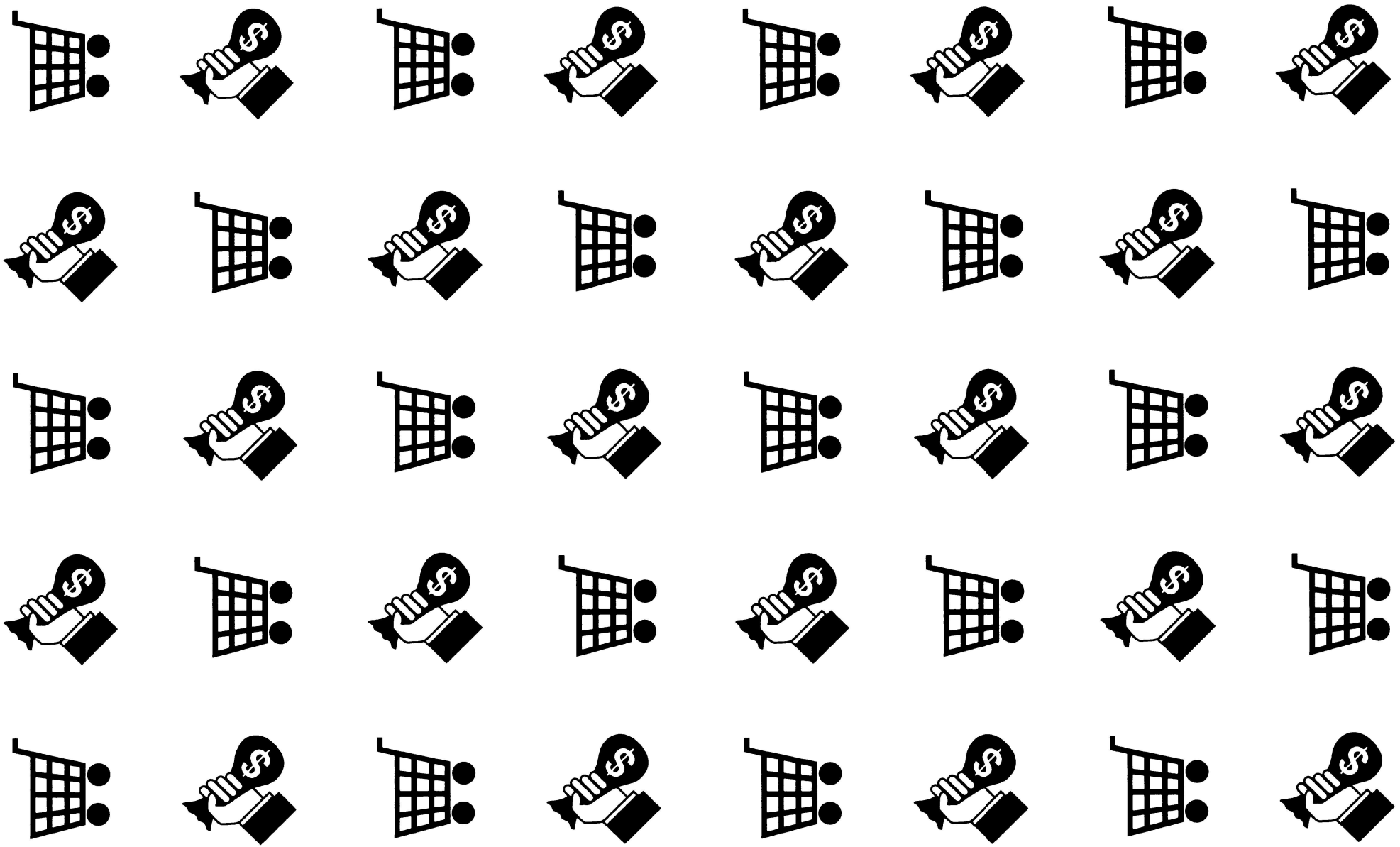
# Domestic Trade



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 started in February 2025 and will end in March 2026.

11.1.1

# MANUFACTURING
# MAUI COUNTY AND STATE OF HAWAIʻI

| | Maui County | | State of Hawaiʻi | |
|---|---|---|---|---|
| **2017** | **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 | Molokaʻi |
|---|---|---|---|
| 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: HAWAIʻI 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

| | 2021 | 2022 | 2023 |
|---|---|---|---|
| Retailing | 6,637,647,999 | 7,649,940,312 | 6,976,437,987 |
| Services | 2,406,388,871 | 2,905,559,527 | 2,810,032,153 |
| Contracting | 1,268,259,479 | 1,583,654,347 | 1,862,981,815 |
| Theater, Amusement, Radio | 57,876,067 | 75,211,897 | 59,125,446 |
| Interest & All Others | 581,911,838 | 860,418,666 | 823,410,032 |
| Commissions | 317,208,485 | 309,327,270 | 231,150,064 |
| Hotel Rentals | 1,910,779,121 | 2,577,271,213 | 2,315,364,625 |
| All Other Rentals | 1,250,088,926 | 1,458,731,748 | 1,371,045,945 |
| Use (4%) | 105,922,311 | 174,209,939 | 152,616,599 |
| **SUB-TOTAL** | **14,536,083,099** | **17,594,324,920** | **16,602,164,662** |
| Insurance Solicitors | 36,613,644 | 35,472,663 | 37,595,587 |
| Producing | 2,108,610,685 | 24,336,111 | 23,193,371 |
| Manufacturing | 48,525,089 | 57,258,534 | 53,388,514 |
| Wholesaling | 2,108,610,685 | 2,588,706,697 | 2,405,975,667 |
| Services (Wholesale) | 115,837,674 | 148,891,502 | 138,996,698 |
| Use (1/2%) | 985,623,481 | 1,116,733,636 | 1,027,782,846 |
| **SUB-TOTAL** | **3,316,842,774** | **3,971,399,142** | **3,686,932,681** |
| **GRAND TOTAL** | **17,852,925,872** | **21,565,724,064** | **20,289,097,344** |

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: Hawai‘i State Department of Taxation, General Excise and Use Tax Base for Tax Liabilities.

11.2.2

# RETAIL ESTABLISHMENTS WITH EMPLOYEES BY TYPE AND LOCATION, 2022

| Establishment Type | Location | Number | Location | Number | Location | Number |
|---|---|---|---|---|---|---|
| **Motor Vehicles & Parts** | Kahului | 14 | Kihei | 3 | Wailuku | 4 |
| **Furniture & Home Furnishings** | Kahului | 9 | Lahaina | 4 | Wailuku | 4 |
| | Kihei | 3 | | | | |
| **Electronics & Appliances** | Kahului | 3 | | | | |
| **Building Material & Garden Equipment & Supplies** | Kahului | 15 | Lahaina | 4 | Wailuku | 3 |
| **Food & Beverage** | Haʻikū | 4 | Lahaina | 20 | Wailuku | 15 |
| | Kahului | 17 | Makawao | 3 | Kaunakakai | 6 |
| | Kīhei | 7 | | | | |
| **Health & Personal Care** | Kahului | 16 | Lahaina | 18 | Wailuku | 7 |
| | Kīhei | 9 | Makawao | 3 | | |
| **Gasoline Stations** | Kahului | 10 | Lahaina | 9 | Pāʻia | 3 |
| | Kīhei | 7 | Makawao | 3 | Wailuku | 4 |

CONTINUES ON THE NEXT PAGE

# CONTINUED

| Establishment Type | Location | Number | Location | Number | Location | Number |
|---|---|---|---|---|---|---|
| **Clothing & Clothing Accessories** | Kahului | 29 | Lahaina | 105 | Pāʻia | 11 |
| | Kīhei | 44 | Makawao | 7 | Wailuku | 4 |
| **Sporting Goods, Hobby, Musical Instruments & Books** | Kahului | 11 | Lahaina | 9 | Wailuku | 4 |
| | Kīhei | 7 | | | | |
| **General Merchandise** | Kahului | 6 | Kaunakakai | 3 | | |
| **Miscellaneous** | Kahului | 9 | Kula | 3 | Kaunakakai | 3 |
| | Kīhei | 15 | Lahaina | 38 | | |
| **Nonstore Retailers** | Haʻikū | 6 | Kula | 3 | Makawao | 3 |
| | Kahului | 6 | Lahaina | 10 | Wailuku | 10 |
| | Kīhei | 14 | | | | |

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

Source: U.S. Census Bureau, 2022 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 Kaʻahumanu 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 |
| Piʻilani Shopping Center | Kīhei | 2000 | 150,000 | 30 |
| Lahaina Gateway | Lahaina | 2008 | 137,000 | 23 |
| Azeka Shopping Center | Kīhei | 1978 | 135,645 | 51 |
| Wailuku Shopping Center | Wailuku | NA | 134,557 | NA |
| Lahaina Cannery Mall | Lahaina | 1987/1999 | 130,599 | 50 |
| Puʻunēnē 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 |
| Wailuku Towne Center | Wailuku | NA | 52,946 | 9 |
| Līpoa Center | Kīhei | 1989/1991 | 45,199 | 10 |
| Kukui Mall | Kīhei | 1987 | 40,974 | 15 |
| Nāpili Plaza | Lahaina | NA | 40,058 | 26 |
| Kihei Town Center | Kīhei | NA | 36,892 | 8 |
| Wailea Gateway Center | Wailea | 2012 | 35,000 | 22 |
| Fairway Shops | Kaanapali | NA | 34,980 | 21 |
| Kukui Mall | Kīhei | 1987 | 40,974 | 15 |
| Nāpili Plaza | Lahaina | NA | 40,058 | 26 |
| Kihei Town Center | Kīhei | 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.

# SUMMARY OF RETAIL TRADE
# WITH EMPLOYEES BY BUSINESS GROUP
# MAUI COUNTY

| NAICS | 2022 | Businesses | Number of Employees | 1st Quarter Payroll ($1,000) | Annual Payroll ($1,000) |
|---|---|---|---|---|---|
| 44-45 | Retail Trade | 762 | 9,142 | 89,962 | 377,425 |
| 4411-- | Automobile dealers | 17 | 432 | 9,101 | 36,615 |
| 4412-- | Other motor vehicle dealers | NA | NA | NA | NA |
| 4413-- | Auto parts, accessories, & tire stores | 21 | 189 | 1,865 | 8,290 |
| 4421-- | Furniture stores | 16 | 67 | 976 | 4,237 |
| 4422-- | Home furnishings stores | 19 | 88 | 717 | 3,575 |
| 4431-- | Electronics & appliance stores | 6 | 59 | 1,203 | 4,296 |
| 4441-- | Building material & supplies dealers | 29 | 706 | 6,689 | 27,881 |
| 4442-- | Lawn & garden equipment & supplies stores | 6 | 33 | 300 | 1,260 |
| 4451-- | Grocery stores | 68 | 2,044 | 18,190 | 79,324 |
| 4452-- | Specialty food stores | 15 | 72 | 714 | 3,353 |
| 4453-- | Beer, wine & liquor stores | 4 | 14 | 90 | 394 |
| 4461-- | Health & personal care stores | 58 | 558 | 5,394 | 22,151 |
| 4471-- | Gasoline stations | 39 | 375 | 4,799 | 18,928 |
| 4481-- | Clothing stores | 150 | 1,266 | 8,147 | 35,332 |
| 4482-- | Shoe stores | 16 | 172 | 1,882 | 6,796 |
| 4483-- | Jewelry, luggage, & leather good stores | 49 | 227 | 3,442 | 14,943 |
| 4511-- | Sporting goods, hobby & music instr. stores | 34 | 243 | 1,795 | 7,093 |
| 4512-- | Book stores & news dealers | NA | NA | NA | NA |
| 4523-- | General merchandise stores | 15 | 1,391 | 12,385 | 51,320 |
| 4531-- | Florists | 8 | 46 | 362 | 1,794 |
| 4532-- | Office supplies, stationery, & gift stores | 67 | 517 | 5,199 | 21,022 |
| 4533-- | Used merchandise stores | 8 | 56 | 351 | 1,481 |
| 4539-- | Other miscellaneous store retailers | 49 | 299 | 3,437 | 14,706 |
| 4541-- | Electronic shopping & mail order houses | 37 | 102 | 1,241 | 6,451 |
| 4543-- | Direct selling establishments | 25 | 89 | 964 | 4,090 |

NAICS: North American Industry Classification System.

NA: Not available.

SOURCE: U.S. CENSUS BUREAU, 2022 COUNTY BUSINESS PATTERNS.

11.2.5

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

| 2022 | Total Stores | Number of Employees | | | | | |
|---|---|---|---|---|---|---|---|
| | | 1-4 | 5-9 | 10-19 | 20-49 | 50-99 | 100-499 |
| **Maui Island** | | | | | | | |
| Haiʻkū | 19 | 11 | 7 | - | - | - | - |
| Hāna | 4 | - | - | - | - | - | - |
| Kahului | 173 | 59 | 35 | 39 | 24 | 10 | 3 |
| Kīhei | 130 | 62 | 32 | 21 | 9 | 5 | - |
| Kula | 19 | 15 | - | - | - | - | - |
| Lahaina | 242 | 112 | 83 | 31 | 13 | - | - |
| Makawao | 35 | 20 | 9 | 3 | - | - | - |
| Pāʻia | 28 | 12 | 14 | - | - | - | - |
| Pukalani | - | - | - | - | - | - | - |
| Puʻunēnē | - | - | - | - | - | - | - |
| Wailuku | 77 | 42 | 21 | 4 | 6 | 4 | - |
| **Molokaʻi** | | | | | | | |
| Hoʻolehua | 3 | - | - | - | - | - | - |
| Kalaupapa | - | - | - | - | - | - | - |
| Kaunakakai | 20 | 5 | 6 | 5 | 3 | - | - |
| Kualapuʻu | - | - | - | - | - | - | - |
| Maunaloa | - | - | - | - | - | - | - |
| **Lānaʻi** | | | | | | | |
| Lānaʻi City | 6 | 4 | - | - | - | - | - |

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

SOURCE: U.S. CENSUS BUREAU, 2022 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** | | | |
| Haʻikū | $1.30 to $2.00 | $1.30 to $2.00 | $1.25 to $2.00 |
| Pāʻia | $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, 2022 | Total Establishments | Employees | Annual Payroll ($1,000) |
|---|---|---|---|
| **Agriculture, Forestry, Fishing & Hunting** | **6** | **5** | **173** |
| **Mining** | **N** | **N** | **N** |
| **Utilities** | **19** | **456** | **52,639** |
| **Construction** | **495** | **3,379** | **259,329** |
| Construction of buildings | 160 | 793 | 58,493 |
| Heavy & civil engineering construction | 20 | 307 | 28,705 |
| Specialty trade contractors | 202 | N | N |
| **Manufacturing** | **136** | **956** | **47,210** |
| Food manufacturing | 46 | 411 | 13,573 |
| Beverage & tobacco product manufacturing | 6 | 68 | 2,484 |
| Printing & related support activities | 14 | 50 | 2,260 |
| Chemical manufacturing | 10 | 39 | 2,080 |
| Nonmetallic mineral product manufacturing | 10 | 173 | 4,658 |
| Fabricated metal product manufacturing | 6 | 21 | 1,226 |
| Furniture & related product manufacturing | 6 | 24 | 1,572 |
| Miscellaneous manufacturing | 23 | 68 | 2,514 |
| **Wholesale Trade** | **145** | **1,268** | **92,279** |
| Merchant wholesalers, durable goods | 54 | 321 | 21,858 |
| Merchant wholesalers, nondurable goods | 76 | 884 | 68,263 |
| Wholesale electronic markets & agents & brokers | 15 | 63 | 2,158 |
| **Retail Trade** | **762** | **9,142** | **377,425** |
| Motor vehicle & parts dealers | 40 | 626 | 45,178 |
| Furniture & home furnishings stores | 35 | 155 | 7,812 |
| Electronics & appliance stores | 6 | 59 | 4,296 |
| Bldg material & garden equipment & supplies | 35 | 739 | 29,141 |
| Food & beverage stores | 87 | 2,130 | 82,071 |
| Health & personal care stores | 58 | 558 | 22,151 |
| Gasoline stations | 39 | 375 | 18,928 |
| Clothing & clothing accessories stores | 215 | 1,665 | 57,071 |
| Sporting goods, hobby, music instr. & books | 36 | 256 | 7,404 |
| General merchandise stores | 16 | 1,468 | 53,786 |
| Miscellaneous store retailers | 132 | 918 | 39,003 |
| Nonstore retailers | 63 | 193 | 10,584 |
| **Transportation & Warehousing** | **168** | **3,377** | **158,484** |
| Air transportation | 11 | 774 | 36,061 |
| Water transportation | 3 | 95 | 8,053 |
| Truck transportation | 33 | 484 | 25,865 |
| Transit & ground passenger transportation | 14 | 157 | 4,206 |
| Scenic & sightseeing transportation | 60 | 1,156 | 59,071 |
| Support activities for transportation | 29 | 457 | 14,610 |
| Couriers & messengers | 12 | 226 | 9,360 |
| Warehousing & storage | 6 | 28 | 1,258 |

CONTINUES ON THE NEXT PAGE

## 11.3.1

## CONTINUED

| Industry, 2022 | Total Establishments | Employees | Annual Payroll ($1,000) |
|---|---|---|---|
| **Information** | **81** | **486** | **26,458** |
| Publishing industries (except Internet) | 14 | 61 | 2,920 |
| Motion picture & sound recording industries | 20 | 80 | 2,366 |
| Broadcasting (except Internet) | 5 | 62 | 3,538 |
| Telecommunications | 29 | 257 | 16,370 |
| Data processing, hosting & related services | 6 | 13 | 763 |
| Other information services | 7 | 13 | 501 |
| **Finance & Insurance** | **176** | **875** | **70,369** |
| Credit intermediation & related activities | 46 | N | N |
| Securities, commodity contracts, investments | 24 | 47 | 7,638 |
| Insurance carriers & related activities | 57 | 180 | 16,813 |
| **Real Estate & Rental & Leasing** | **364** | **2,111** | **127,850** |
| Real estate | 264 | 1,246 | 82,631 |
| Rental & leasing services | 99 | 865 | 44,387 |
| **Professional, Scientific, & Technical Services** | **448** | **2,184** | **149,207** |
| **Management of Companies & Enterprises** | **12** | **139** | **7,075** |
| **Administrative Support & Waste Management** | **338** | **4,371** | **186,753** |
| Administrative & support services | 323 | 4,134 | 176,463 |
| Waste management & remediation services | 15 | 237 | 10,290 |
| **Educational Services** | **98** | **847** | **32,129** |
| **Health Care & Social Assistance** | **490** | **6,989** | **459,149** |
| Ambulatory health care services | 359 | 3,902 | 299,499 |
| Hospitals | 3 | 1,017 | 84,060 |
| Nursing & residential care facilities | 13 | 651 | 32,161 |
| Social assistance | 115 | 1,419 | 43,429 |
| **Arts, Entertainment, & Recreation** | **138** | **1,978** | **78,894** |
| Performing arts, spectator sports, & related | 56 | 729 | 33,964 |
| Museums, historical sites, & similar institutions | 11 | 176 | 7,147 |
| Amusement, gambling, & recreation industries | 71 | 1,073 | 37,783 |
| **Accommodation & Food Services** | **571** | **18,622** | **872,769** |
| Accommodation | 111 | 10,109 | 564,565 |
| Food services & drinking places | 460 | 8,513 | 308,204 |
| **Other Services (except Public Administration)** | **516** | **2,571** | **101,604** |
| Repair & maintenance | 95 | 337 | 15,152 |
| Personal & laundry services | 157 | 819 | 28,609 |
| Religious, grantmaking, civic, professional orgs | 264 | 1,415 | 57,843 |
| **Industries not Classified** | **5** | **2** | **102** |
| **Total for All Sectors** | **4,968** | **59,758** | **3,099,898** |

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

SOURCE: U.S. CENSUS BUREAU, 2022 COUNTY BUSINESS PATTERNS.

11.3.2

# CHARACTERISTICS OF BUSINESS ESTABLISHMENTS BY SECTOR FOR NONEMPLOYERS, MAUI COUNTY

| Industry, 2022 | Establishments with Employees | Nonemployer Establishments | Annual Receipts ($1,000) |
|---|---|---|---|
| **Agriculture, Forestry, Fishing & Hunting** | **6** | **315** | **10,088** |
| **Mining** | **N** | **3** | **351** |
| **Utilities** | **19** | **32** | **2,814** |
| **Construction** | **495** | **1,522** | **135,810** |
| Construction of buildings | 160 | 517 | 61,096 |
| Heavy & civil engineering construction | 20 | 8 | 1,249 |
| Specialty trade contractors | 202 | 997 | 73,465 |
| **Manufacturing** | **136** | **346** | **19,452** |
| Food manufacturing | 46 | 60 | 3,448 |
| Beverage & tobacco product manufacturing | 6 | 3 | 345 |
| Apparel manufacturing | 5 | 40 | 2,030 |
| Wood product manufacturing | N | 28 | 1,600 |
| Printing & related support activities | 14 | 21 | 1,243 |
| Chemical manufacturing | 10 | 16 | 1,385 |
| Nonmetallic mineral product manufacturing | 10 | 13 | 274 |
| Primary metal manufacturing | N | N | N |
| Fabricated metal product manufacturing | 6 | 7 | 283 |
| Machinery manufacturing | 6 | 5 | 263 |
| Computer & electronic product manufacturing | N | 3 | 572 |
| Transportation equipment manufacturing | N | 7 | 576 |
| Furniture & related product manufacturing | 6 | 23 | 1,357 |
| Miscellaneous manufacturing | 23 | 110 | 5,057 |
| **Wholesale Trade** | **145** | **324** | **34,551** |
| Merchant wholesalers, durable goods | 54 | 159 | 15,222 |
| Merchant wholesalers, nondurable goods | 76 | 129 | 17,289 |
| Wholesale electronic markets & agents & brokers | 15 | 36 | 2,040 |
| **Retail Trade** | **762** | **1,369** | **111,400** |
| Motor vehicle & parts dealers | 40 | 38 | 3,852 |
| Furniture & home furnishings stores | 35 | 35 | 8,898 |
| Electronics & appliance stores | 6 | N | N |
| Bldg material & garden equipment & supplies | 35 | 18 | 4,733 |
| Food & beverage stores | 87 | 166 | 26,549 |
| Health & personal care stores | 58 | 254 | 6,364 |
| Gasoline stations | 39 | 3 | 1,498 |
| Clothing & clothing accessories stores | 215 | 262 | 18,978 |
| Sporting goods, hobby, musical instr. & books | 36 | 473 | 33,863 |
| General merchandise stores | 16 | 120 | 6,665 |
| Miscellaneous store retailers | 132 | N | N |
| Nonstore retailers | 63 | N | N |
| **Transportation & Warehousing** | **168** | **1,336** | **44,236** |
| Air transportation | 11 | 10 | 472 |
| Water transportation | 3 | 11 | 332 |
| Truck transportation | 33 | 69 | 5,217 |
| Transit & ground passenger transportation | 14 | 895 | 27,636 |

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## CONTINUED

| Industry, 2022 | Establishments with Employees | Nonemployer Establishments | Annual Receipts ($1,000) |
|---|---|---|---|
| Scenic & sightseeing transportation | 60 | 39 | 4,364 |
| Support activities for transportation | 29 | 52 | 2,551 |
| Couriers & messengers | 12 | 255 | 3,525 |
| Warehousing & storage | 6 | S | S |
| **Information** | **81** | **185** | **9,458** |
| Publishing industries (except Internet) | 14 | 19 | 1,315 |
| Motion picture & sound recording industries | 20 | 103 | 5,437 |
| Broadcasting (except Internet) | 5 | 14 | 502 |
| Telecommunications | 29 | 5 | 209 |
| Data processing, hosting & related services | 6 | 21 | 1,419 |
| Other information services | 7 | 23 | 576 |
| **Finance & Insurance** | **176** | **294** | **14,639** |
| Credit intermediation & related activities | 46 | 19 | 1,705 |
| Securities, commodity contracts, investments | 24 | 98 | 6,886 |
| Insurance carriers & related activities | 57 | 177 | 6,048 |
| **Real Estate & Rental & Leasing** | **364** | **2,578** | **274,737** |
| Real estate | 264 | 2,098 | 251,711 |
| Rental & leasing services | 99 | 478 | 22,890 |
| **Professional, Scientific, & Technical Services** | **448** | **2,421** | **127,457** |
| **Management of Companies & Enterprises** | **12** | **N** | **N** |
| **Administrative, Support & Waste Management** | **338** | **2,374** | **94,275** |
| Administrative & support services | 323 | 2,370 | 92,632 |
| Waste management & remediation services | 15 | 4 | 1,643 |
| **Educational Services** | **98** | **556** | **15,577** |
| **Health Care & Social Assistance** | **490** | **1,118** | **61,567** |
| Ambulatory health care services | 359 | 813 | 50,955 |
| Hospitals | 3 | N | N |
| Nursing & residential care facilities | 13 | 53 | 1,672 |
| Social assistance | 115 | 252 | 8,940 |
| **Arts, Entertainment, & Recreation** | **138** | **1,379** | **63,294** |
| Performing arts, spectator sports, & related | 56 | 1,168 | 40,523 |
| Museums, historical sites, & similar institutions | 11 | N | N |
| Amusement, gambling, & recreation industries | 71 | 209 | 22,736 |
| **Accommodation & Food Services** | **571** | **478** | **37,993** |
| Accommodation | 111 | 100 | 11,638 |
| Food services & drinking places | 460 | 378 | 26,355 |
| **Other Services (except Public Aministration)** | **516** | **1,877** | **93,412** |
| Repair & maintenance | 95 | 349 | 24,130 |
| Personal & laundry services | 157 | 1,454 | 66,575 |
| Religious, grantmaking, civic, professional orgs | 264 | 74 | 2,707 |
| **Industries not Classified** | **5** | **N** | **N** |
| **Total for All Sectors** | **4,968** | **18,507** | **1,151,111** |

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

S: Withheld because estimate did not meet publication standards.

SOURCE: U.S. CENSUS BUREAU, 2022 COUNTY BUSINESS PATTERNS, 2022 NONEMPLOYER STATISTICS.

11.3.3

# LARGEST COMPANIES AND NONPROFITS MAUI COUNTY

| Company | State Rank 2023 | State Rank 2022 | Sales ($million) 2022 | Sales ($million) 2021 | Employees |
|---|---|---|---|---|---|
| Jim Falk Automotive Group | 29 | 25 | 377.5 | 411.1 | 266 |
| Dorvin D. Leis Co. Inc. | 69 | - | 130.0 | 150 | 400 |
| VIP Foodservice | 79 | 87 | 107.6 | 81.8 | 154 |
| Maui Medical Group Inc. | 127 | 125 | 46.6 | 47.9 | 330 |
| Pacific Whale Foundation | 147 | - | 31.2 | 28.1 | 183 |
| Maui Land & Pineapple Co. Inc. | 176 | 201 | 21 | 12.4 | NA |
| Maui Economic Opportunity | 180 | 159 | 19 | 26.6 | 233 |
| Maui County Federal Credit Union | 197 | 204 | 13 | 11 | 54 |
| Maui Clothing Co. Inc. | 204 | 216 | 11.3 | 9.6 | 44 |
| Maui Food Bank | 217 | - | 9.1 | 17.9 | 13 |
| Maui Humane Society | 220 | - | 8.9 | 6 | 74 |
| Coconut Condos | 225 | 249 | 7.7 | 5.4 | 13 |
| Maui Family Support Services, Inc. | 235 | - | 6.3 | 5.1 | 94 |
| Employers Options | 243 | - | 5.6 | 2.4 | 7 |

NA: Not available.

SOURCE: "TOP 250." *HAWAI'I BUSINESS*, AUGUST 2023.

11.3.4

# CHARACTERISTICS OF BUSINESS ESTABLISHMENTS WITH EMPLOYEES, MAUI COUNTY

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

| Characteristic | 2021 Maui County | 2021 State | 2022 Maui County | 2022 State |
|---|---|---|---|---|
| Number of businesses | 4,818 | 32,488 | 4,968 | 32,863 |
| Employees | 54,884 | 469,179 | 59,758 | 507,390 |
| First quarter payroll ($1,000) | 579,351 | 5,803,115 | 707,538 | 6,634,528 |
| Annual payroll ($1,000) | 2,770,031 | 25,513,923 | 3,099,898 | 28,145,945 |

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

11.3.5

# NUMBER OF BUSINESS ESTABLISHMENTS WITH EMPLOYEES MAUI COUNTY AND STATE OF HAWAIʻI

| 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 |
| 2022 | 4,968 | 32,863 |

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

## 11.3.6

# SERVICE ESTABLISHMENTS WITH EMPLOYEES FOR PLACES WITH 3,400 INHABITANTS OR MORE, MAUI COUNTY

| Geography, 2022 | Number of Establishments | Revenue ($1,000) | Number of Employees | Annual Payroll ($1,000) |
|---|---|---|---|---|
| **Professional, Scientific, and Technical Services** | | | | |
| Haiku-Pauwela | 32 | 14,783 | 65 | 4,974 |
| Kahului | 47 | 37,460 | 243 | 11,977 |
| Kaunakakai | N | N | N | N |
| Kīhei | 71 | 69,632 | 321 | 21,510 |
| Kula | 32 | 14,179 | 97 | 4,107 |
| Lahaina | 22 | 14,816 | 65 | 3,882 |
| Makawao | 30 | 12,641 | 68 | 4,061 |
| Nāpili-Honokōwai | 7 | 1,875 | 7 | 537 |
| Pukalani | 16 | 42,648 | 201 | 16,488 |
| Waiheʻe-Waiehū | 10 | 2,926 | 16 | 592 |
| Waikapū | 8 | 2,185 | 9 | 583 |
| Wailea | 27 | 7,592 | 35 | 2,089 |
| Wailuku | 110 | 96,461 | 545 | 34,874 |
| **Administrative, Support, and Waste Management** | | | | |
| Haiku-Pauwela | 17 | 11,616 | 66 | 2,967 |
| Kahului | 52 | 224,349 | 3,147 | 155,660 |
| Kaunakakai | N | N | N | N |
| Kīhei | 67 | 59,503 | 482 | 21,506 |
| Kula | 9 | 6,653 | 39 | 1,581 |
| Lahaina | 28 | 40,561 | 481 | 12,987 |
| Makawao | 15 | 12,457 | 85 | 3,749 |
| Nāpili-Honokōwai | 15 | 9,502 | 137 | 3,855 |
| Pukalani | 14 | 25,793 | 191 | 8,099 |
| Waiheʻe-Waiehū | 11 | 3,032 | 33 | 1,018 |
| Waikapū | 3 | 1,184 | 13 | 330 |
| Wailea | 15 | 10,190 | 48 | 1,985 |
| Wailuku | 47 | 104,149 | 890 | 28,502 |
| **Educational Services** | | | | |
| Haiku-Pauwela | N | N | N | N |
| Kahului | 8 | 2,612 | 48 | 1,020 |
| Kaunakakai | N | N | N | N |
| Kīhei | D | 3,144 | 41 | 959 |
| Kula | N | N | N | N |
| Lahaina | 8 | 5,256 | 42 | 1,749 |
| Makawao | 6 | 2,744 | 29 | 602 |
| Nāpili-Honokōwai | N | N | N | N |
| Pukalani | 8 | 1,623 | 22 | 448 |
| Waiheʻe-Waiehū | N | N | N | N |
| Waikapū | N | N | N | N |
| Wailea | 3 | 566 | N | 180 |
| Wailuku | 6 | 1,861 | 14 | 685 |
| **Health Care and Social Assistance** | | | | |
| Haiku-Pauwela | 14 | 4,348 | 63 | 1,340 |
| Kahului | 107 | 274,986 | 2,048 | 121,875 |
| Kaunakakai | 19 | 30,692 | 220 | 11,850 |
| Kīhei | 57 | 52,319 | 415 | 20,504 |
| Kula | 18 | 4,092 | 36 | D |
| Lahaina | 26 | 28,173 | 210 | 10,424 |
| Makawao | 15 | 14,133 | 187 | 7,068 |

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## CONTINUED

| Geography, 2022 | Number of Establishments | Revenue ($1,000) | Number of Employees | Annual Payroll ($1,000) |
|---|---|---|---|---|
| Nāpili-Honokōwai | 4 | 4,744 | 22 | 1,292 |
| Pukalani | D | D | D | D |
| Waiheʻe-Waiehū | N | N | N | N |
| Waikapū | N | N | N | N |
| Wailea | 13 | 12,507 | 55 | 3,629 |
| Wailuku | 146 | 597,521 | 3,581 | 257,199 |
| **Arts, Entertainment, and Recreation** | | | | |
| Haiku-Pauwela | 7 | 8,118 | 17 | 1,708 |
| Kahului | 12 | 26,204 | 375 | 7,335 |
| Kaunakakai | N | N | N | N |
| Kīhei | 14 | 15,817 | 124 | 4,487 |
| Kula | 8 | 2,582 | 20 | 516 |
| Lahaina | D | D | D | D |
| Makawao | D | D | D | D |
| Nāpili-Honokōwai | 3 | 788 | N | 177 |
| Pukalani | 3 | 759 | N | 345 |
| Waiheʻe-Waiehū | N | N | N | N |
| Waikapū | N | N | N | N |
| Wailea | 8 | D | N | D |
| Wailuku | 10 | 5,289 | 37 | 1,289 |
| **Accommodation and Food Services** | | | | |
| Haiku-Pauwela | 13 | 15,882 | 187 | 5,564 |
| Kahului | D | D | D | D |
| Kaunakakai | 10 | 8,457 | 151 | 2,428 |
| Kīhei | 111 | 230,110 | 1,871 | 63,038 |
| Kula | 8 | 11,764 | 99 | 3,310 |
| Lahaina | 87 | 588,860 | 3,140 | 151,196 |
| Makawao | D | D | D | D |
| Nāpili-Honokōwai | 25 | 73,550 | 425 | 15,391 |
| Pukalani | 11 | 13,127 | 147 | 2,933 |
| Waiheʻe-Waiehū | D | 790 | 10 | 197 |
| Waikapū | N | N | N | N |
| Wailea | 39 | 913,014 | 4,777 | 241,657 |
| Wailuku | 60 | 70,172 | 642 | 16,506 |
| **Other Services (except Public Administration)** | | | | |
| Haiku-Pauwela | 14 | 7,249 | 55 | 2,338 |
| Kahului | 61 | 55,088 | 546 | 18,672 |
| Kaunakakai | 6 | 6,510 | 73 | 2,729 |
| Kīhei | 74 | 46,945 | 222 | 9,443 |
| Kula | D | D | D | D |
| Lahaina | 61 | 36,005 | 309 | 9,820 |
| Makawao | D | D | D | D |
| Nāpili-Honokōwai | 18 | 7,375 | 42 | 1,836 |
| Pukalani | D | D | D | D |
| Waiheʻe-Waiehū | 5 | 1,545 | 6 | 276 |
| Waikapū | N | N | N | N |
| Wailea | 37 | 42,449 | 232 | 10,800 |
| Wailuku | 63 | 38,091 | 253 | 9,852 |

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

SOURCE: U.S. CENSUS BUREAU, 2022 ECONOMIC CENSUS.

# SERVICE ESTABLISHMENTS WITH EMPLOYEES BY TYPE AND LOCATION, 2022

| Establishment Type | Location | Number | Location | Number | Location | Number |
|---|---|---|---|---|---|---|
| **Professional, Scientific, & Technical Services** | Haʻikū | 33 | Kula | 32 | Pāʻia | 12 |
| | Kahului | 49 | Lahaina | 37 | Wailuku | 129 |
| | Kīhei | 94 | Makawao | 50 | Kaunakakai | 3 |
| | | | | | Lānaʻi City | 3 |
| **Management of Companies** | Kahului | 5 | Lahaina | 3 | | |
| **Administrative & Support** | Haʻikū | 23 | Kula | 12 | Pāʻia | 8 |
| | Kahului | 52 | Lahaina | 53 | Puʻunēnē | 4 |
| | Kīhei | 78 | Makawao | 31 | Wailuku | 65 |
| | | | | | Hoʻolehua | 3 |
| **Waste Management & Remediation** | Puʻunēnē | 3 | Wailuku | 4 | | |
| **Educational Services** | Haʻikū | 6 | Kīhei | 20 | Makawao | 20 |
| | Hāna | 3 | Kula | 5 | Pāʻia | 3 |
| | Kahului | 11 | Lahaina | 15 | Wailuku | 10 |
| | | | | | Kaunakakai | 3 |
| **Ambulatory Health Care** | Haʻikū | 10 | Kula | 20 | Pāʻia | 3 |
| | Kahului | 76 | Lahaina | 24 | Wailuku | 119 |
| | Kīhei | 55 | Makawao | 29 | Kaunakakai | 5 |
| | | | | | Lānaʻi City | 6 |
| **Hospitals** | NA | | | | | |
| **Nursing & Residential Care** | Kahului | 4 | Wailuku | 4 | | |
| **Social Assistance** | Haʻikū | 4 | Kula | 4 | Wailuku | 30 |
| | Hāna | 5 | Lahaina | 9 | Hoʻolehua | 3 |
| | Kahului | 18 | Makawao | 8 | Kaunakakai | 7 |
| | Kīhei | 14 | Pāʻia | 4 | Lānaʻi City | 6 |

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| Establishment Type | Location | Number | Location | Number | Location | Number |
|---|---|---|---|---|---|---|
| **Performing Arts, Spectator Sports, & Related** | Haʻikū | 6 | Kula | 5 | Pāʻia | 4 |
| | Kahului | 3 | Lahaina | 13 | Wailuku | 10 |
| | Kīhei | 8 | Makawao | 5 | | |
| **Museums, Historical Sites, & Related** | Makawao | 3 | | | | |
| **Amusement, Gambling, & Recreation** | Haʻikū | 4 | Kula | 5 | Pāʻia | 3 |
| | Kahului | 9 | Lahaina | 19 | Wailuku | 7 |
| | Kīhei | 15 | Makawao | 6 | | |
| **Accommodation** | Kīhei | 28 | Pāʻia | 4 | Wailuku | 5 |
| | Lahaina | 63 | | | | |
| **Food Service & Drinking** | Haʻikū | 14 | Lahaina | 113 | Wailuku | 62 |
| | Kahului | 80 | Makawao | 26 | Kaunakakai | 9 |
| | Kīhei | 119 | Pāʻia | 17 | Lānaʻi City | 5 |
| | Kula | 9 | | | | |
| **Repair & Maintenance** | Kahului | 30 | Kula | 3 | Makawao | 6 |
| | Kīhei | 11 | Lahaina | 8 | Wailuku | 31 |
| **Personal & Laundry Services** | Haʻikū | 9 | Kula | 3 | Pāʻia | 4 |
| | Kahului | 21 | Lahaina | 46 | Wailuku | 29 |
| | Kīhei | 32 | Makawao | 13 | | |
| **Religious, Civic, & Professional Organizations** | Haʻikū | 7 | Lahaina | 68 | Wailuku | 42 |
| | Kahului | 20 | Makawao | 14 | Kaunakakai | 7 |
| | Kīhei | 82 | Pāʻia | 3 | Lānaʻi City | 3 |
| | Kula | 8 | | | | |

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, 2022 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 | 315 | 10,088 |
| 21 | Mining, Quarrying, and Oil and Gas Extraction | N | N | 3 | 351 |
| 22 | Utilities | 20 | 522,739 | 32 | 2,814 |
| 23 | Construction | N | N | 1,522 | 135,810 |
| 31-33 | Manufacturing | 129 | 222,725 | 346 | 19,452 |
| 42 | Wholesale Trade | 125 | D | 324 | 34,551 |
| 44-45 | Retail Trade | D | D | 1,369 | 111,400 |
| 48-49 | Transportation & Warehousing | 167 | 811,534 | 1,336 | 44,236 |
| 51 | Information | 80 | 223,345 | 185 | 9,458 |
| 52 | Finance & Insurance | 174 | 384,581 | 294 | 14,639 |
| 53 | Real Estate & Rental & Leasing | 369 | 772,038 | 2,578 | 274,737 |
| 54 | Professional, Scientific, & Tech. Services | 462 | D | 2,421 | 127,457 |
| 55 | Management of Companies & Enterprises | N | N | N | N |
| 56 | Admin., Support & Waste Management | 347 | 552,812 | 2,374 | 94,275 |
| 61 | Educational Services | 71 | 25,634 | 556 | 15,577 |
| 62 | Health Care & Social Assistance | 489 | 1,095,180 | 1,118 | 61,567 |
| 71 | Arts, Entertainment, & Recreation | 132 | 231,616 | 1,379 | 63,294 |
| 72 | Accommodation & Food Services | 565 | 3,484,631 | 478 | 37,993 |
| 81 | Other Services (except Public Administration) | 442 | 316,509 | 1,877 | 93,412 |

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

N: Not available or not comparable.

NAICS: North American Industry Classification System.

SOURCE: U.S. CENSUS BUREAU, 2022 ECONOMIC CENSUS, AND 2022 NONEMPLOYER STATISTICS.