166	209	12.4	7.5	225
Maui Medical Group Inc.	167	115	47.9	45.4	86
Valley Isle Community Federal Credit Union	233	228	5.1	4.8	10
VIP Foodservice	235	83	81.8	72.1	58
Wailea Golf LLC	238	201	14.9	9.2	11

NA: Not available.

SOURCE: "TOP 250." *HAWAII BUSINESS*, SEPTEMBER 2022.

11.3.4

CHARACTERISTICS OF BUSINESS ESTABLISHMENTS WITH EMPLOYEES, MAUI COUNTY

Excludes most government employees, railroad employees, and self-employed persons

Characteristic	2020		2021	
	Maui County	State	Maui County	State
Number of businesses	4,798	32,627	4,818	32,488
Employees	67,107	549,375	54,884	469,179
First quarter payroll (\$1,000)	749,628	6,669,058	579,351	5,803,115
Annual payroll (\$1,000)	2,403,335	23,755,861	2,770,031	25,513,923

SOURCE: U.S. CENSUS BUREAU, COUNTY BUSINESS PATTERNS.

11.3.5

NUMBER OF BUSINESS ESTABLISHMENTS WITH EMPLOYEES MAUI COUNTY AND STATE OF HAWAI'I

Year	Maui County	State Total
1992	3,482	30,467
1993	3,502	30,157
1994	3,578	29,995
1995	3,639	29,942
1996	3,708	29,967
1997	3,766	29,995
1998	3,746	29,603
1999	3,790	29,569
2000	3,889	29,853
2001	3,955	30,853
2002	4,104	30,633
2003	4,203	31,061
2004	4,295	31,605
2005	4,422	32,244
2006	4,584	33,118
2007	4,663	33,388
2008	4,564	32,904
2009	4,450	32,372
2010	4,332	31,939
2011	4,314	31,472
2012	4,343	31,496
2013	4,409	31,622
2014	4,499	31,801
2015	4,545	31,915
2016	4,618	32,350
2017	4,705	32,800
2018	4,749	32,952
2019	4,838	32,889
2020	4,798	32,627
2021	4,818	32,488

SOURCE: U.S. CENSUS BUREAU, COUNTY BUSINESS PATTERNS.

11.3.6

SERVICE ESTABLISHMENTS WITH EMPLOYEES FOR PLACES WITH 3,000 INHABITANTS OR MORE, MAUI COUNTY

Geography, 2017	Number of Establishments	Revenue (\$1,000)	Number of Employees	Annual Payroll (\$1,000)
Professional, Scientific, and Technical Services				
Ha'ikū-Pa'uwela	26	4,030	41	1,378
Kahului	47	30,136	259	10,678
Kaunakakai	N	N	N	N
Kīhei	64	54,863	344	22,574
Kula	29	9,926	97	3,849
Lahaina	25	13,367	85	3,146
Lāna'i City	3	476	3	265
Makawao	13	3,843	25	833
Nāpili-Honokōwai	6	1,421	6	440
Pukalani	15	2,502	35	724
Waihe'e-Waiehū	4	270	3	43
Wailea	21	4,473	64	1,423
Wailuku	112	75,903	511	27,171
Administrative, Support, and Waste Management				
Ha'ikū-Pa'uwela	15	2,845	22	841
Kahului	44	131,736	2,229	88,632
Kaunakakai	4	1,515	17	220
Kīhei	60	34,380	475	18,107
Kula	8	6,895	49	1,536
Lahaina	24	45,112	528	16,304
Lāna'i City	3	871	22	434
Makawao	15	5,704	92	2,542
Nāpili-Honokōwai	13	4,234	51	1,319
Pukalani	9	17,565	279	8,873
Waihe'e-Waiehū	7	1,718	19	451
Wailea	17	8,660	69	1,338
Wailuku	43	98,954	1,023	36,594
Educational Services				
Ha'ikū-Pa'uwela	N	N	N	N
Kahului	6	1,437	15	337
Kaunakakai	N	N	N	N
Kīhei	D	D	D	D
Kula	N	N	N	N
Lahaina	4	3,402	20-99	D
Lāna'i City	N	N	N	N
Makawao	4	2,581	28	908
Nāpili-Honokōwai	N	N	N	N
Pukalani	5	1,172	12	183
Waihe'e-Waiehū	N	N	N	N
Wailea	N	N	N	N
Wailuku	5	1,054	16	376
Health Care and Social Assistance				
Ha'ikū-Pa'uwela	7	2,179	16	697
Kahului	97	187,021	1,757	83,437
Kaunakakai	19	29,299	290	11,396
Kīhei	39	36,437	302	14,086
Kula	D	D	D	D
Lahaina	29	21,166	192	8,675
Lāna'i City	D	D	D	D

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11.3.6
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Geography, 2017	Number of Establishments	Revenue (\$1,000)	Number of Employees	Annual Payroll (\$1,000)
Makawao	19	7,108	84	2,985
Nāpili-Honokōwai	3	4,187	0-19	D
Pukalani	D	D	D	D
Waihe'e-Waiehū	N	N	N	N
Wailea	8	11,097	49	2,954
Wailuku	138	541,929	4,217	238,576
Arts, Entertainment, and Recreation				
Ha'ikū-Pa'uwela	7	5,661	50	1,607
Kahului	D	D	D	D
Kaunakakai	N	N	N	N
Kīhei	14	16,911	185	4,220
Kula	7	3,774	203	896
Lahaina	D	D	D	D
Lāna'i City	N	N	N	N
Makawao	7	4,006	30	1,003
Nāpili-Honokōwai	N	N	N	N
Pukalani	5	1,566	23	469
Waihe'e-Waiehū	N	N	N	N
Wailea	10	20,578	174	5,937
Wailuku	13	5,718	54	1,481
Accommodation and Food Services				
Ha'ikū-Pa'uwela	7	5,923	96	2,171
Kahului	D	D	D	D
Kaunakakai	9	6,763	100	1,814
Kīhei	97	157,873	1,709	42,745
Kula	D	D	D	D
Lahaina	102	472,709	4,001	131,664
Lāna'i City	D	D	D	D
Makawao	D	D	D	D
Nāpili-Honokōwai	17	46,325	333	9,201
Pukalani	10	11,092	183	2,574
Waihe'e-Waiehū	N	N	N	N
Wailea	39	848,496	5,354	226,359
Wailuku	55	41,307	577	11,375
Other Services (except Public Administration)				
Ha'ikū-Pa'uwela	6	1,764	18	619
Kahului	56	63,583	659	20,607
Kaunakakai	9	5,887	68	2,030
Kīhei	82	37,681	265	8,756
Kula	9	2,491	19	684
Lahaina	43	25,253	172	4,613
Lāna'i City	3	930	10	388
Makawao	D	D	D	D
Nāpili-Honokōwai	23	8,767	47	1,667
Pukalani	D	D	D	D
Waihe'e-Waiehū	5	9,649	145	3,878
Wailea	32	38,376	243	10,102
Wailuku	58	36,659	263	9,577

D: Withheld to avoid disclosing data for individual companies; data are included in higher level totals. N: Not available.

SOURCE: U.S. CENSUS BUREAU, 2017 ECONOMIC CENSUS.

11.3.7

SERVICE ESTABLISHMENTS WITH EMPLOYEES BY TYPE AND LOCATION, 2021

Establishment Type	Location	Number	Location	Number	Location	Number
Professional, Scientific, & Technical Services	Ha'ikū	34	Kula	34	Pā'ia	15
	Kahului	43	Lahaina	34	Wailuku	121
	Kīhei	95	Makawao	43	Lāna'i City	3
Management of Companies	Kahului	5	Lahaina	3		
Administrative & Support	Ha'ikū	23	Kula	12	Pā'ia	10
	Kahului	51	Lahaina	49	Wailuku	51
	Kīhei	70	Makawao	33		
Waste Management & Remediation	Kahului	3	Pu'unēnē	3	Wailuku	4
Educational Services	Ha'ikū	7	Kīhei	22	Makawao	17
	Hāna	3	Kula	6	Wailuku	8
	Kahului	11	Lahaina	14	Kaunakakai	3
Ambulatory Health Care	Ha'ikū	9	Lahaina	26	Wailuku	127
	Kahului	79	Makawao	29	Kaunakakai	9
	Kīhei	48	Pā'ia	3	Lāna'i City	7
	Kula	19				
Hospitals	NA					
Nursing & Residential Care	Kahului	4	Wailuku	4		
Social Assistance	Ha'ikū	3	Kula	5	Wailuku	30
	Hāna	4	Lahaina	9	Ho'olehua	3
	Kahului	15	Makawao	7	Kaunakakai	7
	Kīhei	9	Pā'ia	4	Lāna'i City	8

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11.3.7

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Establishment Type	Location	Number	Location	Number	Location	Number
Performing Arts, Spectator Sports, & Related	Ha'ikū	6	Kula	5	Pā'ia	3
	Kahului	3	Lahaina	9	Wailuku	10
	Kīhei	11	Makawao	6		
Museums, Historical Sites, & Related	NA					
Amusement, Gambling, & Recreation	Ha'ikū	4	Kula	5	Wailuku	8
	Kahului	10	Lahaina	18	Pā'ia	3
	Kīhei	16	Makawao	6		
Accommodation	Kīhei	25	Pā'ia	3	Wailuku	3
	Lahaina	62				
Food Service & Drinking	Ha'ikū	11	Kula	7	Wailuku	60
	Hāna	3	Lahaina	114	Kaunakakai	9
	Kahului	69	Makawao	25	Lāna'i City	5
	Kīhei	111	Pā'ia	16		
Repair & Maintenance	Ha'ikū	3	Lahaina	8	Wailuku	32
	Kahului	30	Makawao	5	Ho'olehua	3
	Kīhei	10				
Personal & Laundry Services	Ha'ikū	5	Kula	4	Makawao	9
	Kahului	15	Lahaina	41	Wailuku	25
	Kīhei	27				
Religious, Civic, & Professional Organizations	Ha'ikū	8	Kula	8	Wailuku	41
	Hāna		Lahaina	68	Kaunakakai	8
	Kahului	21	Makawao	10	Lāna'i City	3
	Kīhei	86	Pā'ia	3		

NA: Not available.

Note: To comply with disclosure avoidance guidelines, results for locations with fewer than three contributing establishments are suppressed.

SOURCE: U.S. CENSUS BUREAU, 2021 ZIP CODE BUSINESS PATTERNS.

11.3.8

**SALES BY BUSINESS ESTABLISHMENTS
FOR EMPLOYERS AND NONEMPLOYERS BY SECTOR
MAUI COUNTY**

NAICS	Industry	Employers	Sales (\$1,000)	Nonemployers	Sales (\$1,000)
11	Agriculture, Forestry, Fishing & Hunting	N	N	268	6,660
21	Mining, Quarrying, and Oil and Gas Extraction	N	N	5	499
22	Utilities	17	Q	43	3,610
23	Construction	N	N	1,344	104,282
31-33	Manufacturing	120	220,436	353	16,033
42	Wholesale Trade	146	828,658	374	21,852
44-45	Retail Trade	D	D	1,414	68,883
48-49	Transportation & Warehousing	153	534,832	700	18,522
51	Information	72	N	168	5,879
52	Finance & Insurance	150	N	281	19,033
53	Real Estate & Rental & Leasing	343	651,419	2,077	198,414
54	Professional, Scientific, & Tech. Services	417	222,937	2,282	95,439
55	Management of Companies & Enterprises	N	N	N	N
56	Admin., Support & Waste Management	305	416,518	1,905	57,906
61	Educational Services	D	D	390	9,770
62	Health Care & Social Assistance	431	932,736	994	47,754
71	Arts, Entertainment, & Recreation	128	192,877	1,385	58,103
72	Accommodation & Food Services	546	2,929,727	431	34,833
81	Other Services (except Public Administration)	409	299,446	2,824	104,403

D: Withheld to avoid disclosing individual company data; data are included in higher level totals.

N: Not available or not comparable.

Q: Revenue not collected at this level of detail for multi-establishment firms.

NAICS: North American Industry Classification System.

SOURCE: U.S. CENSUS BUREAU, 2017 ECONOMIC CENSUS, AND 2017 NONEMPLOYER STATISTICS.