MAUI COUNTY DATA BOOK

2023

COUNTY OF MAUI
OFFICE OF ECONOMIC DEVELOPMENT

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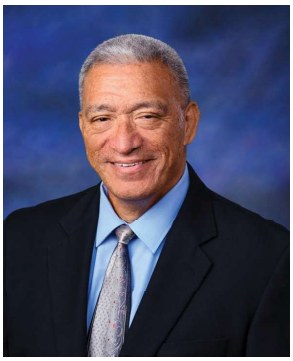
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The State of Hawai‘i Data Book is available online through the State of Hawai‘i Department of Business, Economic Development and Tourism. The tables are available at https://dbedt.hawaii.gov/economic/databook



OFFICE OF THE MAYOR

County of Maui
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Wailuku, Maui, Hawai‘i 96753

A MESSAGE FROM MAYOR RICHARD T. BISSEN, JR.

Aloha kākou,

On behalf of the people of the County of Maui, I’m pleased to present the 2023 edition of the Maui County Data Book.

This data book provides the definitive statistical resource on Maui County, including the islands of Maui, Moloka‘i, Lāna‘i and Kaho‘olawe. Its tables and statistics set out a wide array of valuable information on demographics and economic activity. The book’s facts and statistics are vital tools for preparing a grant, a business plan or deciding where to start a business.

The 2023 Maui County Data Book is generated by a working partnership of the Hawai‘i Small Business Development Center Network’s Hawai‘i Business Research Library in Kihei and the County of Maui Office of Economic Development in Wailuku. Their collaboration produces the most up-to-date data that is critical to decision-making by both prospective and established businesses in our community.

The 2023 edition of the Maui County Data Book is available online at our Maui County website, www.mauicounty.gov/oed/links, and at the Hawai‘i Business Research Library’s website at:

www.hisbdc.org/business-research-library/maui-county-data-book/.

Information is power, and we hope this information empowers your next business venture.

Mahalo Nui Loa,

Richard T. Bissen, Jr.
Mayor, County of Maui

ABOUT THIS EDITION

We hope you find the 2023 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 thirty-first 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 (https://www.hisbdc.org/business-research-library/maui-county-data-book/).

This edition includes some updated statistics reflecting the tragic impact of the devastating wildfires that occurred in August 2023. The fires led to the loss of 102 lives, left two individuals unaccounted for, and caused extensive damage to property and businesses. Over 6,700 acres were burned, with 2,173 structures destroyed or damaged, resulting in property damages exceeding six billion dollars.

The fires heavily impacted the housing market, particularly in Lahaina, where approximately 2,000 homes were lost, representing about 3% of Maui’s residential housing stock. Affected businesses, particularly in the tourism sector, experienced sharp declines, with Maui’s visitor arrivals in August 2023 down by 57.8% compared to the previous year.

In addition to these physical and economic losses, the fire has caused a reduction in Maui’s population, with an estimated 1,000 residents leaving the island, which is expected to have long-term effects on the state economy.

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 (https://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 (https://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.

MAUI WILDFIRE IMPACT – AUGUST 2023

In August 2023, Maui was struck by devastating wildfires that caused immense loss and disruption. Affected areas include:

Lives Lost: "102 and two that remain unaccounted for in the Maui wildfires of August 2023."[1]

Land: "burned 6,721 acres, and resulted in the loss of 2,173 structures, with many more damaged. The financial toll is staggering, with property damages exceeding six billion dollars."[2], "The Pulehu Fire was the largest acreage loss at 3,268 acres, followed by the Lahaina Fire at 2,170 acres, then the Olinda Fire at 1,081 acres, and the Kula Fire at 202 acres."[3]

Housing: "Roughly 2,000 homes in Lahaina were lost in the fire, representing 3% of Maui's entire residential housing stock."[4]

"According to Maui County property data, the value of structures within the burned area totaled $880 million, with most of this value in structures that were completely destroyed. Residential structures within the burned area were valued at $550 million."[5]

Business: "The disaster area had more than 800 business establishments with about 7,000 employees. The daily total business revenue of those establishments is estimated to be $2.7 million a day."[6]

Tourism: [In August 2023] "Arrivals by air service to Maui of 112,259 visitors was less than half the volume of August 2022 (266,176 visitors, -57.8%) and August 2019 (273,638 visitors, -59.0%)."[7]

"For all of 2023, there were 2,476,751 visitors to Maui, compared to 2,921,159 visitors (-15.2%) in 2022 and 3,059,905 visitors (-19.1%) in 2019. For 2023, total visitor spending was $5.71 billion, compared to $5.82 billion (-1.9%) in 2022 and $5.13 billion (+11.4%) in 2019."[8]

Migration: "An analysis of state income tax filing addresses indicates that the 2023 Maui wildfires reduced Maui's population by at least 1,000 residents, due to both increased out-migration and reduced in-migration. At least 430–510 Maui residents have moved out of state because of the fire. These migration impacts will cost the state's economy at least $50m of annual income."[9]

Sources:

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2-3. County of Maui, Department of Fire and Public Safety, "After-Action Report, Maui Wildfires, August 7-11, 2023", April 18, 2024, https://www.mauicounty.gov/DocumentCenter/View/146279/2023-Wildfire-After-Action-Report.

4-5. UH Economic Research Organization (UHERO), "After the Maui Wildfires: The Road Ahead, " August 31, 2023, https://uhero.hawaii.edu/after-the-maui-wildfires-the-road-ahead/.

6. Hawai'i Department of Business, Economic Development & Tourism (DBEDT), "Maui Wildfire Impacts Economic Recovery," September 6, 2023, https://dbedt.hawaii.gov/blog/23-47/.

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8. Hawai'i DBEDT, "December 2023 Marked the Fifth Consecutive Month with Declining Visitor Expenditures," January 30, 2024, https://dbedt.hawaii.gov/blog/24-05/.

9. Hawai'i State Department of Taxation, "Migration Effects of the Maui Wildfires," January 2025, https://tax.hawaii.gov/blog/blog18-migration-effects-maui-wildfires-moore-karacaovali/.