MAUI COUNTY DATA BOOK

2023

COUNTY OF MAUI
OFFICE OF ECONOMIC DEVELOPMENT

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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
200 South High Street
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:

1. Maui Emergency Management Agency (MEMA), "Maui Wildfires 2023 After-Action Report," December 2024, https://www.mauicounty.gov/DocumentCenter/View/151355/MEMA-2023-Wildfire-After-Action-Report.

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/.

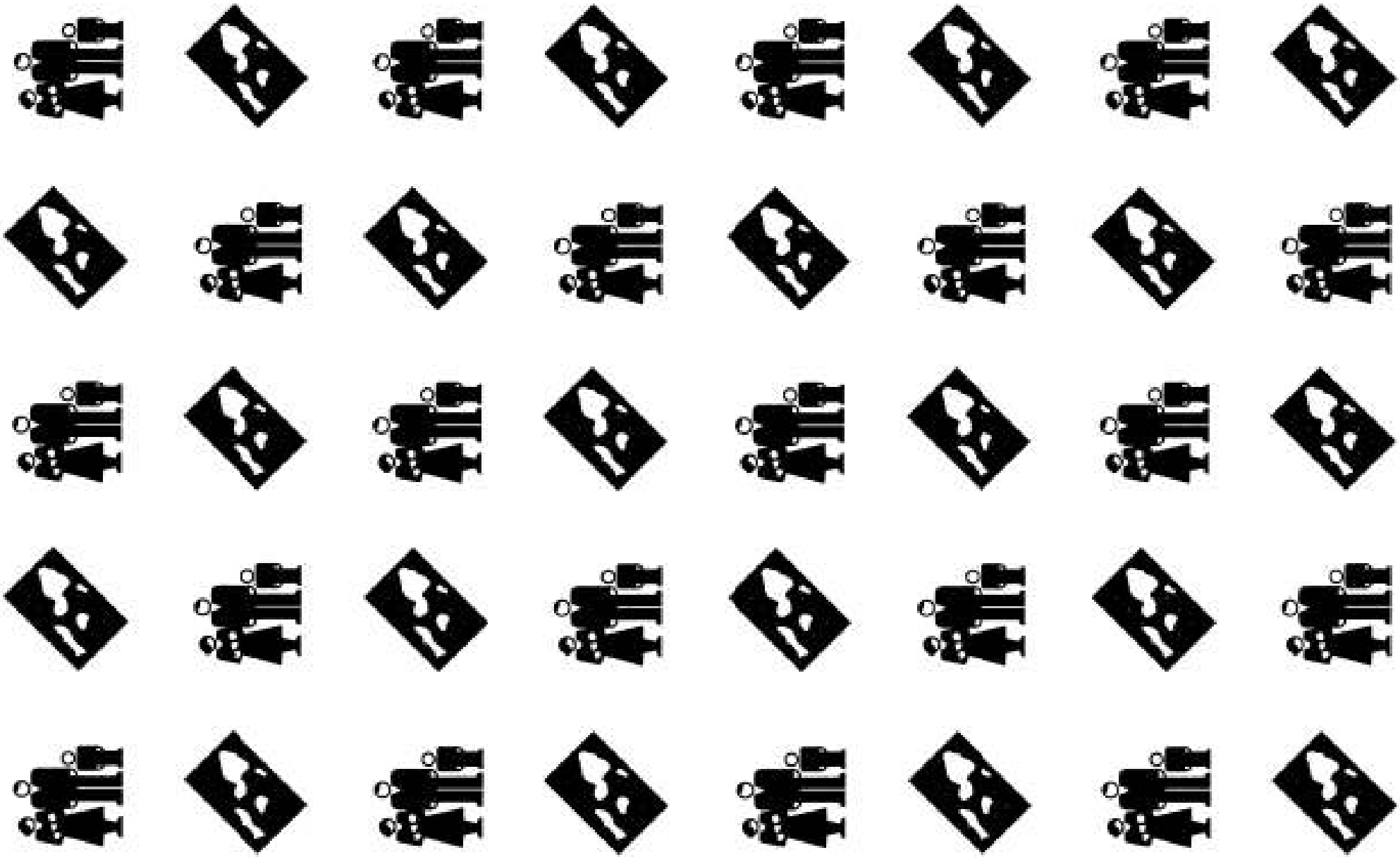
6. Hawai'i Department of Business, Economic Development & Tourism (DBEDT), "Maui Wildfire Impacts Economic Recovery," September 6, 2023, https://dbedt.hawaii.gov/blog/23-47/.

7. Hawai'i DBEDT, "Tourism Industry Affected by Maui Wildfires in August 2023," September 28, 2023, https://dbedt.hawaii.gov/blog/23-50/.

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/.

General Statistics



Section 1

GENERAL STATISTICS

This section covers the statistics on population, population distribution, income, cost of living and other general aspects of Maui County.

The totals for population have been broken down by factors such as resident population, de facto population (the number of people actually in the county), district, density, age, race and sex.

Population statistics are based on the 2020 census figures modified by provisional estimates supplied by the American Community Survey, also a product of the U.S. Census Bureau.

“CDP” means Census Designated Place, a “densely settled concentration of population that is identifiable by name.” “CCD” means Census Community Division, which is based on a “well-known local name that identifies its location.” CCDs may contain one or more CDPs.

Several of the tables address the cost of living and personal income which have been shown to be of great interest to users of this book. The primary measuring tool for cost of living increases is the consumer price index for urban dwellers (CPI-U). The Honolulu consumer price index has been compiled by the U.S. Bureau of Labor Statistics since December 1963. This index measures the average change in prices of goods and services purchased by urban households. Prices are expressed as a percent of the average levels reported in 1982–1984, the base date. Statistics for Maui County are not available, therefore the index for the City and County of Honolulu is provided.

The sources for this data are the U.S. Census Bureau, estimates developed by the Hawai‘i State Department of Business, Economic Development and Tourism, U.S. Department of Commerce, Hawai‘i State Department of Health, and the U.S. Bureau of Labor Statistics CPI Reports.

1.1.1

MAUI COUNTY STATISTICS

	Unit	Measure	2018	2019	*2020	2021	2022	2023	% Change 22/23	% Change 18/23
Resident Population[1]	Number	July 1	167,471	167,769	164,840	164,898	164,433	164,264	-0.1%	-1.8%
Civilian Labor Force[2]	Number	An. Avg.	90,350	89,700	85,150	87,300	87,250	86,850	-0.5%	-3.4%
Employed	Number	An. Avg.	88,200	87,500	70,000	80,650	84,250	83,050	-1.4%	-4.5%
Unemployed	Number	An. Avg.	2,100	2,200	15,200	6,700	3,050	3,800	24.6%	45.2%
Percent Unemployed	Percent	An. Avg.	2.3	2.4	17.8	7.7	3.5	4.4	25.7%	52.2%
Total Job Count[3]	Number	An. Avg.	77,400	80,200	60,600	65,800	70,200	69,800	-0.6%	-9.3%
GET Tax Base	Thous. $	Total	15,611,459	15,545,893	11,735,673	17,852,925	21,565,724	20,289,097	-5.9%	38.1%
GET Liabilities	Thous. $	Total	521,796	519,032	386,653	597,899	723,506	682,390	-5.7%	38.7%
County Tax Collections[4]	Thous. $	Total	342,520	353,226	389,890	403,304	465,475	556,546	19.6%	35.9%
Tourism										
Estimated Domestic Visitors	Thous.	Total	2,433	2,610	693	2,262	2,676	2,223	-16.9%	10.0%
Estimated International Visitors	Thous.	Total	482	450	99	42	234	272	16.2%	-51.5%
Hotel Inventory	Number	An. Avg.	21,829	21,773	22,009	22,022	22,254	21,917	-1.5%	1.9%
Hotel Occupancy	Percent	An. Avg.	75.9	77.7	33.9	60.3	67.6	66.1	-2.2%	-10.9%
Single Family Home Sales	Number	Total	1,137	1,117	1,059	1,378	1,023	729	-28.7%	-10.0%
	Dollars	Median	710,000	741,355	795,000	995,000	1,105,000	1,200,000	8.6%	55.6%
Condominium Sales	Number	Total	1,654	1,606	1,361	2,317	1,519	969	-36.2%	-8.2%
	Dollars	Median	500,000	515,500	577,100	650,000	775,000	832,500	7.4%	55.0%
Household Income	Dollars	Median	82,885	80,754	84,363	76,273	94,760	83,691	-11.7%	14.3%
Per Capita Income[5]	Dollars		35,359	35,210	36,872	38,342	44,225	42,800	-3.2%	25.1%
Monthly Mortgage Payment	Dollars	Median	2,341	2,432	2,440	2,464	2,717	2,655	-2.3%	16.1%
Monthly Rent	Dollars	Median	1,669	1,615	1,543	1,592	1,662	1,828	10.0%	-0.4%
Private Building Permits	Thous. $	Total	559,832	483,008	471,647	635,569	572,019	774,651	35.4%	2.2%

*Disruption caused by the COVID-19 pandemic in 2020. 1. The estimates are developed from a base that incorporates the 2020 Census, Vintage 2020 estimates, and 2020 Demographic Analysis estimates. 2. Data for 2018 and 2019 reflect revised population controls and model reestimation. 3. Refers to number of jobs rather than number of persons employed (self-employed not counted in jobs count). 4. Fiscal year ending June 30. 5. Includes Kalawao. NA: Not available

1.1.2

CENSUS BUREAU QUICK FACTS
MAUI COUNTY & STATE OF HAWAIʻI

Category	Maui County	State of Hawaiʻi
Population		
Population estimates, July 1, 2023	164,183	1,435,138
Population, percent change, April 1, 2020 to July 1, 2023	-0.3%	-1.4%
Population, Census, April 1, 2020	164,754	1,455,271
Population, Census, April 1, 2010	154,834	1,360,301
Persons under 5 years, percent	5.3%	5.4%
Persons under 18 years, percent	20.7%	20.5%
Persons 65 years and over, percent	21.5%	21.1%
Female persons, percent	50.2%	49.8%
White alone, percent	34.4%	25.2%
Black or African American alone, percent (a)	0.9%	2.2%
American Indian and Alaska Native alone, percent (a)	0.6%	0.4%
Asian alone, percent (a)	28.9%	37.3%
Native Hawaiian and Other Pacific Islander alone, percent (a)	10.3%	10.3%
Two or more races, percent	24.9%	24.6%
Hispanic or Latino, percent	10.7%	10.1%
White alone, not Hispanic or Latino, percent	30.1%	21.5%
General		
Living in same house 1 year ago, pct of persons age 1 year+, 2018-2022	88.3%	87.0%
Foreign born persons, percent, 2018-2022	17.2%	18.0%
Language other than English spoken at home, percent age 5+, 2018-2022	22.1%	25.7%
High school graduate or higher, percent of persons age 25+, 2018-2022	92.5%	92.7%
Bachelor's degree or higher, percent of persons age 25+, 2018-2022	30.1%	34.7%
Veterans, 2018-2022	7,687	93,670
Mean travel time to work (minutes), workers age 16+, 2018-2022	22.7	26.6
Housing		
Housing units, July 1, 2023	73,563	572,063
Owner-occupied housing unit rate, 2018-2022	65.3%	61.8%
Median value of owner-occupied housing units, 2018-2022	$800,100	$764,800
Households, 2018-2022	54,728	483,906
Persons per household, 2018-2022	2.96	2.92
Per capita income in past 12 months (in 2022 dollars), 2018-2022	$42,607	$42,683
Median household income (in 2022 dollars), 2018-2022	$95,379	$94,814
Persons in poverty, percent [1]	9.0%	10.1%

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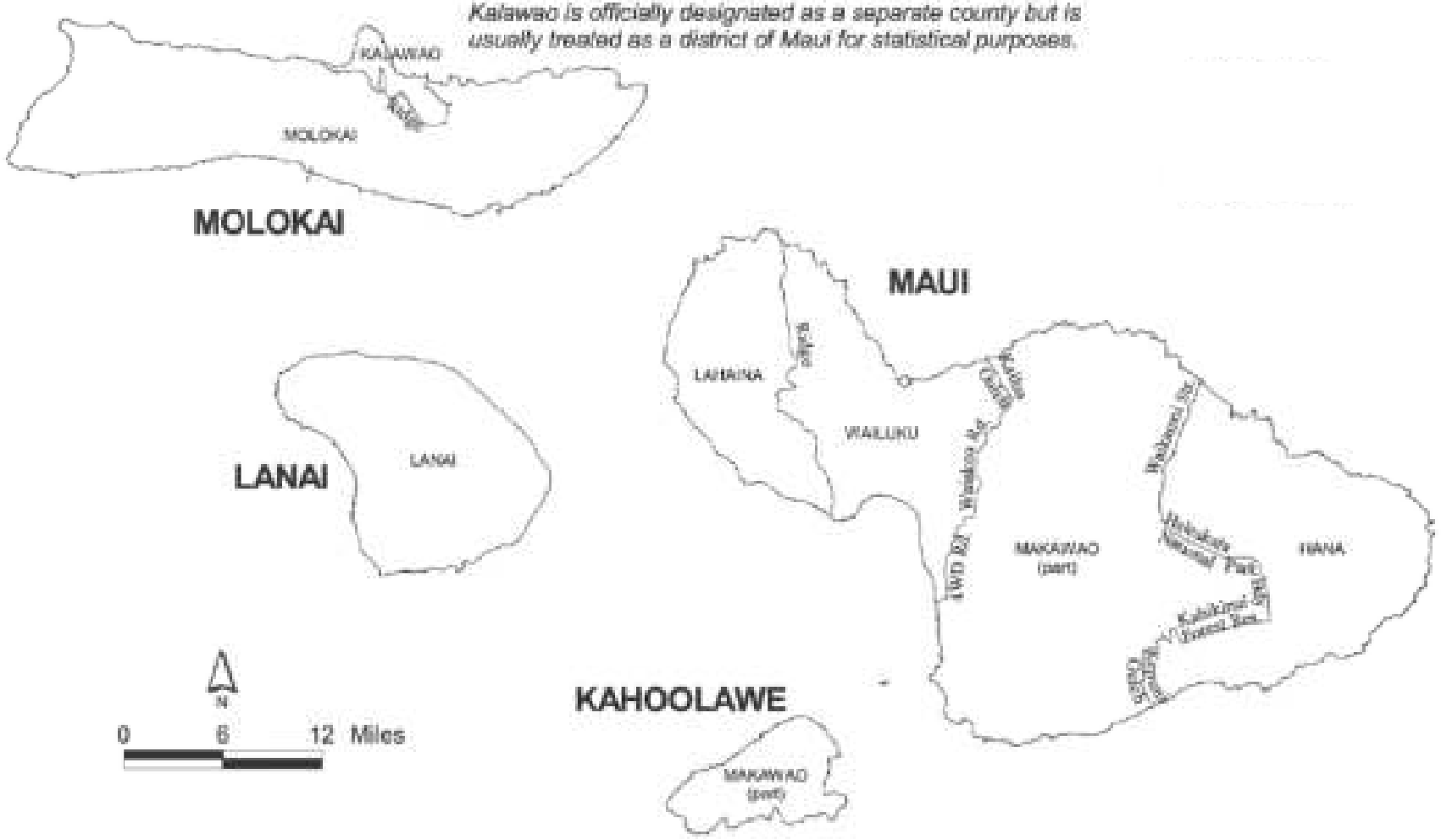
Category	Maui County	State of Hawai‘i
Business		
Total employer establishments, 2022	4,968	32,863
Total employment, 2022	59,758	507,390
Total employment, percent change, 2021-2022	8.9%	8.1%
Total nonemployer establishments, 2021	18,372	115,475
All employer firms, Reference year 2017	3,557	23,731
Men-owned employer firms, Reference year 2017	1,971	13,027
Women-owned employer firms, Reference year 2017	630	4,830
Minority-owned employer firms, Reference year 2017	1,109	12,087
Nonminority-owned employer firms, Reference year 2017	1,852	8,317
Veteran-owned employer firms, Reference year 2017	226	S
Nonveteran-owned employer firms, Reference year 2017	2,735	18,946
Total health care and social assistance receipts/revenue, 2017 ($1,000)	932,736	9,785,700
Total transportation and warehousing receipts/revenue, 2017 ($1,000)	534,832	6,431,447
Total retail sales, 2017 ($1,000)	D	21,658,911
Total retail sales per capita, 2017	NA	$15,191
Total accommodation and food services sales, 2017 ($1,000)	2,929,727	12,101,847
Building permits, 2023	606	3,791
Geography		
Land area in square miles, 2020	1,161.53	6,422.48
Population per square mile, 2020	141.8	226.6
FIPS Code	15009	15

1. This geographic level of poverty is not comparable to other geographic levels of these estimates.
(a) Includes persons reporting only one race.
D: Suppressed to avoid disclosure of confidential information
NA: Not available
S: Suppressed; does not meet publication standards

SOURCE: U.S. CENSUS BUREAU, STATE AND COUNTY QUICKFACTS.

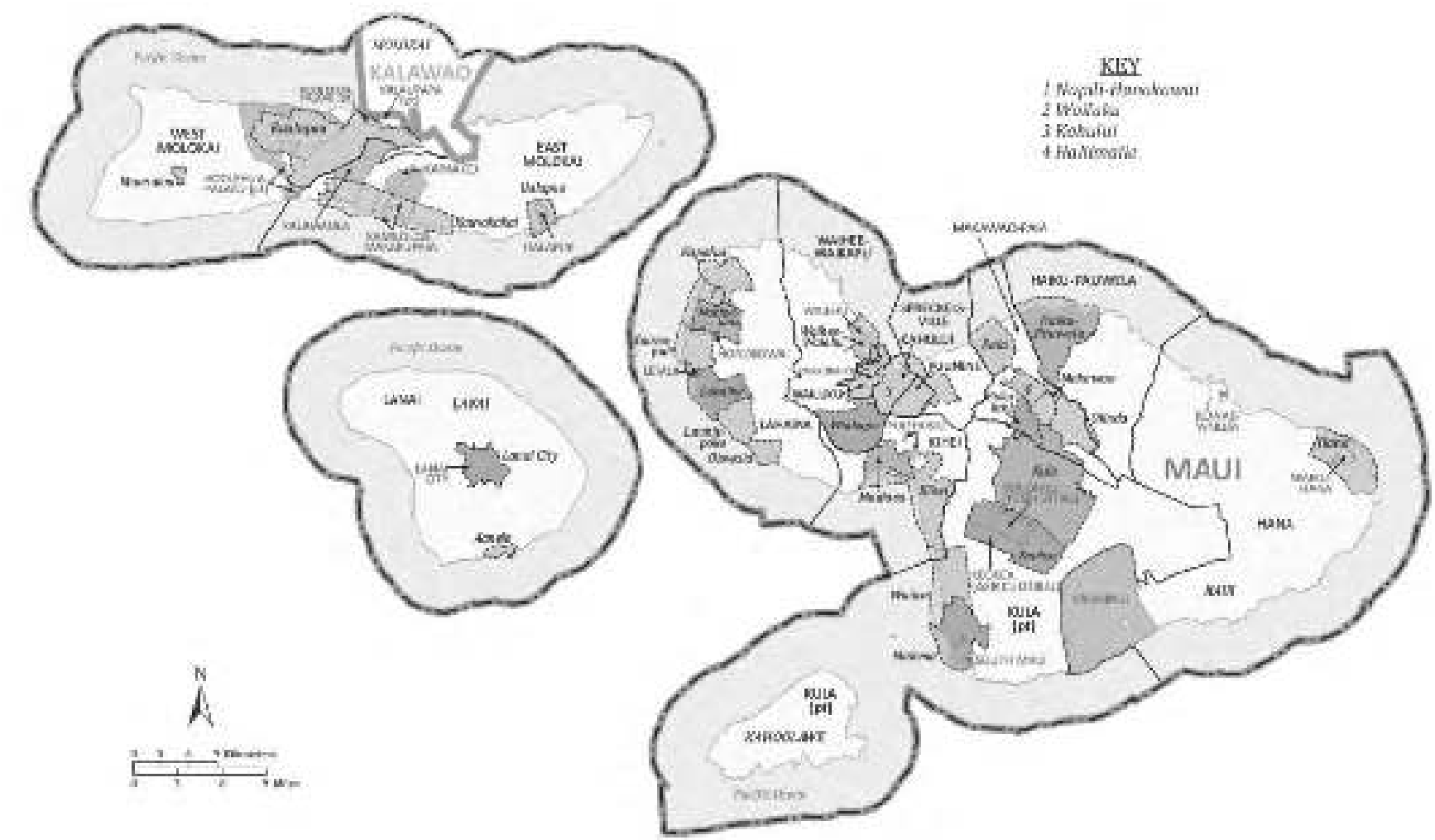
1.2.1
MAUI COUNTY AND DISTRICTS

Kalawao is officially designated as a separate county but is usually treated as a district of Maui for statistical purposes.



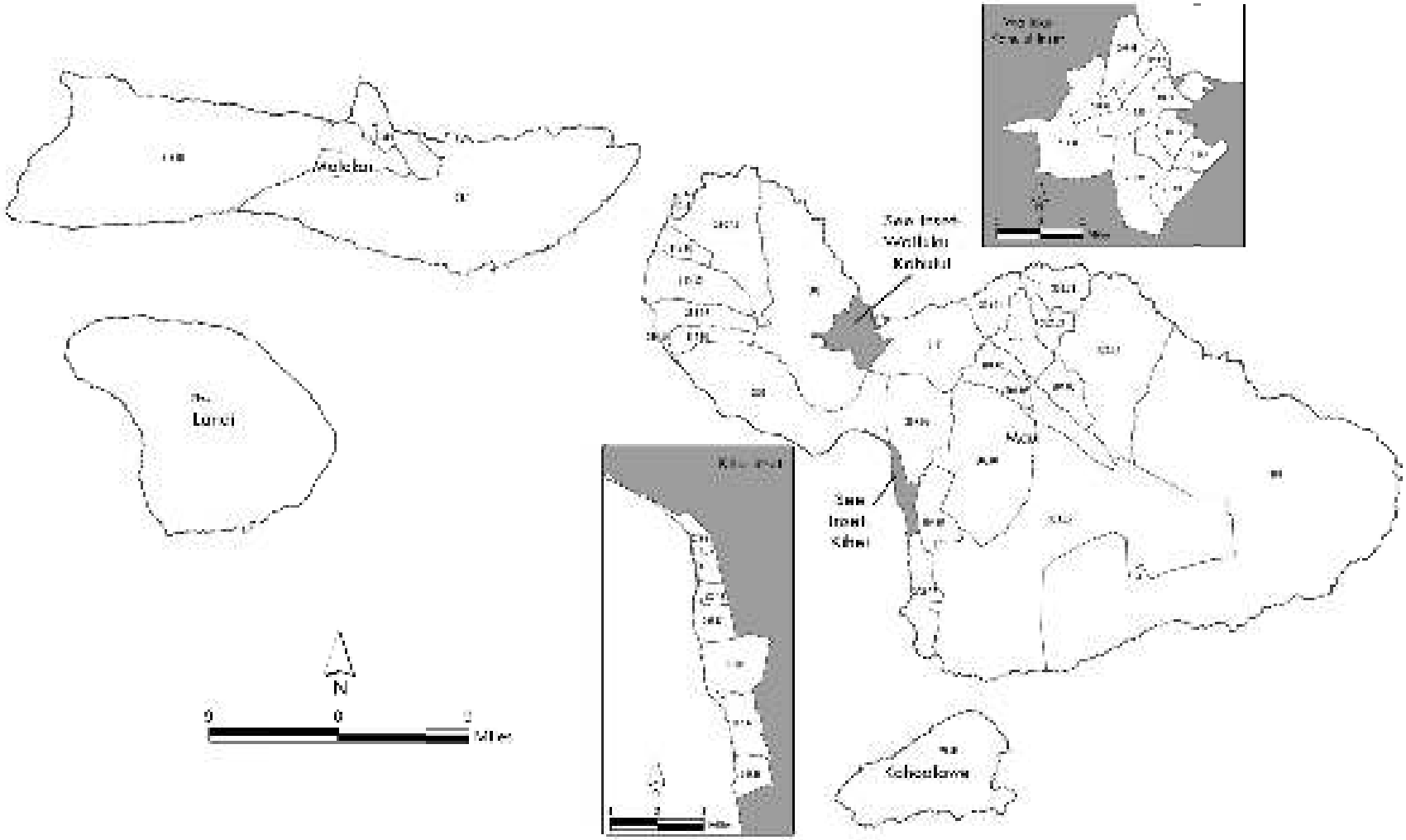
SOURCE: HAWAI'I STATE DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT AND TOURISM, 2001.

1.2.2
MAUI COUNTY SUBDIVISIONS AND PLACES



SOURCE: U.S. CENSUS BUREAU, 2020 CENSUS.

1.2.3
MAUI COUNTY CENSUS TRACTS



SOURCE: U.S. CENSUS BUREAU, 2020.

1.3.1

RESIDENT POPULATION BY COUNTY

Estimates based on place of usual residence; includes armed forces stationed or homeported in Hawai'i and residents temporarily absent, excludes visitors present.

Date	Maui County[1]	City & County of Honolulu	Hawai'i County	Kaua'i County	State Total
April 1, 2000[2]	128,241	876,156	148,677	58,463	1,211,537
July 1, 2001	132,428	882,755	151,690	59,075	1,225,948
July 1, 2002	134,583	890,473	154,576	59,981	1,239,613
July 1, 2003	137,596	894,311	158,442	60,805	1,251,154
July 1, 2004	140,625	907,997	162,852	62,095	1,273,569
July 1, 2005	143,448	918,181	168,237	62,863	1,292,729
July 1, 2006	145,776	926,954	173,536	63,465	1,309,731
July 1, 2007	148,117	925,335	177,733	64,490	1,315,675
July 1, 2008	151,424	933,680	181,506	65,603	1,332,213
July 1, 2009	153,393	943,177	183,629	66,518	1,346,717
April 1, 2010[2]	154,930	953,203	185,076	67,095	1,360,304
July 1, 2011	157,057	967,510	187,101	67,894	1,379,562
July 1, 2012	159,025	978,295	189,199	68,680	1,395,199
July 1, 2013	161,154	986,494	191,521	69,653	1,408,822
July 1, 2014	163,205	988,002	193,812	70,316	1,415,335
July 1, 2015	164,081	991,755	196,111	71,052	1,422,999
July 1, 2016	165,684	993,044	198,583	71,574	1,428,885
July 1, 2017	166,552	986,973	200,400	71,838	1,425,763
July 1, 2018	167,471	981,076	202,263	72,292	1,423,102
July 1, 2019	167,769	973,491	202,165	72,190	1,415,615
July 1, 2020[3]	164,840	1,012,305	200,712	73,186	1,451,043
July 1, 2021[3]	164,898	1,004,673	203,792	73,791	1,447,154
July 1, 2022[3]	164,433	995,638	206,315	73,810	1,440,196
July 1, 2023[3]	164,264	989,408	207,615	73,851	1,435,138

1. Including Kalawao County (Kalaupapa Settlement). Kalawao had 147 in 2000, 90 in 2010 and 80 in 2020.
2. Decennial census figure.
3. The estimates are developed from a base that incorporates the 2020 Census, Vintage 2020 estimates, and 2020 Demographic Analysis estimates.

SOURCE: U.S. CENSUS BUREAU, POPULATION DIVISION.

1.3.2

DE FACTO POPULATION BY COUNTY

Includes all persons physically present in area, regardless of military status or usual place of residence. Includes visitors present but excludes residents temporarily absent, both calculated as an average daily census.

Date	Maui County[1]	City & County of Honolulu	Hawai'i County	Kaua'i County	State Total
July 1, 2000	168,650	926,192	166,429	74,734	1,336,005
July 1, 2001	168,845	926,713	168,131	73,940	1,337,629
July 1, 2002	172,302	934,070	171,784	74,895	1,353,051
July 1, 2003	176,044	931,880	174,683	76,148	1,358,755
July 1, 2004	180,033	949,262	180,107	78,167	1,387,569
July 1, 2005	184,987	959,340	188,612	79,561	1,412,500
July 1, 2006	188,221	967,400	194,008	80,887	1,430,516
July 1, 2007	189,875	963,577	196,723	83,286	1,433,461
July 1, 2008	189,331	962,908	198,413	81,968	1,432,620
July 1, 2009	189,206	972,202	199,047	82,101	1,442,556
July 1, 2010[2]	194,965	989,071	202,782	83,325	1,470,143
July 1, 2011[2]	199,062	1,007,367	205,749	85,524	1,497,702
July 1, 2012[2]	202,566	1,032,051	209,380	87,805	1,531,802
July 1, 2013[2]	207,258	1,048,927	212,364	90,267	1,558,814
July 1, 2014[2]	210,592	1,059,633	215,308	91,149	1,576,683
July 1, 2015[2]	213,596	1,073,199	218,985	93,132	1,598,913
July 1, 2016[2]	216,756	1,080,345	221,317	94,152	1,612,571
July 1, 2017[2]	219,384	1,083,560	226,610	96,141	1,625,695
July 1, 2018[2]	223,721	1,086,524	226,997	98,530	1,635,772
July 1, 2019[2]	225,061	1,084,737	226,953	97,669	1,634,420
July 1, 2020[2]	180,597	1,015,758	207,970	78,996	1,483,320
July 1, 2021[2]	212,953	1,036,464	225,554	89,663	1,564,635
July 1, 2022[2]	220,660	1,045,108	234,065	98,325	1,598,157
July 1, 2023[2]	209,261	1,050,626	235,822	98,796	1,594,505

1. Including Kalawao County.
2. Revised figures.

Source: U.S. Census Bureau, Population Division; Hawai'i State Department of Business, Economic Development and Tourism, Tourism Research Branch; Hawaii Tourism Authority, Tourism Research; calculations by DBEDT.

1.3.3

RESIDENT POPULATION BY COUNTY AND DISTRICT

County and District	April 1, 2000	April 1, 2010	April 1, 2020	Percent Change '90 to '00	Percent Change '00 to '10
State Total	**1,211,537**	**1,360,301**	**1,455,271**	**12.3**	**7.0**
Maui County	**128,241**	**154,924**	**164,836**	**20.8**	**6.4**
Hāna	1,855	2,291	2,719	23.5	18.7
Makawao	36,476	41,887	44,437	14.8	6.1
Wailuku	61,346	78,110	83,777	27.3	7.3
Lahaina	17,967	22,156	23,167	23.3	4.6
Lānaʻi	3,193	3,135	3,367	-1.8	7.4
Molokaʻi	7,257	7,255	7,287	0.0	0.4
Kalawao	147	90	82	-38.8	-8.9
City and Co. of Honolulu	**876,156**	**953,207**	**1,016,508**	**8.8**	**6.6**
Honolulu	372,279	390,738	405,295	5.0	3.7
Koolaupoko	117,994	115,164	121,275	-2.4	5.3
Koolauloa	18,899	21,406	21,899	13.3	2.3
Waialua	14,027	13,046	13,566	-7.0	4.0
Wahiawā	38,370	41,216	41,667	7.4	1.1
Waiʻanae	42,259	48,519	51,965	14.8	7.1
ʻEwa	272,328	323,118	360,841	18.7	11.7
Hawaiʻi County	**148,677**	**185,079**	**200,629**	**24.5**	**8.4**
Puna	31,335	45,326	51,704	44.6	14.1
South Hilo	47,386	50,927	51,551	7.5	1.2
North Hilo	1,720	2,041	2,114	18.7	3.6
Hāmākua	6,108	6,513	6,890	6.6	5.8
North Kohala	6,038	6,322	6,979	4.7	10.4
South Kohala	13,131	17,627	19,310	34.2	9.5
North Kona	28,543	37,875	43,313	32.7	14.4
South Kona	8,589	9,997	9,789	16.4	-2.1
Kaʻū	5,827	8,451	8,979	45.0	6.2
Kauaʻi County	**58,463**	**67,091**	**73,298**	**14.8**	**9.3**
Hanalei	6,348	7,828	8,107	23.3	3.6
Kawaihau	18,525	20,992	22,937	13.3	9.3
Līhuʻe	12,022	14,683	16,937	22.1	15.4
Kōloa	12,845	14,086	15,493	9.7	10.0
Waimea	8,723	9,502	9,824	8.9	3.4

SOURCE: U.S. CENSUS BUREAU, DECENNIAL CENSUS RECORDS.

1.3.4

POPULATION DENSITY BY CENSUS TRACT, MAUI COUNTY

Census Tract	Name	Total Population	Land Area (sq. miles)	Density per sq. mile
Maui				
301	Hāna	2,719	214.4	12.7
302.01	Huelo	2,764	45.6	60.6
302.03	West Haʻikū	4,334	6.1	706.4
302.04	East Haʻikū	3,558	8.1	438.6
303.04	Kula West	3,269	42.7	76.6
303.05	Lava Fields	5,810	123.6	47.0
303.06	Kula Makai	2,243	9.5	237.2
303.07	La Perouse Bay	1,542	10.3	150.0
304.03	Makawao	3,522	7.3	480.8
304.04	Hāliʻimaile	5,562	10.5	528.5
304.05	Kamehameha School	1,850	15.1	122.2
304.06	Aapueo Parkway	7,490	2.7	2,823.9
305.01	Pāʻia	2,493	7.7	325.3
307.05	Kīhei Mauka	4,566	19.5	234.3
307.06	Keālia	2,472	0.4	6,288.3
307.08	Halama	3,157	1.4	2,310.4
307.09	Kamaole	3,434	0.9	3,724.3
307.10	Keawakapu	2,403	0.5	4,893.6
307.11	Kaonoulu St.	2,438	0.3	8,208.3
307.12	Kulanihakoi St.	1,990	0.2	8,596.5
307.13	West Waipuilani Rd.	3,366	0.7	5,176.5
308	Waiheʻe-Waikapū	7,413	54.7	135.6
309.01	West Central Wailuku	2,848	0.4	7,267.1
309.02	East Central Wailuku	3,428	0.5	6,782.5
309.03	North Wailuku	6,505	1.0	6,376.2
310.01	Kamaile St.	6,473	2.8	2,275.6
310.02	Liholiho St.	4,162	1.0	4,151.0
311.02	Central Kahului	5,865	0.5	11,036.2
311.04	Maui Lani Parkway - Kuihelani Hwy, North	2,144	0.7	3,285.6
311.05	West Papa Ave.	6,446	0.6	10,549.5
311.06	Keopuolani Park	6,002	0.9	6,333.9
311.07	Maui Lani Parkway - Kuihelani Hwy, South	2,079	1.6	1,271.2
314.02	Kahoma	3,208	9.0	357.2
314.04	Lahaina	3,223	0.6	5,533.5
314.05	Lahainaluna	6,280	6.6	945.9
315.01	Kapalua	2,367	1.4	1,753.3
315.03	Honokōwai	2,544	14.8	171.9
315.04	Honokōhau Stream	1,202	29.2	41.2
315.05	Kahana Stream	3,541	4.3	824.4
319	Spreckelsville	6,276	25.4	247.6
320	Launiupoko	1,112	43.9	25.3
Lānaʻi				
316.01	Lānaʻi	3,367	141.1	23.9
Molokaʻi				
317	East Molokaʻi	4,441	122.8	36.2
318.01	West Molokaʻi	2,846	125.6	22.7
Kahoʻolawe				
9800	Kahoʻolawe	0	44.7	0.0

Source: U.S. Census Bureau, 2020 Census Demographic Data Map Viewer.

1.3.5

TOTAL POPULATION AND HOUSEHOLDS BY CENSUS TRACT, MAUI COUNTY

Census Tract	Name	Total Population	Total Households	Persons per Household
Maui				
301	Hāna	2,719	894	3.04
302.01	Huelo	2,764	1,045	2.64
302.03	West Haʻikū	4,334	1,572	2.76
302.04	East Haʻikū	3,558	1,298	2.74
303.04	Kula West	3,269	1,081	3.02
303.05	Lava Fields	5,810	2,336	2.44
303.06	Kula Makai	2,243	1,023	2.19
303.07	La Perouse Bay	1,542	744	2.00
304.03	Makawao	3,522	1,237	2.84
304.04	Hāliʻimaile	5,562	1,904	2.90
304.05	Kamehameha School	1,850	641	2.89
304.06	Aapueo Parkway	7,490	2,687	2.79
305.01	Pāʻia	2,493	909	2.73
307.05	Kīhei Mauka	4,566	1,323	3.43
307.06	Keālia	2,472	995	2.48
307.08	Halama	3,157	1,267	2.45
307.09	Kamaole	3,434	1,627	2.01
307.10	Keawakapu	2,403	1,088	2.18
307.11	Kaonoulu St.	2,438	981	2.49
307.12	Kulanihakoi St.	1,990	775	2.57
307.13	West Waipuilani Rd.	3,366	1,219	2.74
308	Waiheʻe-Waikapū	7,413	2,185	3.38
309.01	West Central Wailuku	2,848	1,037	2.68
309.02	East Central Wailuku	3,428	1,208	2.78
309.03	North Wailuku	6,505	1,717	3.78
310.01	Kamaile St.	6,473	2,243	2.88
310.02	Liholiho St.	4,162	1,603	2.59
311.02	Central Kahului	5,865	1,640	3.26
311.04	Maui Lani Parkway - Kuihelani Hwy, North	2,144	596	3.60
311.05	West Papa Ave.	6,446	1,642	3.92
311.06	Keopuolani Park	6,002	1,751	3.42
311.07	Maui Lani Parkway - Kuihelani Hwy, South	2,079	464	3.41
314.02	Kahoma	3,208	883	3.61
314.04	Lahaina	3,223	1,257	2.56
314.05	Lahainaluna	6,280	1,451	4.23
315.01	Kapalua	2,367	772	3.05
315.03	Honokōwai	2,544	1,111	2.29
315.04	Honokōhau Stream	1,202	482	2.49
315.05	Kahana Stream	3,541	1,520	2.33
319	Spreckelsville	6,276	1,690	3.62
320	Launiupoko	1,112	471	2.27
Lānaʻi				
316.01	Lānaʻi	3,367	1,187	2.81
Molokaʻi				
317	East Molokaʻi	4,441	1,618	2.74
318.01	West Molokaʻi	2,846	889	3.19
Kahoʻolawe				
9800	Kahoʻolawe	0	0	0.00

SOURCE: U.S. CENSUS BUREAU, 2020 CENSUS DEMOGRAPHIC PROFILE DP1.

1.3.6

SUMMARY CHARACTERISTICS OF PERSONS BY RACE
CENSUS DESIGNATED PLACES, MAUI COUNTY

Place	Total Population	White	Black or African American	American Indian & Alaska Native	Asian	Native Hawaiian & Pacific Islander	Some Other Race	Two or More Races
Maui Island	**149,231**	**113,351**	**49,916**	**1,003**	**715**	**41,481**	**16,202**	**4,034**
Haiku-Pauwela CDP	8,595	6,512	4,860	67	53	636	645	251
Hāliʻimaile CDP	1,074	800	223	5	1	361	195	15
Hāna CDP	1,526	1,066	421	3	1	60	570	11
Kāʻanapali CDP	1,161	1,036	855	5	10	89	34	43
Kahului CDP	28,219	22,230	2,967	127	103	14,523	4,005	505
Kapalua CDP	495	441	334	7	0	54	32	14
Kēōkea CDP	2,199	1,364	533	10	8	158	633	22
Kīhei CDP	21,423	17,451	10,291	220	125	4,567	1,492	756
Kula CDP	6,942	5,184	3,710	30	27	954	317	146
Lahaina CDP	12,702	10,318	3,134	102	65	5,017	1,322	678
Launiupoko CDP	688	579	465	6	5	51	31	21
Maʻalaea CDP	310	273	220	5	0	27	16	5
Mahinahina CDP	910	772	578	12	5	133	20	24
Makawao CDP	7,297	4,760	2,680	17	38	1,065	835	125
Mākena CDP	196	147	116	2	2	4	16	7
Nāpili-Honokōwai CDP	7,042	5,845	3,402	71	56	1,283	453	580
Olinda CDP	1,188	953	789	6	11	74	62	11
Olowalu CDP	100	77	59	0	0	6	11	1

1.3.6

CONTINUED

Place	Total Population	White	Black or African American	American Indian & Alaska Native	Asian	Native Hawaiian & Pacific Islander	Some Other Race	Two or More Races
Pāʻia CDP	2,470	1,843	1,121	28	21	415	210	48
Pukalani CDP	8,299	5,481	2,805	52	32	1,706	747	139
Waiheʻe-Waiehū CDP	9,234	6,310	1,197	27	28	3,227	1,712	119
Waikapū CDP	3,437	2,243	776	15	10	1,110	281	51
Wailea CDP	6,027	5,326	4,480	51	17	491	152	135
Wailuku CDP	17,697	12,340	3,900	135	97	5,470	2,411	327
Molokaʻi	**6,357**	**4,081**	**763**	**16**	**21**	**900**	**2,337**	**44**
Kaunakakai CDP	3,419	2,223	475	13	10	656	1,045	24
Kualapuʻu CDP	2,110	1,367	141	0	6	200	1,006	14
Maunaloa CDP	435	249	88	3	3	33	119	3
Ualapuʻe CDP	393	242	59	0	2	11	167	3
Lānaʻi	**3,339**	**2,543**	**488**	**14**	**9**	**1,658**	**346**	**28**
Lānaʻi City CDP	3,332	2,538	483	14	9	1,658	346	28
Manele CDP	7	5	5	0	0	0	0	0

SOURCE: U.S. CENSUS BUREAU, 2020 CENSUS REDISTRICTING DATA (PUBLIC LAW 94-171).

1.3.7

POPULATION BY AGE GROUP AND GENDER RATIO
CENSUS DESIGNATED PLACES, MAUI COUNTY

Place	Population	Percent of Total Population					Median Age	Males per 100 Females
		Under 20	20 to 24	25 to 44	45 to 64	65 and Over		
Maui Island								
Haiku-Pauwela CDP	8,595	21.9	5.2	27.6	26.9	18.5	41.5	101.2
Hāliʻimaile CDP	1,074	28.0	5.3	27.1	24.5	14.9	38.4	98.5
Hāna CDP	1,526	28.8	5.8	23.1	19.5	22.6	38.8	105.4
Kāʻanapali CDP	1,161	15.9	2.5	15.8	32.5	33.2	57.2	100.9
Kahului CDP	28,219	26.4	5.7	24.9	25.2	17.8	39.4	98.3
Kapalua CDP	495	10.8	4.4	17.0	27.3	40.3	60.7	91.9
Kēōkea CDP	2,199	26.3	4.5	22.1	26.9	20.1	42.4	91.4
Kīhei CDP	21,423	19.9	5.1	26.8	30.0	18.4	43.5	102.0
Kula CDP	6,942	19.4	3.4	20.9	29.7	26.6	50.3	97.2
Lahaina CDP	12,702	24.7	5.9	27.7	26.3	15.4	38.8	99.4
Launiupoko CDP	688	15.8	1.5	19.8	38.4	24.6	52.8	90.6
Maʻalaea CDP	310	6.4	2.3	18.0	32.7	40.6	59.0	105.3
Mahinahina CDP	910	22.4	3.4	23.6	32.7	17.8	45.3	97.0
Makawao CDP	7,297	24.4	4.5	26.9	26.4	17.8	40.6	95.3
Mākena CDP	196	20.4	3.6	12.8	38.3	25.0	55.3	127.9
Nāpili-Honokōwai CDP	7,042	20.7	5.1	28.0	30.2	16.0	42.4	101.1
Olinda CDP	1,188	20.9	3.5	24.9	29.1	21.9	45.8	101.7
Olowalu CDP	100	29.0	7.0	20.0	31.0	13.0	43.6	222.6

1.3.7

CONTINUED

Place	Population	Percent of Total Population					Median Age	Males per 100 Females
		Under 20	20 to 24	25 to 44	45 to 64	65 and Over		
Pāʻia CDP	2,470	22.7	4.3	29.4	27.4	16.3	40.5	107.7
Pukalani CDP	8,299	23.6	4.3	24.5	27.4	20.2	43.2	96.6
Waiheʻe-Waiehū CDP	9,234	25.8	6.1	25.3	27.3	15.5	38.8	97.6
Waikapū CDP	3,437	30.7	4.3	27.3	26.2	11.5	37.6	97.2
Wailea CDP	6,027	12.9	2.6	19.0	32.3	33.2	56.2	102.5
Wailuku CDP	17,697	24.5	4.7	24.4	27.6	18.8	42.3	97.1
Molokaʻi								
Kaunakakai CDP	3,419	25.5	4.5	19.8	22.7	27.4	45.2	92.7
Kualapuʻu CDP	2,110	32.0	5.1	20.9	24.6	17.3	37.5	96.3
Maunaloa	435	38.6	3.9	22.5	20.4	14.4	32.4	88.3
Ualapuʻe CDP	393	35.5	3.6	19.1	22.9	19.1	39.9	109.0
Lānaʻi								
Lānaʻi City CDP	3,332	26.5	4.1	25.7	25.7	17.9	40.5	98.3
Manele CDP	7	14.3	0.0	42.9	0.0	42.9	37.5	250.0

SOURCE: U.S. CENSUS BUREAU, 2020 CENSUS DEMOGRAPHIC PROFILE..

1.3.8

POPULATION BY RACE
MAUI COUNTY

2023	Estimate	Percent
Total Population	**164,244**	**100.0%**
One race	115,620	70.4%
Two or more races	48,624	29.6%
One Race	**115,620**	**70.4%**
White	50,267	30.6%
Black or African American	1,324	0.8%
American Indian and Alaska Native	147	0.1%
Asian	44,238	26.9%
Asian Indian	126	0.1%
Chinese	724	0.4%
Filipino	29,158	17.8%
Japanese	8,516	5.2%
Korean	520	0.3%
Vietnamese	788	0.5%
Other Asian	4,406	2.7%
Native Hawaiian and other Pacific Islander	16,160	9.8%
Chamorro	0	0.0%
Native Hawaiian	10,328	6.3%
Samoan	313	0.2%
Other Native Hawaiian and Pacific Islander	5,519	3.4%
Some other race	3,484	2.1%
Hispanic or Latino (of Any Race)	**17,591**	**10.7%**
Mexican	9,581	5.8%
Puerto Rican	5,013	3.1%
Cuban	64	0.0%
Other Hispanic or Latino	2,933	1.8%
Two or More Races	**48,624**	**29.6%**
White and Black or African American	596	0.4%
White and American Indian and Alaska Native	1,699	1.0%
White and Asian	7,908	4.8%
Black or African American and American Indian and Alaska Native	0	0.0%

Note: Excludes Kalawao.

SOURCE: U.S. CENSUS BUREAU, 2023 AMERICAN COMMUNITY SURVEY 1-YEAR ESTIMATES.

1.3.9

COMPONENTS OF CHANGE IN THE RESIDENT POPULATION OF MAUI COUNTY

Change	Births	Deaths	Natural Increase	Net International Migration	Net Domestic Migration	Numeric Population Change
7/1/2005 to 7/1/2006	1,937	865	1,072	570	-111	1,413
7/1/2006 to 7/1/2007	2,080	977	1,103	512	-107	1,486
7/1/2007 to 7/1/2008	2,137	1,032	1,105	489	788	2,370
7/1/2008 to 7/1/2009	2,174	936	1,238	423	-579	1,113
7/1/2009 to 7/1/2010	2,046	966	1,080	414	-387	1,131
7/1/2010 to 7/1/2011	2,032	1,028	1,004	716	227	1,942
7/1/2011 to 7/1/2012	2,032	1,087	945	865	187	1,969
7/1/2012 to 7/1/2013	2,038	1,125	913	510	708	2,129
7/1/2013 to 7/1/2014	2,029	1,119	910	392	739	2,051
7/1/2014 to 7/1/2015	1,950	1,216	734	712	-554	877
7/1/2015 to 7/1/2016	1,864	1,165	699	1,371	-456	1,603
7/1/2016 to 7/1/2017	1,906	1,113	793	591	-505	869
7/1/2017 to 7/1/2018	1,860	1,184	676	630	-378	919
7/1/2018 to 7/1/2019	1,815	1,349	466	425	-593	298
7/1/2019 to 7/1/2020	1,794	1,555	239	338	-362	220
7/1/2020 to 7/1/2021[1]	1,664	1,277	387	239	-653	57
7/1/2021 to 7/1/2022	1,703	1,364	339	558	-1,308	-466
7/1/2022 to 7/1/2023	1,644	1,351	293	470	-936	-176

1. Due to the impact of the COVID-19 pandemic on data collection efforts, the U.S. Census Bureau was unable to release the ACS 1-year estimates as a standard product.

Notes: Net international migration for the United States includes the international migration of both U.S.-born and non-U.S.-born populations. Specifically, it includes:

(a) the net international migration of the non-U.S. born,

(b) the net migration of U.S. born to and from the United States,

(c) the net migration between the United States and Puerto Rico,

and (d) the net movement of the Armed Forces population between the United States and overseas.

Net Domestic Migration is the difference between domestic in-migration to an area and domestic out-migration from it during the period. Domestic in-migration and out-migration consist of moves where both the origins and destinations are within the United States (excluding Puerto Rico).

SOURCE: U.S. CENSUS BUREAU, ANNUAL AND CUMULATIVE ESTIMATES OF THE COMPONENTS OF RESIDENT POPULATION CHANGE FOR COUNTIES IN HAWAII: APRIL 1, 2020 TO JULY 1, 2023 (CO-EST2023-COMP-15).

1.3.10

MARRIAGES BY RESIDENCY
MAUI COUNTY

Residency	2017	2018	2019	2020	2021	2022	2023
One or both is a resident	910	804	760	647	696	802	672
Both are non-residents	5,084	5,209	4,601	1,241	3,963	4,085	2,904
One or both is a non-resident	5,129	5,254	4,649	1,266	3,997	4,123	2,941
Both are residents	865	759	712	622	662	764	635
Total	**5,994**	**6,013**	**5,361**	**1,888**	**4,659**	**4,887**	**3,576**

SOURCE: STATE OF HAWAIʻI, DEPARTMENT OF HEALTH, VITAL STATISTICS.

1.3.11

MARRIAGES WHERE BOTH ARE NON-RESIDENTS
MAUI COUNTY

	2017	2018	2019	2020	2021	2022	2023
January	295	319	276	255	120	192	183
February	334	299	255	404	154	380	231
March	367	360	336	224	230	253	323
April	424	468	385	NA	361	310	271
May	545	615	562	NA	502	426	383
June	444	495	429	6	431	385	308
July	465	387	380	NA	385	291	281
August	390	518	397	NA	350	354	160
September	528	542	485	NA	430	441	205
October	567	527	514	65	424	482	247
November	376	357	334	121	294	347	166
December	349	322	248	155	282	224	146

NA: Not available.

SOURCE: STATE OF HAWAIʻI, DEPARTMENT OF HEALTH, VITAL STATISTICS.

1.3.12

LIVE BIRTHS BY ZIP CODE
MAUI COUNTY

Calendar year and place of mother's residence

Zip Code	Location	2017	2018	2019	2020	2021	2022	2023
Maui Island								
96708	Haʻikū	118	108	109	113	109	131	94
96713	Hāna	33	26	31	25	23	34	27
96732	Kahului	349	345	358	302	292	278	296
96753	Kīhei	262	219	226	254	244	232	226
96761	Lahaina	284	274	265	230	231	248	181
96768	Makawao/Pukalani	199	188	198	178	179	187	179
96779	Pāʻia	24	29	31	26	29	21	28
96788	Pukalani	n/r	0	n/r	n/r	0	0	n/r
96790	Kula	86	93	77	86	81	71	81
96793	Wailuku	399	389	399	341	362	362	328
Lānaʻi								
96763	Lānaʻi City	28	42	34	33	28	34	28
Molokaʻi								
96729	Hoʻolehua	18	18	21	22	18	16	20
96748	Kaunakakai	56	53	50	53	58	55	55
96757	Kualapuʻu	12	n/r	n/r	n/r	n/r	n/r	10
96770	Maunaloa	n/r	12	14	11	10	n/r	n/r
	Unknown	n/r	n/r	n/r	n/r	n/r	n/r	n/r
Total		**1,882**	**1,812**	**1,826**	**1,691**	**1,673**	**1,690**	**1,561**

n/r: Not reportable, where number of births between 1 and 9.

SOURCE: HAWAIʻI HEALTH DATA WAREHOUSE; HAWAIʻI STATE DEPARTMENT OF HEALTH, OFFICE OF HEALTH STATUS MONITORING, VITAL STATISTICS, LIVE BIRTHS BY MOTHER'S ZIP CODE.

1.3.13

CHARACTERISTICS OF LIVE BIRTHS
MAUI COUNTY

Characteristic	2021	Percent	2022	Percent	2023	Percent
Total	**1,673**	**100%**	**1,690**	**100%**	**1,561**	**100%**
Births by Area of Residence						
Maui County	1,673	100.0%	1,690	100.0%	1,561	100%
Maui	1,551	92.6%	1,567	92.5%	1,441	92.3%
Lānaʻi	28	1.7%	34	2.0%	28	1.8%
Molokaʻi	94	5.6%	87	5.1%	89	5.7%
Unknown	n/r	n/r	n/r	n/r	n/r	n/r
Ethnicity of Child						
Black	30	1.8%	29	1.7%	27	1.7%
Caucasian	326	19.5%	321	19.0%	312	20.0%
Chinese	14	0.8%	22	1.3%	21	1.3%
Filipino	292	17.5%	267	15.8%	271	17.4%
Japanese	61	3.6%	77	4.6%	48	3.1%
Native Alaskan / American Indian	34	2.0%	22	1.3%	26	1.7%
Native Hawaiian	752	44.9%	779	46.1%	703	45.0%
Other	29	1.7%	35	2.1%	25	1.6%
Other Asian	33	2.0%	27	1.6%	16	1.0%
Other Pacific Islander	98	5.9%	110	6.5%	109	7.0%
Unknown	n/r	n/r	n/r	n/r	n/r	n/r
Ethnicity of Mother						
Black	15	0.9%	13	0.8%	15	1.0%
Caucasian	445	26.6%	458	27.1%	412	26.4%
Chinese	15	0.9%	23	1.4%	27	1.7%
Filipino	338	20.2%	325	19.2%	313	20.1%
Japanese	80	4.8%	79	4.7%	60	3.8%
Native Alaskan / American Indian	33	2.0%	23	1.4%	20	1.3%
Native Hawaiian	567	33.9%	579	34.3%	540	34.6%
Other	38	2.3%	51	3.0%	37	2.4%
Other Asian	40	2.4%	26	1.5%	21	1.3%
Other Pacific Islander	96	5.7%	111	6.6%	113	7.2%
Unknown	n/r	n/r	n/r	n/r	n/r	n/r

n/r: Not reportable, where number of births between 1 and 9.

SOURCE: HAWAIʻI HEALTH DATA WAREHOUSE; HAWAIʻI STATE DEPARTMENT OF HEALTH, OFFICE OF HEALTH STATUS MONITORING, VITAL STATISTICS.

1.3.14

TOTAL RESIDENT POPULATION PROJECTIONS BY 5-YEAR AGE GROUP, MAUI COUNTY

Age Group (Years)	2010[1]	2015	2020[2]	2030	2040	2050
0 - 4	9,989	11,320	8,649	8,511	9,315	9,200
5 - 9	9,845	10,382	9,742	8,710	9,130	9,606
10 - 14	9,842	10,178	10,529	8,989	8,942	9,725
15 - 19	9,430	10,311	9,399	10,122	9,186	9,585
20 - 24	8,394	10,480	8,113	11,085	9,683	9,610
25 - 29	10,199	9,409	8,969	10,130	11,046	10,081
30 - 34	10,460	10,804	10,286	8,846	12,019	10,594
35 - 39	10,297	10,929	11,188	9,565	10,925	11,815
40 - 44	11,098	10,675	10,723	10,690	9,455	12,589
45 - 49	11,826	11,396	10,269	11,405	9,976	11,325
50 - 54	12,324	12,000	11,113	10,817	10,941	9,751
55 - 59	11,635	12,395	11,698	10,258	11,529	10,175
60 - 64	9,893	11,581	12,206	10,843	10,765	10,946
65 - 69	6,830	9,640	11,328	11,011	9,887	11,172
70 - 74	4,414	6,479	9,098	11,046	10,013	10,049
75 - 79	3,260	4,062	5,497	9,630	9,573	8,722
80 - 84	2,772	2,749	2,890	6,847	8,542	7,883
85 +	2,706	3,216	3,142	5,116	10,075	12,038
Total	**155,214**	**168,007**	**164,840**	**173,620**	**181,001**	**184,867**

Share (%)	2010[1]	2015	2020[2]	2030	2040	2050
0 - 4	6.4	6.7	5.2	4.9	5.1	5.0
5 - 9	6.3	6.2	5.9	5.0	5.0	5.2
10 - 14	6.3	6.1	6.4	5.2	4.9	5.3
15 - 19	6.1	6.1	5.7	5.8	5.1	5.2
20 - 24	5.4	6.2	4.9	6.4	5.3	5.2
25 - 29	6.6	5.6	5.4	5.8	6.1	5.5
30 - 34	6.7	6.4	6.2	5.1	6.6	5.7
35 - 39	6.6	6.5	6.8	5.5	6.0	6.4
40 - 44	7.2	6.4	6.5	6.2	5.2	6.8
45 - 49	7.6	6.8	6.2	6.6	5.5	6.1
50 - 54	7.9	7.1	6.7	6.2	6.0	5.3
55 - 59	7.5	7.4	7.1	5.9	6.4	5.5
60 - 64	6.4	6.9	7.4	6.2	5.9	5.9
65 - 69	4.4	5.7	6.9	6.3	5.5	6.0
70 - 74	2.8	3.9	5.5	6.4	5.5	5.4
75 - 79	2.1	2.4	3.3	5.5	5.3	4.7
80 - 84	1.8	1.6	1.8	3.9	4.7	4.3
85 +	1.7	1.9	1.9	2.9	5.6	6.5
Total	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**

1. July estimates, Source : U.S. Census Bureau. 2. For 2020 figures, total population is from the 2022 vintage population estimates by the U.S. Census Bureau while the population by age group are DBEDT estimates.

SOURCE: STATE OF HAWAI'I, DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT, AND TOURISM, RESEARCH AND ECONOMIC ANALYSIS DIVISION, "POPULATION AND ECONOMIC PROJECTIONS FOR THE STATE OF HAWAI'I TO 2050", APRIL 2024.

1.3.15

ECONOMIC PROJECTIONS
MAUI COUNTY 2022 TO 2050

	2022	2030	2040	2050
Total Personal Income[1]	7,729	8,690	10,100	11,380
Total Civilian Wage and Salary Jobs[2]	76,700	79,700	84,040	87,000
Agriculture	1,420	1,420	1,430	1,410
Mining, construction, and utilities	5,130	5,470	5,650	5,780
Manufacturing	1,180	1,200	1,220	1,220
Transportation	3,650	3,770	3,960	4,070
Information	650	670	700	710
Wholesale trade	1,370	1,400	1,440	1,470
Retail trade	8,900	9,000	9,330	9,460
Finance and insurance	910	930	970	990
Real estate and rentals	2,020	2,060	2,140	2,180
Professional services	1,800	1,900	2,080	2,210
Business services	5,160	5,260	5,480	5,580
Educational services	1,470	1,520	1,590	1,630
Health services	7,920	8,780	10,110	11,350
Arts and entertainment	2,080	2,140	2,240	2,290
Accommodation	11,260	11,590	11,950	12,190
Eating and drinking	9,250	9,620	10,180	10,490
Other services	3,900	4,050	4,300	4,460
Government	8,620	8,900	9,290	9,490
Other services				
Government	2,969	2,805	2,974	3,094
Visitor arrivals by air (1,000)	4,493	4,572	5,029	5,543
Visitor days, air visitors only (1,000)	15,044	14,172	15,479	16,635
Visitor expenditures[3]	4,648	5,623	6,555	7,677
Occupied visitor units[4]	19,486	20,825	22,252	23,783

Note: Projected values were rounded to the nearest ten.
1. In million 2017 dollars. Figures for 2022 are from the U.S. Bureau of Economic Analysis (BEA).
2. Actual figures for 2022 from the U.S. Bureau of Economic Analysis (BEA) with missing values estimated by DBEDT.
3. In million 2017 dollars. Actual figures in 2022. Tourism price index was used in calculating real visitor expenditures; annual inflation assumptions are 3.0 percent between 2022-2030, 2.5 percent between 2030-2040, and 2 percent between 2040-2050.
4. Actual figures in 2022

SOURCE: STATE OF HAWAI'I, DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT AND TOURISM, RESEARCH AND ECONOMIC ANALYSIS DIVISION, "POPULATION AND ECONOMIC PROJECTIONS FOR THE STATE OF HAWAI'I TO 2050", APRIL 2024.

1.4.1

PERSONAL INCOME, TOTAL AND PER CAPITA BY COUNTY

Year	Maui County[1]	City & County of Honolulu	Hawai'i County	Kaua'i County	State Total
Total Personal Income, in $1,000					
2008	5,624,965	42,118,992	5,903,907	2,412,045	56,059,909
2009	5,320,683	42,371,822	5,675,130	2,322,396	55,690,031
2010	5,536,704	43,397,685	5,869,367	2,375,385	57,179,141
2011	5,877,361	45,532,320	6,142,665	2,492,278	60,044,624
2012	6,308,599	47,177,994	6,369,930	2,599,394	62,455,917
2013	6,313,108	47,857,319	6,445,702	2,700,471	63,316,600
2014	6,731,270	50,358,033	6,866,362	2,890,458	66,846,123
2015	7,161,518	52,747,310	7,403,169	3,072,470	70,384,467
2016	7,489,167	54,459,502	7,727,884	3,202,096	72,878,649
2017	7,878,703	56,274,893	8,156,188	3,379,704	75,689,488
2018	8,204,107	58,420,993	8,531,484	3,564,549	78,721,133
2019	8,624,269	58,640,919	8,713,255	3,721,267	79,699,710
2020	8,827,651	60,909,073	9,448,614	3,924,186	83,109,524
2021	9,615,088	63,968,618	10,152,965	4,120,992	87,857,663
2022	9,927,886	64,652,972	10,207,652	4,184,827	88,973,337
Per Capita Income, in $					
2008	37,147	45,111	32,527	36,767	42,080
2009	34,687	44,925	30,905	34,914	41,352
2010	35,699	45,381	31,665	35,341	41,921
2011	37,435	47,072	32,837	36,706	43,534
2012	39,682	48,236	33,674	37,842	44,774
2013	39,186	48,526	33,665	38,766	44,955
2014	41,257	50,988	35,442	41,102	47,246
2015	43,633	53,208	37,783	43,229	49,480
2016	45,194	54,860	39,005	44,738	51,032
2017	47,322	57,049	40,883	47,084	53,145
2018	49,040	59,608	42,449	49,416	55,418
2019	52,301	57,560	43,585	50,670	54,700
2020	53,586	60,114	47,068	53,608	57,241
2021	58,520	63,912	50,038	56,103	60,947
2022	60,376	64,936	49,476	56,697	61,779

Note: All dollar estimates are in current dollars (not adjusted for inflation).
1. Including Kalawao.

Source: U.S. Department of Commerce, Bureau of Economic Analysis, Local Area Personal Income and Employment, "CAINC1 County and MSA personal income summary: personal income, population, per capita personal income".

1.4.2

EARNINGS BY DETAILED INDUSTRY
MAUI COUNTY, 2022

In thousands of dollars

Personal Income	**9,927,886**
Population (persons)	**164,433**
Per Capita Personal Income (dollars)	**60,376**
Earnings by Place of Work	**6,628,434**
Less: Contributions for government social insurance	709,097
Employee and self-employed contributions for government social insurance	365,769
Employer contributions for government social insurance	343,328
Plus: Adjustment for residence	30,781
Equals: Net earnings by place of residence	5,950,118
Plus: Dividends, interest, and rent	2,122,812
Plus: Personal current transfer receipts	1,854,956
Wages and Salaries	**4,527,291**
Supplements to Wages and Salaries	**1,049,505**
Employer contributions for employee pension and insurance funds	706,177
Employer contributions for government social insurance	343,328
Proprietors' Income	**1,051,638**
Farm proprietors' income	-24,978
Nonfarm proprietors' income	1,076,616
Farm Earnings	**26,899**
Nonfarm Earnings	**6,601,535**
Private Nonfarm Earnings	**5,760,771**
Forestry, fishing, and related activities	D
Mining, quarrying, and oil and gas extraction	D
Utilities	79,941
Construction	565,949

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Manufacturing	91,073
Durable goods manufacturing	37,264
Nondurable goods manufacturing	53,809
Wholesale trade	122,707
Retail trade	496,200
Transportation and warehousing	261,028
Information	88,455
Finance and insurance	96,465
Real estate and rental and leasing	517,534
Professional, scientific, and technical services	274,040
Management of companies and enterprises	D
Administrative, support, waste mgmt & remediation services	339,280
Educational services	94,256
Health care and social assistance	693,599
Arts, entertainment, and recreation	177,727
Accommodation and food services	1,478,147
Other services, except public administration	341,949
Government and Government Enterprises	**840,764**
Federal, civilian	101,464
Military	50,199
State and local	689,101
State government	D
Local government	D

Note: Includes Kalawao. All dollar estimates are in current dollars (not adjusted for inflation).
D: Not shown to avoid disclosure of confidential information, but the estimates for this item are included in totals.

SOURCE: U.S. DEPARTMENT OF COMMERCE, BUREAU OF ECONOMIC ANALYSIS, LOCAL AREA PERSONAL INCOME AND EMPLOYMENT, "CAINC5N PERSONAL INCOME BY MAJOR COMPONENT AND EARNINGS BY NAICS INDUSTRY", NOVEMBER 16, 2023.

1.4.3

CONSUMER PRICE INDEX (ALL ITEMS COMBINED) BY TYPE OF CONSUMER: HONOLULU

Year	All Urban Consumers (CPI-U)			Urban Wage Earners and Clerical Workers (CPI-W)		
	Annual Average	First Half	Second Half	Annual Average	First Half	Second Half
1999	173.3	172.7	173.8	173.4	173.0	173.9
2000	176.3	175.9	176.7	176.5	176.0	176.9
2001	178.4	178.1	178.7	179.1	178.6	179.5
2002	180.3	180.1	180.4	180.6	180.4	180.7
2003	184.5	183.2	185.7	184.3	183.4	185.3
2004	190.6	189.2	191.9	190.2	188.8	191.5
2005	197.8	195.0	200.6	197.2	194.6	199.8
2006	209.4	206.4	212.3	208.5	205.6	211.4
2007[1]	219.504	216.620	222.388	218.541	215.681	221.401
2008	228.861	227.334	230.387	228.344	226.738	229.950
2009	230.048	228.070	232.026	228.773	226.462	231.084
2010	234.869	233.822	235.916	234.020	233.089	234.951
2011	243.622	241.902	245.342	242.532	240.874	244.190
2012	249.474	248.646	250.303	248.569	248.003	249.135
2013	253.924	253.202	254.646	252.178	251.663	252.694
2014	257.589	255.989	259.190	254.757	253.417	256.098
2015	260.165	257.848	262.482	255.969	254.057	257.881
2016	265.283	264.038	266.528	260.326	258.879	261.772
2017	272.014	270.738	273.290	267.115	265.787	268.444
2018	277.078	275.196	278.960	273.483	271.610	275.355
2019	281.585	280.666	282.503	277.928	276.793	279.063
2020	286.008	285.086	286.931	283.176	282.315	284.037
2021	296.818	292.475	301.161	294.502	290.194	298.811
2022	316.076	312.137	320.016	314.319	310.117	318.521
2023	325.954	322.718	329.190	325.188	322.056	328.321

Note: See Introduction (General Statistics) for CPI-U and CPI-W definitions.
1982-1984 = 100
1. U.S. Bureau of Labor Statistics instituted a 3-decimal presentation beginning January 2007.

SOURCE: U.S. BUREAU OF LABOR STATISTICS.

1.4.4

NONFOREIGN AREA COST-OF-LIVING ALLOWANCES
FEDERAL EMPLOYEES IN HAWAIʻI RELATIVE TO WASHINGTON, D.C., BY COUNTY

	2021		2022		2023		2024	
County	COLA Rates (%)	Locality Rates (%)	COLA Rates (%)	Locality Rates (%)	COLA Rates (%)	Locality Rates (%)	COLA Rates (%)	Locality Rates (%)
Honolulu	10.28	19.56	9.75	20.40	9.28	21.17	8.90	21.79
Hawaiʻi	4.42	19.56	3.94	20.40	3.50	21.17	3.15	21.79
Kauaʻi	10.28	19.56	9.75	20.40	9.28	21.17	8.90	21.79
Maui[1]	10.28	19.56	9.75	20.40	9.28	21.17	8.90	21.79

1. Including Kalawao County.
Note: Employees in nonforeign areas, e.g. Hawaiʻi, have corresponding reductions in their cost-of-living allowances (COLAs) when locality rates increase.

Source: U.S. Office of Personnel Management, "COLA and Locality Pay Rates in Nonforeign Areas".

1.4.5

DETAILED CONSUMER PRICE INDEX FOR ALL URBAN CONSUMERS (CPI-U): HONOLULU

1982-1984 Average = 100 unless otherwise noted

Group	2019	2020	2021	2022	2023
All Items	281.585	286.008	296.818	316.076	325.954
Food and Beverages	287.622	301.370	312.618	338.162	353.063
Food	288.541	302.024	313.001	340.549	356.898
Food at home	276.432	295.849	309.044	338.264	344.170
Food away from home	295.250	301.157	309.129	333.310	364.867
Aloholic beverages	270.301	NA	304.801	297.150	288.576
Housing	307.889	314.089	323.600	338.500	347.570
Shelter	335.875	344.244	354.402	363.820	374.881
Rent of primary residence	325.794	341.571	347.912	359.727	371.962
Owners' equivalent rent of residences	349.297	354.081	362.730	370.464	387.798
Fuels and Utilities	368.109	358.312	377.189	460.241	458.747
Household energy	293.676	272.792	294.786	395.610	390.778
Energy services*	288.611	267.984	289.294	388.231	383.639
Electricity	285.442	265.360	285.240	384.208	380.643
Utility (piped) gas service	300.105	271.268	321.059	398.558	366.393
Household Furnishings and Operations	146.721	150.351	151.982	159.999	166.414
Apparel	114.795	113.298	109.057	110.427	126.213
Transportation	223.689	212.767	237.344	272.141	270.792
Private transportation	223.651	215.510	243.452	282.283	280.641
Motor Fuel	262.456	240.369	303.780	402.030	373.209
Gasoline (all types)	269.292	246.639	311.824	412.564	383.109
Gasoline, unleaded regular	280.961	255.269	322.823	428.798	397.645
Gasoline, unleaded midgrade[1]	225.556	217.791	260.461	341.948	318.268
Gasoline, unleaded premium	246.794	232.371	295.717	385.103	359.552

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Group	2019	2020	2021	2022	2023
Medical Care	NA	NA	438.199	NA	508.814
Recreation[2]	130.977	135.660	138.901	141.639	149.448
Education and Communication[2]	143.547	147.241	151.058	153.306	156.219
Other Goods and Services	504.378	498.753	525.471	558.353	610.227
Special Aggregate Indexes					
All items less shelter	257.895	260.333	271.697	296.918	306.267
All items less medical care	273.841	278.061	289.176	307.373	316.174
All items less energy	283.781	289.805	298.626	312.836	324.647
All items less food and energy	284.780	289.337	297.788	309.736	320.854
Commodities	206.547	209.123	220.232	243.420	251.784
Commodities less food	161.599	158.614	169.582	190.009	194.585
Commodities less food and beverage	157.421	153.792	164.568	185.610	190.516
Nondurables	245.100	249.431	261.604	290.736	302.624
Nondurables less food	203.900	198.430	212.095	243.105	250.631
Nondurables less food and beverage	199.496	192.360	205.909	239.395	247.981
Services	347.082	353.103	363.728	380.199	391.529
Services less rent of shelter[3]	359.254	361.245	372.396	400.461	411.450
Services less medical care	339.015	344.333	355.236	370.598	381.581

* Previously called 'Gas (piped) and electricity'.
NA: Not available
1. December 1993= 100.
2. December 1997= 100.
3. December 1982= 100.

SOURCE: U.S. BUREAU OF LABOR STATISTICS, CONSUMER PRICE INDEX-ALL URBAN CONSUMERS (CPI-U).

1.5.1

CAPACITIES OF HOSPITALS AND SPECIALTY CARE FACILITIES MAUI COUNTY

Data are for facilities recognized by the Hawai'i State Health Planning and Development Agency Area by Type of Beds by Facility for the Calendar Year 2023

Facility	Licensed Beds	Inpatient Days	Admissions	Average Stay	Occupancy Rate
Medical/Surgical					
Maui Memorial Medical Center	157	50,442	5,692	8.9	88.02
Critical Care					
Maui Memorial Medical Center	29	8,712	862	10.1	82.31
Obstetric					
Maui Memorial Medical Center	22	2,605	1,359	1.9	32.44
Moloka'i General Hospital	2	19	16	1.2	2.60
Psychiatric					
Maui Memorial Medical Center	11	3,344	448	7.4	83.04
SNF/ICF					
Hale Makua Kahului	254	77,649	542	143.3	83.75
Hale Makua Wailuku	90	26,775	186	144.0	81.51
Kula Hospital	105	34,635	54	641.4	90.37
Lāna'i Community Hospital	10	3,557	5	711.4	97.45
Acute/Long-Term Swing					
Kula Hospital	9	1,293	83	15.6	39.36
Lāna'i Community Hospital	4	1	1	1.0	0.07
Moloka'i General Hospital	13	560	104	5.4	11.80
ICF/IID ID					
Kula Hospital	9	2,910	3	970.0	88.58
Hansen's Disease					
Kalaupapa Care Home[1]	0				
STF					
Ai Pono Maui	12	2,677	68	39.4	61.12
Aloha House, Inc.	48	11,340	921	12.3	64.73
Aloha House, Inc.	8	2,057	57	36.1	70.45
Maui County Total	**783**	**228,576**	**10,401**	**171.8**	**61.10**

1. As of April 2023, the 5 SHPDA approved Hansen's Disease beds were no longer licensed beds by the Office of Health Care Assurance.
ICF/IID: Intermediate Care Facility for Individuals with Intellectual Disabilities
SNF/ICF: Skilled Nursing Facility and Intermediate Care Facility
STF: Special Treatment Facility.
NA: Not available

SOURCE: HAWAI'I STATE DEPARTMENT OF HEALTH, STATE HEALTH PLANNING AND DEVELOPMENT AGENCY, HEALTH CARE UTILIZATION REPORT 2023.

1.5.2

ADULT RESIDENTIAL CARE HOMES
MAUI COUNTY

Data are for facilities recognized by the Hawai'i State Department of Health, Office of Health Care Assurance

Location	Facilities	Beds	Persons[1] age 65+	Beds / 1,000 persons age 65+
Type I (up to 5 beds)				
Kahului	3	14	5,004	2.80
Kīhei	1	5	3,921	1.28
Wailuku	2	11	3,321	3.31
Maui Island Total	6	30	29,595	1.01
Moloka'i	0	0	1,442	0.00
Lāna'i	0	0	600	0.00
Maui County Total	6	30	31,637	0.95
Hawai'i County	43	74	45,534	1.63
Kaua'i County	6	50	15,513	3.22
City and County of Honolulu	385	1,726	189,748	9.10
State Total	**440**	**1,880**	**282,451**	**6.66**
Type II (more than 5 beds)				
Maui Island	1	20	29,595	0.68
Moloka'i	0	0	1,442	0.00
Lāna'i	0	0	600	0.00
Maui County Total	1	20	31,637	0.63
Hawai'i County	0	0	45,534	0.00
Kaua'i County	0	0	15,513	0.00
City and County of Honolulu	36	616	189,748	3.25
State Total	**37**	**636**	**282,451**	**2.25**

1. U.S. Census Bureau, 2020 Census Demographic Profile DP1.

SOURCE: HAWAI'I STATE DEPARTMENT OF HEALTH, OFFICE OF HEALTH CARE ASSURANCE, COMBINED ADULT RESIDENTIAL CARE HOMES AND EXPANDED ADULT RESIDENTIAL CARE HOMES VACANCY REPORT BY AREA, APRIL 2023.

1.5.3

HEALTH PRACTITIONERS LICENSED IN HAWAIʻI BY PLACE OF ADDRESS

	Acupuncturist	Chiropractor	Dental Hygienist	Dentist	Massage Therapist
Maui	84	69	128	115	1,188
Molokaʻi	1	1	5	3	13
Lānaʻi	0	0	1	1	32
Oʻahu	290	216	628	868	3,083
Hawaiʻi	124	64	92	115	958
Kauaʻi	34	25	48	48	472
State Subtotal	**533**	**375**	**902**	**1,150**	**5,746**
Mainland	177	149	189	328	923
Foreign/Other	4	2	0	3	15
Total	**714**	**526**	**1,091**	**1,481**	**6,684**

	Certified Physician's Assistant	Emergency Medical Tech.	Emergency Medical Tech. Paramedic	Physician or Surgeon[1]	Osteopathic Physician and Surgeon
Maui	71	89	57	439	41
Molokaʻi	0	4	5	12	1
Lānaʻi	0	2	0	1	2
Oʻahu	282	394	330	3,824	288
Hawaiʻi	58	344	124	459	67
Kauaʻi	21	75	23	194	22
State Subtotal	**432**	**908**	**539**	**4,929**	**421**
Mainland	137	27	85	5,726	720
Foreign/Other	0	0	0	12	1
Total	**569**	**935**	**624**	**10,667**	**1,142**

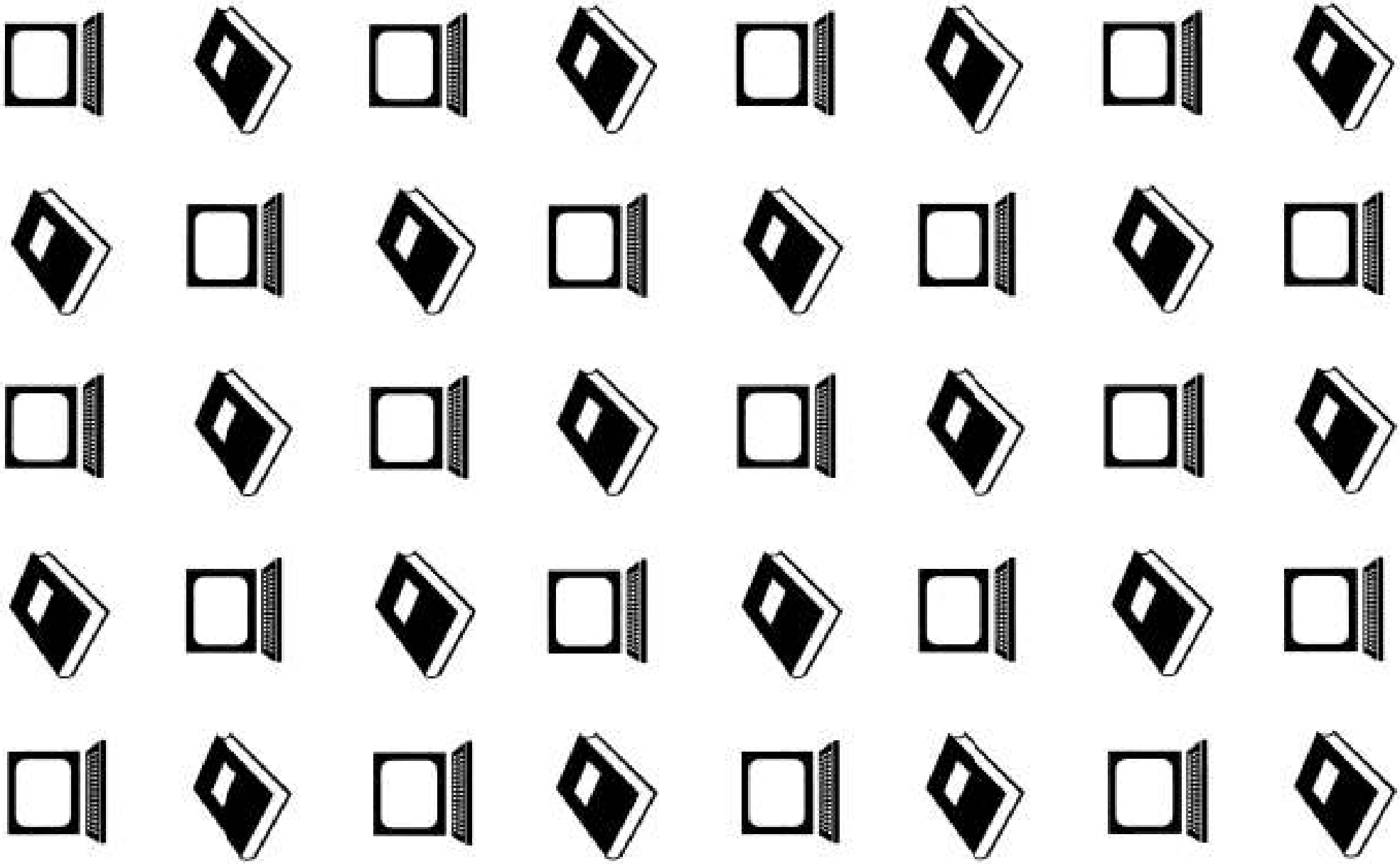
	Licensed Practical Nurse	Registered Nurse	Advanced Practice Registered Nurse	Occupational Therapist	Physical Therapist
Maui	197	1,581	109	53	150
Molokaʻi	2	40	4	0	3
Lānaʻi	0	24	1	0	0
Oʻahu	721	12,078	1,078	308	856
Hawaiʻi	217	1,956	189	60	140
Kauaʻi	99	775	63	21	70
State Subtotal	**1,236**	**16,454**	**1,444**	**442**	**1,219**
Mainland	416	13,157	1,010	264	617
Foreign/Other	0	28	1	2	3
Total	**1,652**	**29,639**	**2,455**	**708**	**1,839**

	Naturopath	Optometrist	Pharmacist	Podiatrist	Psychologist
Maui	21	23	118	6	57
Molokaʻi	0	1	3	0	1
Lānaʻi	0	1	1	0	2
Oʻahu	39	242	1,173	38	643
Hawaiʻi	39	36	179	6	95
Kauaʻi	14	11	71	2	34
State Subtotal	**113**	**314**	**1,545**	**52**	**832**
Mainland	41	137	1,210	38	457
Foreign/Other	1	0	3	0	0
Total	**155**	**451**	**2,758**	**90**	**1,289**

1. Permanent licenses only. Does not include interns, residents, or physicians who provided state government services only.

Source: Hawaii State Department of Commerce and Consumer Affairs, Professional and Vocational Licensing Division, Licensing Branch, Current Licenses as of September 14, 2023.

Education



Section 2

EDUCATION

This section covers statistics on public and private schools, enrollment, number of teachers, high school graduates, enrollment at University of Hawai‘i Maui College, degrees offered, number of faculty at UH Maui College and libraries.

Maui County public and private schools provide educational opportunities for students from pre-kindergarten through senior high school. UH Maui College offers courses in a wide variety of technical, vocational and liberal arts disciplines and through the University of Hawai‘i Center, Maui offers 4-year Bachelor’s degrees.

The Hawai‘i State Public Library System in Maui County has eight locations on three islands, Maui, Moloka‘i and Lāna‘i. UH Maui College Library holdings include four centers: two on Maui (Kahului and Hāna), and one each on Moloka‘i and Lāna‘i.

The principal sources of the data on education are the Hawai‘i State Department of Education, the Hawai‘i Association of Private Schools, and the University of Hawai‘i Institutional Research Office. On libraries, the principal sources are the Hawai‘i State Public Library System, Research and Evaluation Services and the UH Maui College Library.

2.1

MAUI DISTRICT PUBLIC AND PRIVATE SCHOOLS BY ISLAND AND LOCATION

MAUI	
Hāna	
Hāna High and Elementary	K - 12
Kīhei	
Horizons Academy of Maui	K - 12
Kamaliʻi Elementary	K - 5
Kīhei Charter School	K - 12
Kīhei Elementary	K - 5
Kūlanihākoʻi High[1]	9-10
Lokelani Intermediate	6 - 8
Lahaina	
Kamehameha III Elementary	K - 5
Lahaina Intermediate	6 - 8
Lahainaluna High	9 - 12
Maui Preparatory Academy	PS - 12
Nahiʻenaʻena Elementary	K - 5
Sacred Hearts	K - 12
Upcountry/North Shore	
Carden Academy of Maui	PS - 8
Doris Todd Christian Academy	PS - 12
Haʻikū Elementary	K - 5
Haleakalā Waldorf	PS - 12
Kalama Intermediate	6 - 8
Kamehameha School Maui	K - 12
King Kekaulike High	9 - 12
Kula Elementary	K - 5
Makawao Elementary	K - 5
Montessori School of Maui	EC - 8
Pāʻia Elementary	K - 5
Pukalani Elementary	K - 5
Roots School	PS - 6
Seabury Hall	5 - 12
Kahului/Wailuku	
Emmanuel Lutheran	PS - 8
Hawaiian Mission Academy Maui	K - 8
Henry Perrine Baldwin High	9 - 12
ʻĪao Intermediate	6 - 8
Kaʻahumanu Hou Christian	PS - 12
Kahului Elementary	K - 5
Ke Kula ʻo Piʻilani	K - 5
Lihikai Elementary	K - 5
Maui Adventist	1 - 8
Maui High	9 - 12
Maui Waena Intermediate	6 - 8
Pomaikaʻi Elementary	K - 5
Puʻu Kukui Elementary	K - 5
St. Anthony	PK - 12
Waiheʻe Elementary	K - 5
Wailuku Elementary	K - 5
LĀNAʻI	
Lānaʻi High and Elementary	K - 12
MOLOKAʻI	
Akaʻula	5 - 12
Hoʻomana Hou	9 - 12
Kaunakakai Elementary	K - 6
Kilohana Elementary	K - 6
Kualapuʻu Public Charter School	PK - 6
Maunaloa Elementary	K - 6
Molokaʻi High	9 - 12
Molokaʻi Middle	7 - 8
Total: 52	
Public: 32	
Charter: 2	
Private: 18	

1. Kūlanihākoʻi High School opened in fall 2022.
EC: Early Childhood Education, PS: Preschool, PK: Pre-Kindergarten

Source: Hawaiʻi State Department of Education; Hawaiʻi Association of Independent Schools.

2.2

BUDGET ALLOCATIONS FOR PUBLIC SCHOOLS
MAUI DISTRICT

School	*2020-2021	2021-2022	2022-2023	2023-2024
Elementary Schools				
Haʻikū	131,449	385,282	348,227	175,162
Kahului	498,472	693,087	626,422	803,622
Kamaliʻi	126,594	131,377	147,393	-201,430
Kamehameha III	121,225	741,522	697,951	350,594
Kaunakakai	122,833	448,128	227,083	530,857
Kīhei	402,361	661,689	723,058	636,528
Kilohana	55,982	316,066	391,610	136,336
Kula	93,197	482,457	278,526	212,579
Lihikai	348,221	930,411	400,148	562,688
Makawao	159,518	549,866	546,453	228,092
Maunaloa	96,561	249,960	161,306	126,753
Nahiʻenaʻena	212,282	801,019	809,494	602,716
Pāʻia	58,328	389,921	498,678	334,351
Pomaikaʻi	-53	444,896	399,339	311,724
Pukalani	259,518	594,818	323,558	244,227
Puʻu Kukui	16,169	470,090	616,597	822,047
Waiheʻe	244,312	728,000	461,286	626,392
Wailuku	310,220	427,220	175,730	396,261
Intermediate Schools				
ʻĪao	417,925	588,553	845,853	436,742
Kalama	343,763	925,544	1,057,174	1,173,934
Lahaina	240,478	706,616	533,053	282,775
Lokelani	187,289	556,444	431,414	392,030
Maui Waena	113,991	1,359,509	1,723,999	733,040
Molokaʻi Middle	43,688	449,639	549,061	416,247
High Schools				
Baldwin	65,103	1,339,939	1,180,985	1,072,560
King Kekaulike	-146,311	1,947,731	1,438,844	1,580,866
Kūlanihākoʻi		1,700,000	-690,728	-320,756
Lahainaluna	87,377	1,407,371	946,739	378,969
Maui	202,935	1,823,733	2,070,835	1,132,823
Molokaʻi	261,976	671,614	688,945	491,060
Multi-Level Schools				
Hāna High & Elementary	262,620	786,457	881,058	754,114
Lānaʻi High & Elementary	100,255	463,769	559,395	524,698
Total	**$5,438,278**	**$10,804,280**	**$7,237,573**	**$15,948,601**

* Disruption caused by the COVID-19 pandemic.
Allocations do not include salaries.

Source: Hawaiʻi State Department of Education.

2.3

PUBLIC SCHOOLS ENROLLMENT BY GRADES
MAUI DISTRICT

School	2019	2020	2021	2022	2023
Elementary Schools					
Haʻikū	433	379	332	338	349
Kahului	933	901	835	832	799
Kamaliʻi	476	444	403	389	379
Kamehameha III*	726	664	638	603	486
Kaunakakai	290	258	253	253	268
Kīhei	691	656	712	703	714
Kilohana	71	67	79	75	79
Kula	448	393	393	364	352
Lihikai	846	816	758	717	691
Makawao	523	537	522	483	476
Maunaloa	36	40	46	46	43
Nahiʻenaʻena*	739	700	656	680	505
Pāʻia	401	399	378	402	422
Pomaikaʻi	613	565	539	510	578
Pukalani	427	448	429	429	425
Puʻu Kukui	762	735	685	683	709
Waiheʻe	581	601	570	575	573
Wailuku	638	626	585	559	550
Intermediate Schools					
ʻĪao	1,004	889	818	780	950
Kalama	953	899	831	833	937
Lahaina*	732	704	658	647	521
Lokelani	540	480	454	473	489
Maui Waena	1,162	1,100	1,140	1,044	1,126
Molokaʻi Middle	188	194	174	176	189
High Schools					
Baldwin	1,304	1,299	1,350	1,338	1,345
King Kekaulike	1,129	1,125	1,167	1,168	1,233
Kūlanihākoʻi				27	144
Lahainaluna*	1,061	1,069	1,050	1,037	870
Maui	2,082	2,100	2,058	1,999	1,908
Molokaʻi	322	340	364	381	332
Multi-Level Schools					
Hāna High & Elementary	363	373	382	378	399
Lānaʻi High & Elementary	577	565	574	560	562
Total	**21,051**	**20,366**	**19,833**	**19,482**	**19,403**

* For the purpose of reporting the official enrollment count (OEC) for the four Lahaina schools for the 2023-24 school year, the students who were pre-registered at the school before the start of the school year and did not transfer to another school prior to the OEC date, are included in the school's enrollment count.

Source: Hawaiʻi State Department of Education.

STUDENT PROFILES IN PUBLIC SCHOOLS
MAUI DISTRICT, 2022-2023

School	Fall Enrollment	Students Enrolled for Entire Year	Receiving Free or Reduced Cost Lunch	Students in Special Education	Students w/ Limited English Proficiency
Elementary Schools					
Haʻikū	338	94.0%	53.2%	9.1%	4.7%
Kahului	832	94.5%	56.2%	7.5%	23.9%
Kamaliʻi	389	91.7%	27.7%	14.6%	9.2%
Kamehameha III	603	94.3%	40.1%	9.9%	16.4%
Kaunakakai	253	98.4%	**	10.6%	*
Kīhei	703	94.0%	63.3%	10.8%	17.9%
Kilohana	75	97.3%	**	*	--
Kula	364	97.5%	50.0%	11.2%	*
Lihikai	717	93.5%	63.7%	7.9%	25.5%
Makawao	483	96.6%	53.0%	10.9%	5.3%
Maunaloa	46	82.6%	**	*	--
Nahiʻenaʻena	680	95.4%	55.7%	8.8%	16.0%
Pāʻia	402	97.0%	61.9%	6.9%	*
Pomaikaʻi	510	98.4%	17.4%	7.0%	3.3%
Pukalani	429	89.7%	45.9%	13.0%	6.9%
Puʻu Kukui	683	94.5%	33.2%	9.9%	4.3%
Waiheʻe	575	94.7%	**	5.9%	8.5%
Wailuku	559	91.9%	**	8.2%	13.7%
Intermediate Schools					
ʻĪao	780	96.7%	49.8%	9.1%	9.8%
Kalama	833	95.4%	54.0%	17.4%	4.8%
Lahaina	647	98.2%	50.8%	8.6%	18.3%
Lokelani	473	91.7%	51.5%	10.3%	14.3%
Maui Waena	1,044	95.4%	44.7%	11.2%	20.8%
Molokaʻi Middle	176	88.0%	**	18.1%	*
High Schools					
Baldwin	1,338	96.4%	42.7%	10.8%	6.1%
King Kekaulike	1,168	95.9%	48.1%	14.5%	2.3%
Kūlanihākoʻi	27	96.2%	48.1%	*	*
Lahainaluna	1,037	95.2%	45.9%	8.4%	12.7%
Maui	1,999	94.3%	36.3%	10.2%	12.7%
Molokaʻi	381	93.4%	**	15.7%	*
Multi-Level Schools					
Hāna High & Elem.	378	94.1%	**	13.7%	--
Lānaʻi High & Elem.	560	96.7%	48.3%	13.7%	15.7%
Total	**19,482**				

* Data not reported to maintain student confidentiality. See the Family Educational Rights and Privacy Act (FERPA).
** School is participating in the Community Eligibility Provision.
Source: Hawaiʻi State Department of Education, Accountability Resource Center (ARCH), School Status and Improvement Reports, School Year 2022-2023.

2.5

ETHNIC PROFILES IN PUBLIC SCHOOLS
MAUI DISTRICT, 2022-2023

School	Chinese	Filipino	Hawaiian	Japanese	Portuguese	Hispanic	White	Other[1]
Elementary Schools								
Haʻikū	0.0%	4.1%	15.0%	1.1%	4.7%	2.6%	60.9%	11.6%
Kahului	0.3%	55.7%	15.0%	2.8%	1.3%	1.4%	4.2%	19.3%
Kamaliʻi	0.2%	6.1%	8.2%	2.3%	0.7%	3.0%	69.9%	9.6%
Kamehameha III	0.8%	13.5%	9.7%	2.1%	0.8%	7.9%	47.5%	17.7%
Kaunakakai	0.3%	16.6%	69.9%	2.3%	0.3%	0.0%	5.5%	5.1%
Kīhei	0.9%	29.7%	16.5%	2.2%	0.9%	1.2%	34.9%	13.7%
Kilohana	0.0%	1.3%	85.3%	0.0%	0.0%	0.0%	12.0%	1.4%
Kula	1.3%	3.0%	31.8%	8.2%	4.1%	1.0%	42.3%	8.3%
Lihikai	0.4%	45.7%	22.3%	4.1%	0.8%	0.0%	8.2%	18.5%
Makawao	0.2%	8.6%	26.5%	4.5%	10.5%	2.0%	37.4%	10.3%
Maunaloa	0.0%	10.8%	60.8%	2.1%	0.0%	2.1%	13.0%	11.2%
Nahiʻenaʻena	0.1%	47.9%	25.7%	0.2%	0.7%	0.7%	16.1%	8.6%
Pāʻia	0.2%	4.9%	72.1%	2.7%	3.2%	0.0%	11.1%	5.8%
Pomaikaʻi	2.3%	30.7%	12.1%	13.7%	3.1%	1.1%	27.2%	9.8%
Pukalani	2.0%	11.8%	28.2%	10.4%	6.0%	2.7%	28.2%	10.7%
Puʻu Kukui	1.4%	17.4%	20.3%	15.3%	1.7%	2.4%	24.0%	17.5%
Waiheʻe	0.5%	21.7%	46.6%	5.2%	1.5%	0.3%	12.6%	11.6%
Wailuku	0.5%	20.2%	36.4%	7.3%	1.6%	1.7%	14.1%	18.2%
Intermediate Schools								
ʻĪao	0.6%	25.0%	29.4%	11.7%	2.8%	1.7%	12.8%	16.0%
Kalama	0.6%	10.6%	31.9%	5.6%	6.8%	2.0%	31.9%	10.6%
Lahaina	0.3%	37.4%	15.1%	2.4%	0.7%	8.5%	22.4%	13.2%
Lokelani	0.0%	26.0%	13.7%	2.5%	1.4%	3.8%	36.9%	15.7%
Maui Waena	0.4%	49.3%	14.5%	5.4%	2.6%	1.9%	8.2%	17.7%
Molokaʻi Middle	0.5%	9.0%	82.3%	0.5%	0.0%	0.5%	4.5%	2.7%
High Schools								
Baldwin	0.8%	26.5%	29.9%	9.8%	3.5%	3.1%	10.9%	15.5%
King Kekaulike	0.5%	8.1%	31.1%	5.7%	6.2%	4.4%	35.3%	8.7%
Kūlanihākoʻi	0.0%	7.4%	37.0%	7.4%	7.4%	11.1%	25.9%	3.8%
Lahainaluna	0.3%	33.4%	21.0%	3.1%	0.0%	11.2%	18.2%	12.8%
Maui	0.8%	48.4%	13.2%	5.9%	1.6%	6.0%	12.1%	12.0%
Molokai	0.2%	8.3%	82.1%	2.8%	0.2%	0.5%	3.9%	2.0%
Multi-Level Schools								
Hāna High & Elem.	0.0%	1.0%	75.6%	1.3%	0.0%	0.5%	15.0%	6.6%
Lānaʻi High & Elem.	0.1%	49.1%	15.5%	3.3%	0.5%	2.8%	11.9%	16.8%

1. Other includes Native American, Black, Korean, Samoan, Indo-Chinese, Micronesian, Tongan and Others.

Source: Hawaiʻi State Department of Education, Accountability Resource Center (ARCH), School Status and Improvement Reports, School Year 2022-2023.

2.6

COMMUNITY PROFILES IN PUBLIC SCHOOLS
MAUI DISTRICT, 2022-2023

School Community	Population	% of Population Aged 5-19	Median Age	Number of Family Households	Median Household Income
State of Hawai'i	1,420,074	17.2%	39.4	147,383	$83,173
Baldwin HSC	56,733	20.5%	38.9	6,762	$89,874
Kekaulike HSC	45,833	14.7%	46.6	4,761	$91,767
Kūlanihāko'i HSC	34,797	15.6%	46.0	3,632	$86,396
Lahainaluna HSC	23,375	16.5%	43.4	2,476	$87,093
Maui HSC	16,293	20.6%	44.0	1,797	$85,675
Hāna HSC	1,388	9.7%	50.6	89	$66,058
Lāna'i HSC	2,888	12.8%	48.0	305	$59,053
Moloka'i HSC	13,030	22.3%	43.3	1,519	$61,375

Note: All figures based on 2020 Census.
HSC: High School Complex.

Source: Hawai'i State Department of Education, Accountability Resource Center (ARCH), School Status and Improvement Reports, School Year 2022-2023.

2.7

COMMUNITY EDUCATION ATTAINMENT LEVEL IN PUBLIC SCHOOLS, MAUI DISTRICT

School Community	College Graduate	Some College	High School	Less than High School Graduate
State of Hawai'i	**33.5%**	**20.7%**	**27.3%**	**7.5%**
Baldwin HSC	24.1%	23.3%	33.5%	8.5%
Kekaulike HSC	34.3%	22.5%	27.1%	6.7%
Kūlanihāko'i HSC	36.6%	24.7%	24.9%	4.7%
Lahainaluna HSC	25.7%	24.0%	35.7%	7.8%
Maui HSC	29.1%	22.2%	33.2%	4.5%
Hāna HSC	19.1%	23.9%	51.5%	4.5%
Lāna'i HSC	28.6%	18.0%	33.8%	10.6%
Moloka'i HSC	20.8%	22.1%	33.8%	11.7%

Note: All figures based on 2020 Census.
HSC: High School Complex.
Source: Hawai'i State Department of Education, Accountability Resource Center (ARCH), School Status and Improvement Reports, School Year 2022-2023.

2.8

SCHOOL COMPLETION IN PUBLIC SCHOOLS MAUI DISTRICT, 2022-2023

School	Total Completers[1]	Diploma Graduates	Individual Program	School Dropouts[2]
High Schools				
Baldwin	93.8%	91.8%	2.0%	12.6%
King Kekaulike	98.7%	94.3%	4.3%	16.8%
Kūlanihāko'i	--	--	--	--
Lahainaluna	94.3%	91.1%	3.2%	14.8%
Maui	97.9%	96.0%	1.8%	13.7%
Moloka'i	98.9%	96.7%	2.1%	*
Multi-Level Schools				
Hāna High & Elem.	100.0%	95.8%	4.1%	*
Lāna'i High and Elem.	100.0%	100.0%	0.0%	*

1. Completers statistics are based on the number of students in the senior class.
2. Dropout rates are based on the cohort of first time 9th graders who dropped out prior to graduation.
* Data not reported to maintain student confidentiality.

Source: Hawai'i State Department of Education, Accountability Resource Center (ARCH), School Status and Improvement Reports, School Year 2022-2023.

2.9

TEACHING STAFF PROFILES IN PUBLIC SCHOOLS
MAUI DISTRICT, 2022-2023

School	Teacher Headcount	Teachers With 5 or More Years at this School	Teachers With Advanced Degrees	Average Years Experience	Student Teacher Ratio Regular Instruction	Student Teacher Ratio Special Education
Elementary Schools						
Haʻikū	22	9	6	11.6	18.0	6.2
Kahului	55	29	23	10.0	18.3	6.3
Kamaliʻi	32	17	14	10.9	15.8	5.1
Kamehameha III	42	25	19	10.2	16.9	7.5
Kaunakakai	23	14	12	13.9	15.0	3.3
Kīhei	55	18	21	8.9	15.2	5.8
Kilohana	10	4	1	12.9	8.6	3.0
Kula	27	16	7	11.8	18.4	4.5
Lihikai	45	20	14	15.1	17.3	8.1
Makawao	34	22	10	12.7	15.9	7.5
Maunaloa	7	2	5	12.0	6.3	8.0
Nahiʻenaʻena	47	29	18	10.6	17.7	6.0
Pāʻia	21	12	5	12.4	23.3	7.0
Pomaikaʻi	34	20	8	11.7	17.2	6.0
Pukalani	29	10	12	8.4	20.7	5.0
Puʻu Kukui	43	21	14	13.9	19.8	5.6
Waiheʻe	41	24	12	14.0	16.3	4.8
Wailuku	36	16	12	11.7	19.0	6.5
Intermediate Schools						
ʻĪao	56	29	18	13.4	16.1	5.9
Kalama	58	31	25	13.7	17.6	7.6
Lahaina	46	18	24	9.0	16.4	7.0
Lokelani	32	9	9	7.7	19.2	4.9
Maui Waena	67	31	18	12.6	19.7	6.8
Molokaʻi Middle	16	7	4	12.6	15.1	5.3
High Schools						
Baldwin	82	44	40	12.3	20.2	6.9
King Kekaulike	76	42	41	13.4	19.5	6.8
Kūlanihākoʻi	11	0	6	8.5	3.2	1.0
Lahainaluna	68	36	28	10.4	17.9	6.2
Maui	121	79	50	13.1	19.2	7.5
Molokaʻi	25	15	12	13.7	18.8	7.5
Multi-Level Schools						
Hāna High & Elem.	30	15	11	11.7	14.1	8.6
Lānaʻi High & Elem.	48	23	17	10.2	14.2	6.4
Total	**1,339**	**687**	**516**			

SOURCE: HAWAIʻI STATE DEPARTMENT OF EDUCATION, ACCOUNTABILITY RESOURCE CENTER (ARCH), SCHOOL STATUS AND IMPROVEMENT REPORTS, SCHOOL YEAR 2022-2023.

2.10

SUBJECT PROFICIENCIES IN PUBLIC SCHOOLS
MAUI DISTRICT, 2022-2023

School	Grade	% Proficient Language Arts	% Proficient Math	% Proficient Science[1]
Elementary Schools				
Haʻikū	4	52%	38%	33%
Kahului	4	46%	38%	36%
Kamaliʻi	4	58%	63%	42%
Kamehameha III	4	45%	46%	44%
Kaunakakai	4	36%	41%	43%
Kīhei	4	42%	43%	47%
Kilohana	4	NA	NA	NA
Kula	4	53%	47%	51%
Lihikai	4	37%	50%	36%
Makawao	4	46%	39%	42%
Maunaloa	4	NA	NA	NA
Nahiʻenaʻena	4	36%	23%	34%
Pāʻia	4	33%	13%	45%
Pomaikaʻi	4	64%	57%	49%
Pukalani	4	51%	49%	51%
Puʻu Kukui	4	53%	49%	41%
Waiheʻe	4	39%	40%	37%
Wailuku	4	36%	34%	36%
State Average	4	51%	49%	45%
Intermediate Schools				
ʻĪao	8	41%	24%	26%
Kalama	8	40%	31%	33%
Lahaina	8	45%	22%	22%
Lokelani	8	34%	9%	13%
Maui Waena	8	48%	27%	39%
Molokaʻi Middle	8	47%	24%	36%
State Average	8	50%	31%	40%
High Schools				
Baldwin	11	43%	16%	29%
King Kekaulike	11	64%	23%	47%
Kūlanihākoʻi	11	NA	NA	NA
Lahainaluna	11	49%	10%	18%
Maui	11	60%	27%	39%
Molokaʻi	11	21%	1%	9%
State Average	11	58%	25%	33%
Multi-Level Schools				
Hāna High & Elem.	11	33%	8%	25%
Lānaʻi High & Elem.	11	63%	5%	NA
State Average	11	58%	25%	33%

1. The Next Generation Science Standard (NGSS) Science assessment is given in grades 5 and 8. High School NGSS Science assessment results are from an end-of-course exam given to high school students enrolled in Biology 1.

NA: Not available

SOURCE: HAWAIʻI STATE DEPARTMENT OF EDUCATION, ACCOUNTABILITY RESOURCE CENTER (ARCH), SCHOOL STATUS AND IMPROVEMENT REPORTS, SCHOOL YEAR 2022-2023.

2.11

PRIVATE SCHOOLS CHARACTERISTICS
MAUI COUNTY, 2021-2022

School	Classroom Teachers (FTE)	Student Teacher Ratio	American Indian/ Alaskan Native	Asian	Black	Hispanic	White	Native Hawaiian/ Pacific Islander	Two or more races
Akaʻula	2.4	11.2	0	3	0	0	3	21	0
Carden Academy of Maui	15.4	10.4	4	39	2	16	72	27	0
Doris Todd Christian Academy	14.0	13.7	6	24	1	9	89	47	16
Emmanuel Lutheran	22.1	7.8	0	15	5	35	59	29	30
Haleakalā Waldorf	31.1	20.3	0	12	0	12	584	23	0
Hoʻomana Hou	1.1	4.5	0	0	0	0	0	5	0
Horizons Academy of Maui	1.0	2.0	0	0	0	1	1	0	0
Kaʻahumanu Hou Christian	6.0	7.7	2	15	0	0	5	20	4
Kamehameha Schools Maui	107.0	10.2	0	0	0	0	0	1,095	0
Ke Kula ʻo Piʻilani	5.1	7.6	2	11	0	6	3	17	0
Maui Adventist	1.0	25.0	0	0	0	0	0	0	25
Maui Preparatory Academy	23.1	11.3	0	45	7	20	138	28	22
Montessori School of Maui	14.0	11.1	0	3	0	0	122	25	6
Roots School	4.8	11.2	0	4	0	1	37	4	8
Sacred Hearts	18.3	10.8	2	51	3	30	61	33	18
Seabury Hall	50.0	10.1	0	44	10	6	280	76	87
St. Anthony	32.0	9.4	8	22	0	0	95	23	154

SOURCE: NATIONAL CENTER FOR EDUCATIONAL STATISTICS (NCES).

2.12

PRIVATE SCHOOLS TUITION
MAUI COUNTY

School	Tuition Fees $
Akaʻula	10,000
Carden Academy of Maui	12,314 - 15,548
Doris Todd Christian Academy	7,693 - 8,149
Emmanuel Lutheran	6,950 - 7950
Haleakalā Waldorf	4,800 - 19,700
Hawaiian Mission Academy Maui	7,600
Hoʻomana Hou	5,000
Horizons Academy of Maui	4,200 per month
Kaʻahumanu Hou Christian	4,200 - 5,000
Kamehameha Schools Maui	4,898 - 6,026
Maui Adventist	7,200
Maui Preparatory Academy	8,200 - 23,000
Montessori School of Maui	15,831 - 18519
Roots School	9,950
Sacred Hearts	7,500 - 9,100
Seabury Hall	23,050
St. Anthony	8,000 - 15,000

Source: Private schools, Honolulu Magazine and Hawaii Association of Independent Schools (HAIS) 2023 Hawaiʻi Private School Guide.

2.13

PRIVATE SCHOOLS ENROLLMENT BY GRADES
MAUI COUNTY, 2022-2023

School	EC*	PK	K	1st	2nd	3rd	4th	5th	6th	7th	8th	9th	10th	11th	12th	Total
Akaʻula	0	0	0	0	0	0	0	4	3	14	1	6	2	4	1	35
Carden Academy of Maui	0	24	16	18	18	18	18	18	18	18	18	0	0	0	0	184
Doris Todd Christian Academy	0	33	20	19	21	21	17	23	18	17	18	2	9	1	4	223
Emmanuel Lutheran	0	36	22	22	22	22	19	26	19	18	14	0	0	0	0	220
Hala Kahiki Montessori School of Lānaʻi	0	3	3	0	0	0	0	0	0	0	0	0	0	0	0	6
Haleakalā Waldorf	0	25	29	14	18	18	18	19	19	21	18	14	22	11	15	261
Hawaiian Mission Academy	0	0	6	4	3	6	1	3	4	2	4	0	0	0	0	33
Hoʻomana Hou	0	0	0	0	0	0	0	0	0	0	0	1	2	1	1	5
Horizons Academy of Maui	0	60	8	5	8	10	10	9	2	0	3	3	1	0	1	120
Kaʻahumanu Hou Christian	0	0	39	41	40	48	48	48	116	108	110	131	131	121	126	1,107
Kamehameha Schools Maui	0	0	4	5	1	0	2	0	0	0	0	0	0	0	0	12
Ke Kula ʻO Hoʻomakuapono	0	0	15	8	8	5	2	5	0	0	0	0	0	0	0	43
Ke Kulaʻo Piʻilani	0	0	0	0	0	0	0	0	0	0	0	1	1	0	0	2
Maui Learning Academy	0	32	20	20	20	20	20	20	22	22	22	24	24	24	24	314
Maui Preparatory Academy	12	64	29	29	22	18	21	18	12	11	10	0	0	0	0	246
Montessori School of Maui	0	0	1	1	2	1	0	0	0	0	0	0	0	0	0	5
Pono Academy & Center	0	19	8	7	11	8	6	8	6	0	0	0	0	0	0	73
Roots School	43	0	20	20	20	20	21	19	23	20	15	0	0	0	0	221
Sacred Hearts	0	0	0	0	0	0	0	22	57	55	54	78	100	84	60	510
Seabury Hall	0	0	35	40	37	36	33	32	23	22	26	9	7	9	7	316
St. Anthony	55	296	275	253	251	251	236	274	342	328	313	269	299	255	239	3,936
Total	**25**	**270**	**257**	**224**	**219**	**226**	**226**	**249**	**317**	**303**	**311**	**343**	**297**	**292**	**288**	**3,847**

*EC: Early Childhood Education.

Source: Hawaiʻi Association of Independent Schools, Private School Enrollment Report 2022-2023.

2.14

LIBRARY HOLDINGS AND CIRCULATION
HAWAIʻI STATE PUBLIC LIBRARY SYSTEM
MAUI COUNTY

As of June 30	2020	2021	2022	2023
Library Locations[1]	8	8	8	8
Personnel	48	48	47	47
Circulation, year ending June 30	409,421	258,279	309,860	358,950
Collections[2]				
Books	320,178	313,343	256,308	267,702
Periodical Subscriptions	577	370	73	185
DVDs and Videotapes	28,505	27,545	23,805	22,789
Sound Recordings	14,933	14,517	11,434	11,514

1. Includes libraries on Lānaʻi (one location), Maui (six locations), and Molokaʻi (one location).
2. The library system did inventory and necessary weeding and removed items that were in the online catalog but were no longer in the collections, which resulted in smaller collections.

SOURCE: HAWAIʻI STATE PUBLIC LIBRARY SYSTEM, OFFICE OF THE STATE LIBRARIAN.

2.15

LIBRARY HOLDINGS AND CIRCULATION
UNIVERSITY OF HAWAIʻI MAUI COLLEGE

Year	Number of volumes June 30[1]	Circulation Year ended June 30	Number of electronic titles[2]	Number of electronic full-text items retrieved
2013	64,361	21,548	120,356	NA
2014	69,344	19,833	140,987	196,965
2015	62,592	12,913	25	17,008
2016	55,857	9,466	25	156,860
2017	55,320	7,216	50	125,449
2018	43,726	8,526	41	99,805
2019	24,977	6,932	1,526	35,933
2020	25,193	4,579	74,952	43,022
2021	25,406	2,186	178,896	11,491
2022	28,672	2,164	100,969	15,515
2023	29,954	3,074	137,188	16,647

1. Includes holdings on Molokaʻi, Lānaʻi, and Hāna.
2. Electronic titles include books, media, journals, databases. Since 2015, titles purchased by the library outside of consortium purchases. NA: Not available

SOURCE: UNIVERSITY OF HAWAIʻI AT MĀNOA, UNIVERSITY LIBRARIES.

2.16

DEGREES AND CERTIFICATES AWARDED
UNIVERSITY OF HAWAIʻI MAUI COLLEGE

Fiscal years (July 1 to June 30)

	2020	2021	2022	2023	2024
Total	**593**	**572**	**442**	**401**	**407**
General	**256**	**247**	**203**	**197**	**172**
Hawaiian Studies (Associate)	9	18	0	0	0
Liberal Arts (Associate)	239	215	195	179	161
Natural Sciences (Associate of Science)	8	14	8	18	11
Career & Technical Education	**337**	**325**	**239**	**204**	**235**
Business Education	**104**	**101**	**74**	**56**	**46**
Certificate of Achievement	49	44	22	7	12
Associate of Applied Science	42	48	39	38	23
Bachelor of Applied Science	13	9	13	11	11
Food Services	**48**	**50**	**23**	**18**	**48**
Certificate of Achievement	22	34	6	2	23
Associate of Applied Science	26	16	17	16	25
Health Services	**82**	**95**	**67**	**60**	**68**
Certificate of Achievement	46	38	30	9	30
Associate of Science	36	57	37	51	38
Humanities	**4**	**4**	**11**	**14**	**17**
Certificate of Achievement	0	0	2	4	1
Associate of Science	4	4	9	10	16
Public Services	**48**	**37**	**21**	**37**	**23**
Certificate of Achievement	20	16	7	18	7
Associate of Science	17	9	12	15	10
Associate of Applied Science	11	12	2	4	6
Technology	**51**	**38**	**43**	**19**	**33**
Certificate of Achievement	22	13	17	5	10
Associate of Science	6	5	3	3	2
Associate of Applied Science	18	8	18	6	20
Associate in Technical Studies	0	1	0	0	0
Bachelor of Applied Science	5	11	5	5	1

SOURCE: UNIVERSITY OF HAWAIʻI, INSTITUTIONAL RESEARCH, ANALYSIS & PLANNING OFFICE, DEGREES AND CERTIFICATES AWARDED.

2.17

HIGH SCHOOL GRADUATES ENTERING THE UNIVERSITY OF HAWAIʻI SYSTEM, FALL 2022

Maui County	Total Graduates	UH System	Mānoa	Hilo	West Oʻahu	Maui College	Other Campuses
Public Schools	**1,328**	**375**	**70**	**14**	**1**	**237**	**53**
Baldwin	261	63	17	0	0	41	5
Hāna	31	5	2	1	0	1	1
Kīhei Charter School	37	12	2	1	0	6	3
King Kekaulike	232	56	7	3	0	41	5
Lahainaluna	214	53	8	4	0	33	8
Lānaʻi	24	6	3	0	1	0	2
Maui	452	162	27	3	0	108	24
Molokaʻi	77	18	4	2	0	7	5
Private Schools	**247**	**46**	**11**	**5**	**0**	**22**	**8**
Akaʻula	2	2	0	0	0	1	1
Haleakalā Waldorf	12	3	3	0	0	0	0
Hoʻomana Hou	7	0	0	0	0	0	0
Kaʻahumanu Hou	115	31	4	5	0	16	6
Kamehameha Maui	4	0	0	0	0	0	0
Maui Christian Academy	21	4	2	0	0	2	0
Maui Preparatory	6	1	1	0	0	0	0
St. Anthony	80	5	1	0	0	3	1
Seabury Hall	75	9	2	0	0	6	1

SOURCE: UNIVERSITY OF HAWAIʻI, INSTITUTIONAL RESEARCH, ANALYSIS & PLANNING OFFICE, HIGH SCHOOL BACKGROUND OF FIRST-TIME STUDENTS, FALL 2022.

2.18

CONTINUING EDUCATION ENROLLMENT UNIVERSITY OF HAWAIʻI BY CAMPUS

	2016	2017	2018	2019	2020	2021	2022
Total	**23,274**	**19,603**	**22,941**	**31,105**	**27,649**	**20,056**	**21,021**
UH Mānoa[1]	NA	1,762	2,616	8,765	4,466	2,472	2,261
UH Hilo	3,450	1,323	548	185	0	0	432
UH CC[2]	19,824	16,518	19,777	22,155	23,183	17,584	18,328
Hawaiʻi	3,132	2,203	2,937	1,960	1,604	1,632	1,781
Honolulu	4,988	3,219	3,699	8,763	10,566	7,337	8,230
Kapiʻolani	3,484	3,935	2,866	2,718	3,603	2,147	2,217
Kauaʻi	1,514	1,347	1,522	1,406	791	885	787
Leeward	2,658	2,123	3,222	2,970	3,125	2,637	2,170
Maui	2,577	2,261	4,358	3,362	2,172	1,715	2,182
Windward	1,471	1,430	1,173	976	1,322	1,231	961

1. Counts were not reported in 2016. 2. CC: Community Colleges NA: Not available.

SOURCE: STATE OF HAWAIʻI, INSTITUTIONAL RESEARCH, ANALYSIS & PLANNING OFFICE.

2.19

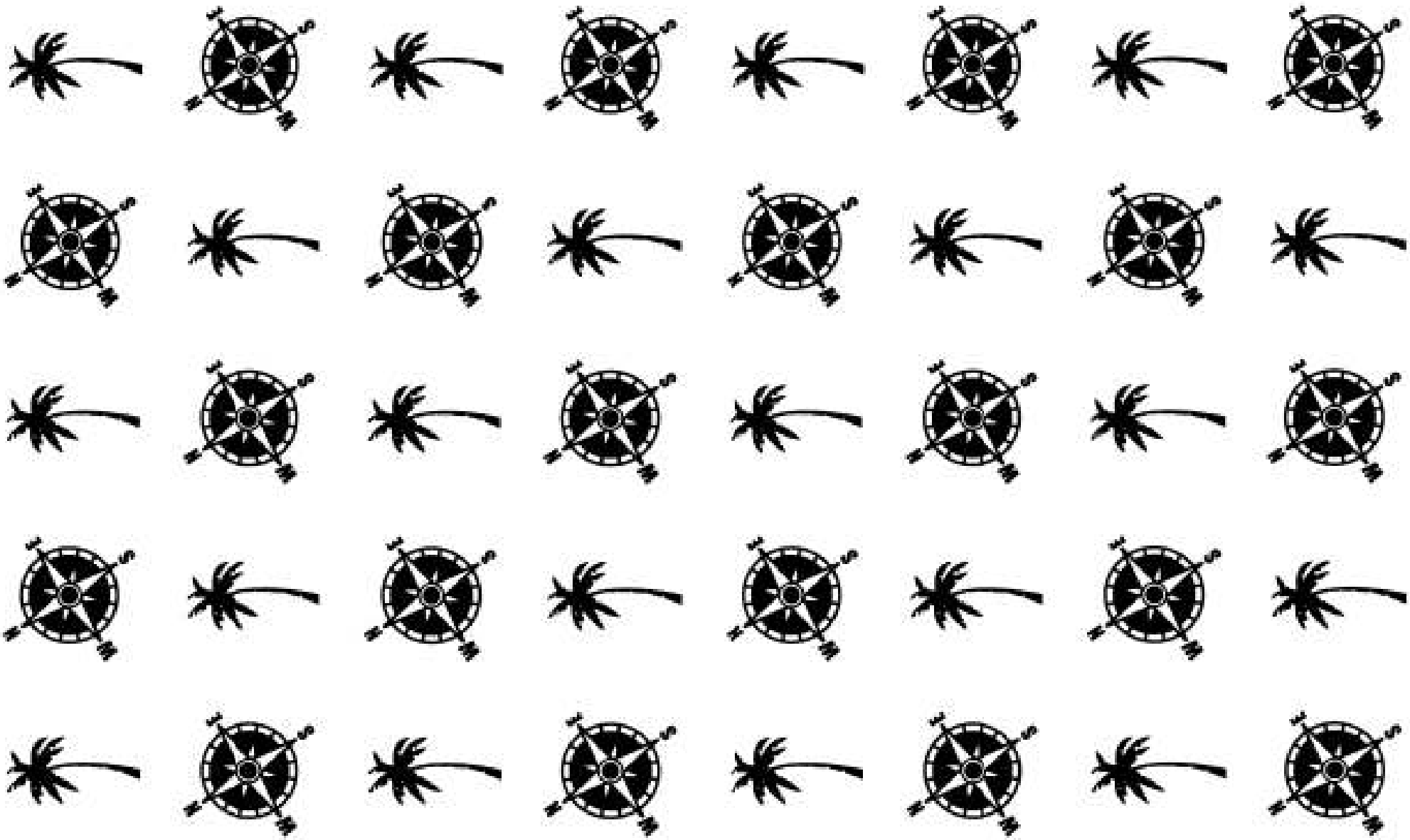
HISTORICAL ENROLLMENT, FACULTY & STAFF
UNIVERSITY OF HAWAIʻI MAUI COLLEGE

	Students Enrolled		
Fall Semester	**Total**	**Full-time**	**Part-time**
2008	3,287	1,328	1,959
2009	4,114	1,733	2,381
2010	4,367	1,830	2,537
2011	4,527	1,681	2,846
2012	4,382	1,644	2,738
2013	4,076	1,460	2,616
2014	3,809	1,325	2,484
2015	3,593	1,283	2,310
2016	3,342	1,167	2,175
2017	3,302	1,178	2,124
2018	3,092	999	2,093
2019	2,992	1,006	1,986
2020	2,936	843	2,093
2021	2,724	737	1,987
2022	2,472	609	1,863
2023	2,647	602	2,045

	Number of Employees		
	2021	**2022**	**2023**
Board of Regents Appointees	238	228	249
Faculty	165	161	174
Professor	14	15	14
Associate Professor	17	12	12
Assistant Professor	21	22	20
Instructor	18	22	15
Lecturer	76	74	87
Other	19	16	26
Support Staff	66	60	68
Executive Staff	7	7	7
Civil Service Staff	43	40	36
Total Employees	**281**	**268**	**285**

SOURCE: UNIVERSITY OF HAWAIʻI, INSTITUTIONAL RESEARCH, ANALYSIS & PLANNING OFFICE.

Geography & Land Use



Section 3

GEOGRAPHY & LAND USE

This section presents statistics on physical geography, water areas, climate, land use, value and ownership. Information on agriculture, forests and parks may be found in other sections of the book.

Maui County consists of four of the major eight islands in the State of Hawai‘i: Maui, Moloka‘i, Lāna‘i and Kaho‘olawe. The total land area of Maui County is 1,170.9 square miles with a general coastline of 210 statute miles. The highest peak in the county is on Haleakalā, Maui with its 10,023 foot summit at Pu‘u ‘ula‘ula (Red Hill); the largest stream is Kalialinui-Wai‘ale Gulch, Maui, 18 miles; the most extensive lake or similar body, Keālia Pond (Marsh), Maui, 500 acres, and the highest waterfall (in the county and in the state) is Kahiwa, Moloka‘i, a 1,750-foot cascade.

The State Land Use Commission currently zones 29,947 acres in Maui County as urban, 311,601 as conservation, 400,881 as agricultural and 8,471 as rural.

The island of Kaho‘olawe (28,800 acres) was transferred from the federal government to the State of Hawai‘i in May 1994.

Considerable caution is necessary in comparing statistics from different sources on land use and ownership. Variations in definitions and survey dates seriously affect comparability.

Sources important to these tables are the U.S. National Climatic Data Center, and The State of Hawai‘i Data Book, published annually by the Department of Business, Economic Development and Tourism.

3.1.1

LAND AND WATER AREA OF COUNTIES AND ISLANDS

County or Island	Square Miles			Acres[1]	
	Total	Land[2]	Inland Water[3]	Total	Land
State Total	**6,468.2**	**6,422.63**	**45.6**	**4,139,667**	**4,110,483**
Counties[4]					
Hawai‘i	4,029.4	4,028.42	1.0	2,578,829	2,578,189
Maui	1,170.9	1,161.52	9.4	749,389	743,373
Kalawao	13.0	11.99	1.0	8,314	7,674
Honolulu[5]	624.9	600.74	24.2	399,962	384,474
Kaua‘i[5]	630.0	619.96	10.0	403,174	396,774
Islands[4]					
Hawai‘i	4,029.4	4,028.42	1.0	2,578,829	2,578,189
Maui	777.9	771.99	5.9	497,850	494,074
Molokini[6]	0.0	0.04	0.0	23	23
Kaho‘olawe	45.5	44.60	0.9	29,120	28,544
Lāna‘i	141.9	141.07	0.8	90,797	90,285
Moloka‘i	263.3	260.46	2.8	168,486	166,694
O‘ahu	621.6	597.64	24.0	397,850	382,490
Kaua‘i	561.2	552.35	8.8	359,136	353,504
Ni‘ihau	68.7	67.60	1.1	43,968	43,264
Lehua	0.4	0.44	0.0	284	284
Ka‘ula	0.2	0.25	0.0	158	158

1. Areas in acres were calculated directly from the figures shown for square miles; these equivalents were independently rounded, and hence may not add exactly to the indicated totals and subtotals. One square mile = 640 acres.

2. Dry land and land temporarily or partially covered by water, as marshland, swamps, etc. streams and canals under one-eighth statute mile wide; and lakes, reservoirs, and ponds under 40 acres of area.

3. Permanent inland water surface, such as lakes, reservoirs, and ponds having 40 acres or more of area; streams, sloughs, estuaries, and canals one-eighth statute mile or more in width; deeply indented embayments and sounds, and other coastal waters behind or sheltered by headlands or islands separated by less than 1 nautical mile of water and islands having less than 40 acres of area.

4. Because of rounding, island figures may not add to county figures.

5. Reflect inclusion of Ka‘ula in the County of Kaua‘i rather than in the City and County of Honolulu (Act 245, S.L.H. 1988, approved June 9, 1988).

6. Molokini, offshore of Maui, not measured; other sources give the area of Molokini as 0.036 square miles.

Source: U.S. Census Bureau, 2010 Census Redistricting Data (P.L. 94-171) Summary File (February 2011), and calculations by the Hawai‘i State Department of Business, Economic Development & Tourism, Office of Planning, State of Hawai‘i Data Book 2015 and the Hawai‘i State Data Center, and unpublished records.

3.1.2

GENERAL COASTLINE AND TIDAL SHORELINE BY COUNTY AND ISLAND

	General Coastline[1]		Tidal Shoreline[2]	
	Statute Miles	Kilometers[3]	Statute Miles	Kilometers[3]
State Total	**750**	**1,207**	**1,052**	**1,693**
Counties				
Hawai‘i	266	428	313	504
Maui and Kalawao	210	338	343	552
Honolulu	137	220	234	377
Kaua‘i	137	220	162	261
Islands[4]				
Hawai‘i	266	428	313	504
Maui	120	193	149	240
Kaho‘olawe	29	47	36	58
Lāna‘i	47	76	52	84
Moloka‘i	88	142	106	171
O‘ahu	112	180	209	336
Kaua‘i	90	145	110	177
Ni‘ihau	45	72	50	80
Ka‘ula	2	3	2	3
Northwestern Hawaiian Islands[5]	25	40	25	40
Nihoa	3	5	3	5
Necker Island	2	3	2	3
French Frigate Shoals	6	10	6	10
Laysan Island	6	10	6	10
Lisianski Island	3	5	3	5
Kure Atoll	5	8	5	8

1. Figures are lengths of general outline of seacoast. Data for the four islands of Maui County are not consistent with the reported county total.

2. Shoreline of outer coast, offshore islands, bays, rivers, and creeks is included to the head of tidewater or to a point where tidal waters narrow to a width of 100 feet.

3. Derived from data expressed in statute miles; independently rounded and accordingly may not add exactly to indicated totals and subtotals. 1 mi. = 1.609 km.

4. Data are not available for five minor islands: Molokini, Lehua, Gardner Pinnacles, Maro Reef, and Pearl and Hermes Atoll.

5. Excludes the Midway Islands, which are part of the Hawaiian Archipelago but not legally part of the State of Hawai‘i. Midway has a general coastline of 20 miles and a tidal shoreline of 33 miles.

Source: U.S. Department of Commerce, National Ocean Survey, The Coastline of the United States (1975).

3.1.3

MAJOR NAMED WATERFALLS
MAUI COUNTY

Waterfall	Cascade Height (feet)	Horizontal Distance (feet)	Average Discharge (million gal/day)
Maui			
Honokōhau	1,120	500	26.6
Waihiʻumalu	400	150	NA
Waimoku	40	50	37.1
Molokaʻi			
Kahiwa	1,750	1,000	NA
Pāpalaua	1,200	500	NA
Wailele	500	150	NA
Hāloku	500	200	NA
Hīpuapua	500	300	NA
ʻOloʻupena	300	150	NA
Moaʻula	250	200	19.7

Note: Includes the largest named waterfalls in each island, either in height or average discharge; all other named falls 250 feet high or over; and well-known small falls. Many unnamed falls have sheer drops of 200 feet or more.

NA: Not available

Source: U.S. Geological Survey, records; Hawaiʻi State Department of Land and Natural Resources, Division of Water and Land Development, records, and Hawaiʻi State Department of Planning and Economic Development, Hawai'i, the Natural Environment(1974), p.18.

3.1.4

ELEVATIONS OF MAJOR SUMMITS

Elevation of the highest point on each island and other important peaks

Island and Summit		Feet	Meters
Hawai‘i	Mauna Ke‘a[1]	13,796	4,205
	Mauna Loa[2]	13,679	4,169
	Hualālai	8,271	2,521
	Ka‘unu o Kaleihoohie	5,480	1,670
	Kīlauea (Uwēkahuna)	4,093	1,248
	Kīlauea (Halema‘uma‘u Rim)	3,660	1,116
Kaho‘olawe	Pu‘u ‘O Moa‘ula Nui	1,483	452
	Pu‘u Moa‘ula Iki	1,434	437
Maui	Haleakalā (Red Hill)	10,023	3,055
	Haleakalā (Ka‘upō Gap)	8,201	2,500
	Pu‘u Kukui	5,788	1,764
	‘Īao Needle	2,250	686
Lāna‘i	Lāna‘ihale	3,366	1,026
Moloka‘i	Kamakou	4,961	1,512
	Oloku‘i	4,606	1,404
	Ka‘unuohua	4,535	1,382
	Kalaupapa Lookout	1,600	488
	Mauna Loa (Kukui)	1,430	436
O‘ahu	Ka‘ala	4,003	1,220
	Pu‘u Kalena	3,504	1,068
	Kōnahuanui	3,150	960
	Tantalus	2,013	614
	Olomana	1,643	501
	Koko Crater (Kohelepelepe)	1,208	368
	Nu‘uanu Pali Lookout	1,186	361
	Diamond Head	760	232
	Koko Head	642	196
	Punchbowl	500	152

CONTINUES ON THE NEXT PAGE

3.1.4

CONTINUED

Island and Summit		Feet	Meters
Kauaʻi	Kawaikini	5,243	1,598
	Waiʻaleʻale	5,148	1,569
	Nāmolokama Mountain	4,421	1,348
	Kalalau Lookout	4,120	1,256
	Hāʻupu	2,297	700
	Sleeping Giant (Nounou)	1,241	378
Niʻihau	Paniau	1,250	381
Lehua		699	213
Kaʻula		548	167
Nihoa	Millers Peak	903	275
Necker Island	Summit Hill	276	84
French Frigate Shoal	La Perouse Pinnacles	120	37
Gardner Pinnacles		190	58
Maro Reef		Awash	Awash
Laysan Island		40	12
Lisianski Island		40	12
Pearl and Hermes Atoll		10	3
Midway Islands		12	4
Kure Atoll		20	6

1. According to the 1995 Guinness Book of Records (p. 147), “The world’s tallest mountain measured from its submarine base (3,280 fathoms) in the Hawaiian Trough to its peak is Mauna Kea... with a combined height of 33,480 ft., of which 13,796 ft. are above sea level.”

2. Guinness (p. 142-143) describes Mauna Loa as having “dimensions, but not height, [which] exceed those of Mt. Everest... The axes of its elliptical base, 16,322 ft. below sea level, have been estimated at 74 miles and 53 miles.”

SOURCE: HAWAIʻI STATE DEPARTMENT OF ACCOUNTING AND GENERAL SERVICES, SURVEY DIVISION, DATA PROVIDED APRIL 21, 1992; U.S. NATIONAL CARTOGRAPHIC INFORMATION CENTER, DATA PROVIDED OCTOBER 11, 1978; U.S. GEOLOGICAL SURVEY TOPOGRAPHIC MAPS, 1981–1984; HAWAIIAN GOVERNMENT SURVEY (FOR NIHOA AND MOLOKINI); U.S.S. TANAGER SURVEY, 1923 (FOR NECKER ISLAND, FRENCH FRIGATE SHOALS, LAYSAN, LISIANSKI, PEARL, HERMES ATOLL AND KURE ATOLL).

3.1.5

MISCELLANEOUS GEOGRAPHIC STATISTICS BY ISLAND

	State	Hawai‘i	Maui	Kaho‘olawe	Lāna‘i	Moloka‘i	O‘ahu	Kaua‘i	Ni‘ihau
Extreme Length (miles)	NA	93.0	48.0	11.0	18.0	38.0	44.0	33.0	8.0
Extreme Width (miles)	NA	76.0	26.0	6.0	13.0	10.0	30.0	25.0	6.0
Miles of Sea Cliffs with Heights of 1,000 Feet or More[1]	33.0	4.0	-	-	1.0	14.0	-	11.0	3.0
Miles from Coast of Most Remote Point	28.5	28.5	10.6	2.4	5.2	3.9	10.6	10.8	2.4
Percent of Area Within 5 Miles of Coast	48.6	30.0	76.1	100.0	100.0	100.0	79.0	65.0	100.0
Percent of Area with Elevation of Less than 500 Feet	20.8	12.0	24.9	38.9	24.8	37.3	45.3	35.6	78.2
Percent of Area with Elevation of 2,000 Feet or More	50.9	68.4	41.4	0.0	6.3	17.8	4.6	24.0	0.0
Approximate Mean Altitude (feet)	3,030.0	3,950.0	2,390.0	600.0	1,140.0	1,150.0	860.0	1380.0	530.0
Percent of Area with Slope Less than 10%	63.5	76.0	38.5	60.0	61.0	53.0	42.5	33.5	68.0
Percent of Area with Slope 20% or more	17.0	4.0	36.0	9.0	16.0	26.0	45.5	50.5	12.5

1. According to Lee S. Motteler, Geography and Map Division, Bernice P. Bishop Museum, the sea cliffs along the northeastern coast of Moloka‘i between Umilehi Point and Pu‘uka‘ōkü Point drop 3,250 feet at an average slope of 58 degrees. These cliffs have been described by The Guinness Book of World Records (1995 edition, p. 154) as “the highest sea cliffs in the world.”

NA: Not applicable.

Source: Hawai‘i State Department of Planning and Economic Development, Hawai‘i, the Natural Environment (1974), p. 19; and U.S. Geological Survey, Elevations and Distances in the United States (1978), p. 4-5.

3.1.6

TEMPERATURE AND PRECIPITATION AVERAGES AND EXTREMES, MAUI COUNTY

TEMPERATURE		Annual Average		Warmest Month			Coolest Month			Record High		Record Low	
Station	Elevation (feet)	High	Low	High	Low	Month	High	Low	Month	°F	Date	°F	Date
Hāna Airport	75	80.0	68.6	82.9	71.7	Aug	77.3	65.0	Feb	94	11/03/79	50	02/19/58
Kahului Airport	51	86.1	68.1	90.0	71.2	Aug	82.2	63.6	Jan	97	09/16/19	48	01/20/69
Kula Branch Station	3,125	71.7	56.0	75.7	58.9	Aug	67.9	52.8	Feb	89	08/17/93	36	01/26/19
Kula Hospital	3,030	71.2	54.6	74.9	57.5	Aug	67.7	51.3	Feb	91	06/19/35	38	01/22/97
Mākena Golf Course	88	83.9	66.3	87.3	69.2	Aug	79.9	63.0	Feb	95	11/25/10	54	01/26/09
Pu‘ukoli‘i	421	80.8	67.5	84.8	70.6	Aug	76.5	64.1	Jan	95	08/22/86	47	02/01/21
Moloka‘i Airport	443	82.7	69.1	86.7	72.8	Sept	78.8	64.3	Jan	94	09/16/19	46	03/04/87
Lāna‘i Airport	1,300	79.6	63.4	83.4	66.8	Aug	76.1	59.8	Feb	93	07/02/04	42	01/10/93

PRECIPITATION	Annual Avg	Days Precip ≥	Wettest Year		Driest Year		Wettest Month		Driest Month		1 Day Record	
Station	Inches	0.01 in.	Inches	Year	Inches	Year	Inches	Month	Inches	Month	Inches	Date
Hāna Airport	72.15	269	126.23	1965	48.36	2001	8.46	Mar	4.45	Jun	19.45	03/30/07
Kahului Airport	16.21	90	40.63	1989	5.04	2012	2.80	Dec	0.17	Jun	6.40	12/20/17
Kula Branch Station	23.00	72	44.50	1989	10.12	1998	3.58	Mar	0.77	Jun	6.00	01/17/24
Kula Hospital	30.98	88	70.72	1968	11.59	1998	3.87	Jan	1.20	Jun	9.01	12/20/55
Mākena Golf Course	15.70	49	30.42	1996	5.58	1998	2.48	Jan	0.75	Apr	8.45	12/07/88
Pu‘ukoli‘i	23.33	78	48.84	2004	12.76	2012	3.69	Mar	0.64	Jun	7.05	03/24/06
Moloka‘i Airport	21.72	109	50.34	2004	7.15	2012	3.56	Jan	0.61	Jun	9.03	02/12/89
Lāna‘i Airport	15.72	67	47.66	1951	5.28	1999	2.87	Jan	0.37	Aug	10.45	11/10/55

Note: 1991-2020 Climate Normals.

Source: U.S. Department of Commerce, National Oceanic and Atmospheric Administration, Regional Climate Centers, Applied Climate Information System (ACIS).

3.1.7

MONTHLY RAINFALL AND TEMPERATURE AT SPECIFIED LOCATIONS MAUI COUNTY, 2023

Rainfall[1]	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Annual
Maui													
Haʻikū	7.94	5.72	1.66	NA	NA	NA	1.05	NA	0.37	NA	NA	NA	16.74
Haleakalā Ranger Station	0.00	7.89	9.14	3.87	3.67	0.64	2.28	0.76	0.90	0.00	6.23	2.93	38.66
Hāna Airport	11.47	8.19	5.05	5.25	3.76	3.04	2.34	1.88	1.83	0.00	NA	NA	42.81
Kahului Airport	4.81	1.01	1.42	1.37	0.23	0.12	0.36	0.19	0.08	0.08	0.90	1.00	11.57
Kihei	3.33	0.94	1.94	2.48	0.18	0.98	0.22	0.01	0.08	0.03	1.02	0.00	11.21
Kula Branch Station	8.46	1.48	4.17	5.01	0.56	0.19	0.25	0.12	0.60	0.22	0.87	0.81	22.74
Kula Hospital	5.10	1.74	5.70	6.55	1.23	1.26	0.79	NA	NA	NA	NA	0.48	22.85
Mākena Golf Course	1.30	1.11	1.98	3.43	0.26	0.03	0.25	NA	0.00	0.57	1.48	0.36	10.77
Pukalani	1.51	3.94	5.97	3.15	2.54	1.02	6.11	2.65	1.36	1.19	4.14	7.09	40.67
Puʻukoliʻi	5.76	2.77	2.72	1.75	1.12	0.08	0.6	0	0.16	0.02	1.33	0.99	17.3
ʻUlupalakua Ranch	2.32	1.52	3.81	13.62	0.97	1.41	0.44	0.42	0.33	0.84	2.02	1.49	29.34
Waiʻanae Kawiwi	1.61	6.03	1.51	1.02	2.94	0.37	0.1	0.01	0	0.09	1.34	0.08	15.1
Waikapū	8.61	1.09	1.78	2.77	0.48	NA	0.35	0.40	0.09	0.29	1.76	NA	17.62
Molokaʻi													
Molokaʻi Airport	8.30	2.00	1.87	3.90	0.73	0.30	0.37	0.13	0.15	0.79	1.97	2.05	22.56
Lanaʻi													
Lanaʻi Airport	1.76	2.30	2.43	3.21	1.29	0.67	0.58	NA	0.04	0.19	1.89	0.19	14.55

3.1.7

CONTINUED

Temperature[1,2]	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Annual
Maui													
Hāna Airport	72.50	72.60	72.90	73.30	74.20	75.50	76.60	77.10	77.00	76.70	NA	NA	74.80
Kahului Airport	72.00	73.10	74.20	75.80	76.90	78.80	80.40	80.70	79.90	77.20	77.00	74.50	76.70
Kula Branch Station	60.70	61.50	62.40	63.00	63.00	64.60	66.60	67.40	66.60	66.30	65.30	62.60	64.20
Kula Hospital	59.30	61.10	63.10	62.50	63.40	64.60	66.10	NA	NA	NA	NA	60.80	62.60
Mākena Golf Course	71.80	72.50	73.50	74.70	75.00	77.40	78.00	NA	77.50	77.00	76.10	73.40	75.20
Puʻukoliʻi	70.00	70.60	71.10	72.80	73.60	75.30	76.80	77.70	77.30	76.00	74.60	71.50	73.90
Molokaʻi													
Molokaʻi Airport	71.10	73.30	73.00	74.90	75.10	78.00	79.40	79.60	79.60	78.00	76.40	72.90	75.90
Lanaʻi													
Lanaʻi Airport	68.20	69.20	69.50	70.20	70.60	71.90	73.50	74.90	73.70	72.60	71.70	69.30	71.30

1. Individual months not used for annual or monthly statistics if more than 5 days are missing.

2. Average temperature for the month.

NA: Not available

Source: U.S. Department of Commerce, National Oceanic and Atmospheric Administration, Regional Climate Centers, Applied Climate Information System (ACIS).

3.1.8

ANNUAL RAINFALL AND TEMPERATURE AT SPECIFIED LOCATIONS, MAUI COUNTY

Annual Rainfall, Inches

	2019	2020	2021	2022	2023
Maui					
Haʻikū	50.44	55.07	73.05	40.02	16.74
Haleakalā Ranger Station	6.12	29.10	70.17	25.32	38.66
Hāna Airport	67.03	71.69	76.18	68.35	42.81
Kahului Airport	12.86	11.41	23.76	6.69	11.57
Kihei	10.40	7.34	12.16	7.12	11.21
Kula Branch Station	28.38	24.43	24.98	16.03	22.74
Kula Hospital	35.70	27.82	37.66	28.14	22.85
Mākena Golf Course	10.61	7.76	13.50	16.14	10.77
Pukalani	49.03	51.95	49.45	43.71	40.67
Puʻukoliʻi	19.99	15.62	17.79	8.44	17.30
ʻUlupalakua Ranch	24.10	20.69	35.42	23.62	29.34
Waiʻanae Kawiwi	14.89	15.86	22.80	12.83	15.10
Waikapū	22.71	14.97	34.63	12.05	17.62
Molokaʻi					
Molokaʻi Airport	13.78	4.81	17.33	14.96	22.56
Lanaʻi					
Lanaʻi Airport	9.06	15.84	20.11	12.62	14.55

Average Annual Temperature, Fahrenheit

	2019	2020	2021	2022	2023
Maui					
Hāna Airport	53.40	75.20	74.00	74.40	74.80
Kahului Airport	78.40	78.60	76.50	78.10	76.70
Kula Branch Station	64.50	64.40	63.70	64.20	64.20
Kula Hospital	63.30	63.00	62.00	63.60	62.60
Mākena Golf Course	75.80	76.10	74.90	75.40	75.20
Puʻukoliʻi	75.60	74.80	NA	74.50	73.90
Molokaʻi					
Molokaʻi Airport	77.30	76.70	75.60	76.00	75.90
Lanaʻi					
Lanaʻi Airport	72.20	71.90	71.50	72.10	71.30

NA: Not available

Source: U.S. Dept. of Commerce, NOAA, Regional Climate Centers, Applied Climate Information System (ACIS).

3.2.1

TRENDS IN REAL PROPERTY TAX BASE
MAUI COUNTY

Gross valuation in thousands of dollars
As of mid-April

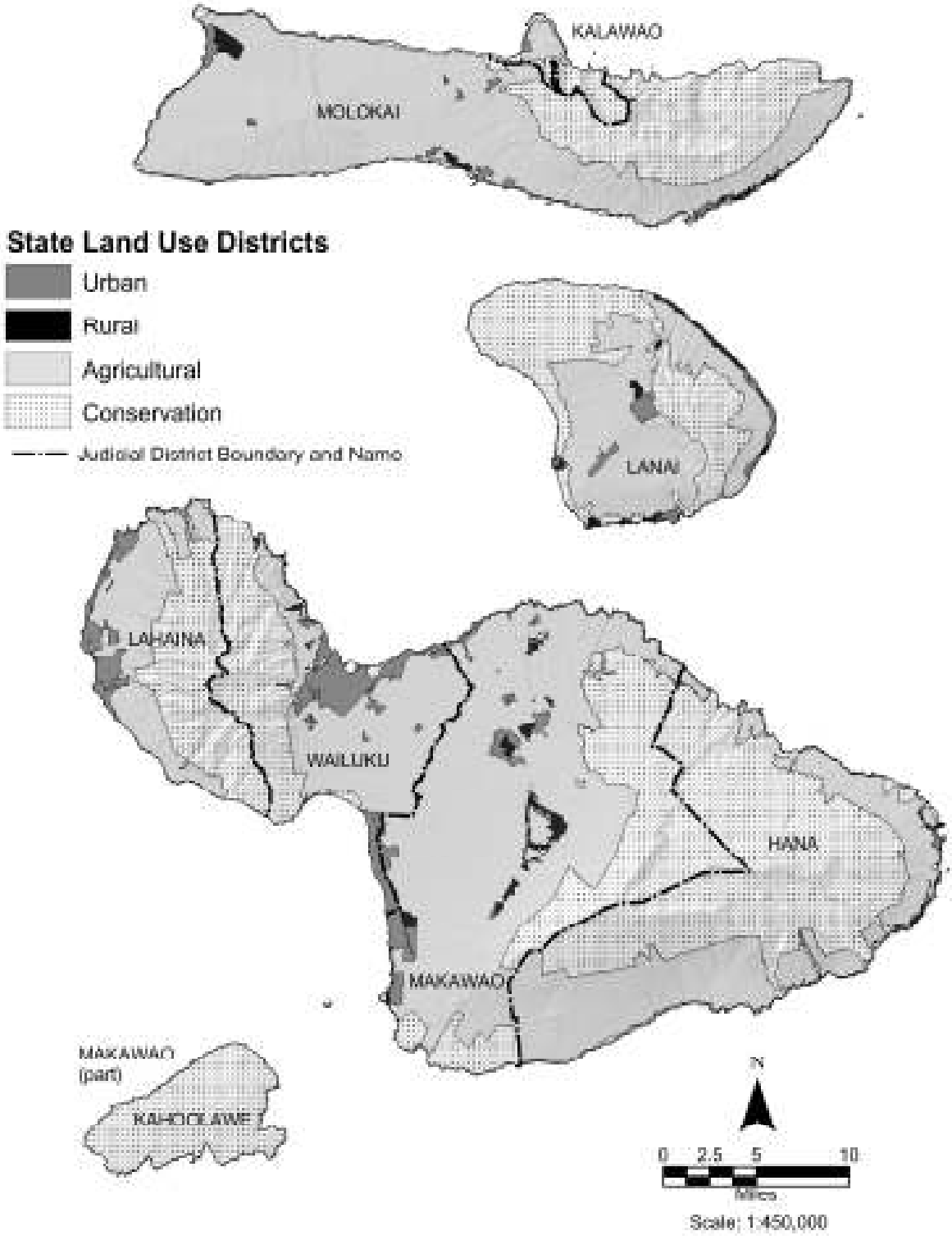
	2023
Residential Non Owner-Occupied	**18,826,682**
Tier 1: up to $1,000,000	-
Tier 2: $1,000,001 to $4,500,000	-
Tier 3: more than $4,500,000	-
Apartment	**916,666**
Commercial	**3,230,525**
Industrial	**2,496,640**
Agricultural	**1,762,762**
Conservation	**355,593**
Hotel/Resort	**4,646,617**
Residential Owner-Occupied	**25,434,628**
Tier 1: up to $1,000,000	-
Tier 2: $1,000,001 to $3,000,000	-
Tier 3: more than $3,000,000	-
Time Share	**3,807,919**
Commercialized Residential	**294,108**
TVR-Short-Term Rental	**17,986,252**
Long-Term Rental	**2,525,264**
Tier 1: up to $1,000,000	-
Tier 2: $1,000,001 to $3,000,000	-
Tier 3: more than $3,000,000	-
Total	**82,283,654**

Note: Property valuation tiers:
Tier 1: Up to $800.000
Tier 2: $800,000 to $1,500,000
Tier 3: More than $1,500,000

SOURCE: CITY AND COUNTY OF HONOLULU, DEPARTMENT OF BUDGET AND FISCAL SERVICES, REAL PROPERTY ASSESSMENT DIVISION.

3.2.2

LAND USE DISTRICTS, MAUI COUNTY



Source: Hawai'i State Office of Planning, Hawai'i Statewide GIS Program, April 2013.

3.2.3

ESTIMATED ACREAGE OF LAND USE DISTRICTS BY ISLAND, 2023

Total acreage, including inland water, as classified by the Hawai'i State Land Use Commission under the provisions of Chapter 205, Hawai'i Revised Statutes, as amended; all data are approximate

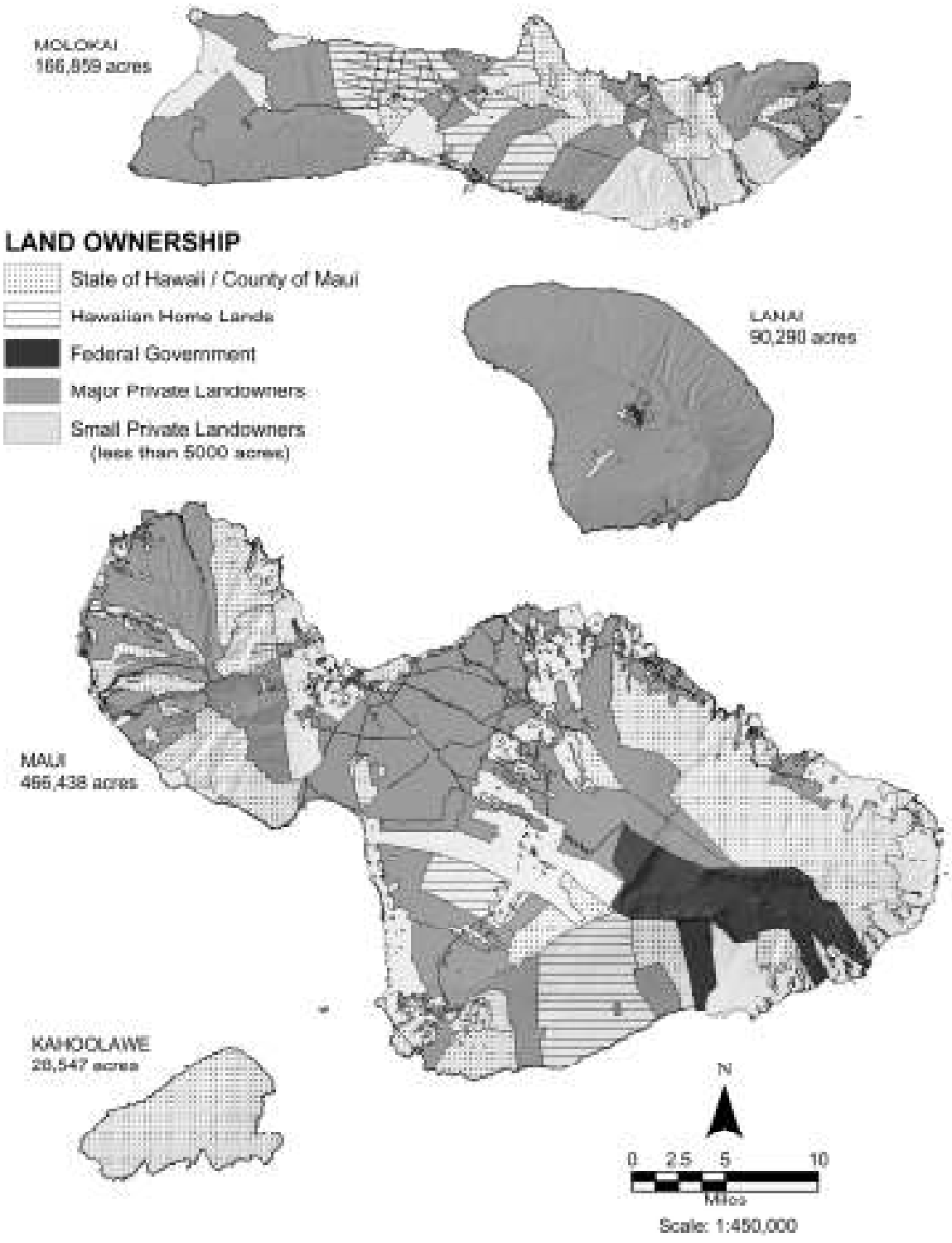
Island	Total Area[1]	Classification by State Land Use Commission[2]			
		Urban	Conservation	Agricultural	Rural
Hawai'i[3]	2,573,400	54,161	1,304,347	1,213,602	1,291
Maui	465,800	24,043	194,836	242,723	4,198
Lāna'i	90,500	3,606	38,197	46,290	2,407
Moloka'i	165,800	2,539	49,768	111,627	1,866
Kaho'olawe	28,800	0	28,800	0	0
O'ahu	386,188	101,715	156,776	127,698	0
Kaua'i[4]	353,900	14,834	198,769	139,044	1,253
Ni'ihau[4]	45,700	0	0	45,700	0
Ka'ula and Lehua	400	0	400	0	0
Other islands[5]	1,900	0	1,900	0	0
State Total	**4,112,388**	**200,898**	**1,973,792**	**1,926,683**	**11,015**

1. These totals differ somewhat from the official figures based on measurements by the Geography Division of the U.S. Bureau of the Census, cited in Section 5.
2. For definitions, see Hawai'i Revised Statutes, Section 205-2.
3. May be revised, pending updates of County records.
4. The Northwestern Hawaiian Islands, from Nihoa to Kure Atoll, excluding Midway.

SOURCE: HAWAI'I STATE DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT AND TOURISM, LAND USE COMMISSION.

3.2.4

LAND OWNERSHIP, MAUI COUNTY



SOURCE: HAWAI'I STATE OFFICE OF PLANNING, HAWAI'I STATEWIDE GIS PROGRAM, AUGUST 2013.

3.2.5

NUMBER OF LAND RECORDS BY COUNTY

For fiscal year ending June 30

Year	Maui	Hawai‘i	Honolulu	Kaua‘i	State Total
1998	59,505	132,605	253,886	29,126	475,122
1999	60,490	133,322	255,589	29,336	478,737
2000	61,897	134,308	258,121	29,553	483,879
2001	62,873	135,499	259,456	29,818	487,646
2002	NA	NA	260,662	30,097	NA
2003	60,472	133,321	252,435	28,432	474,660
2004	60,537	134,290	255,029	28,772	478,628
2005	61,273	134,021	258,415	28,936	482,645
2006	62,521	134,885	262,479	29,423	489,308
2007	64,597	136,612	268,441	30,831	500,481
2008	65,938	138,281	271,859	31,822	507,900
2009	67,981	139,167	274,483	32,398	514,029
2010	68,930	139,649	276,582	32,870	518,031
2011	70,365	139,883	277,581	32,993	520,822
2012	71,101	140,008	278,825	34,023	523,957
2013	71,234	140,196	279,754	34,172	525,356
2014	71,515	140,257	281,463	34,124	527,359
2015	71,907	140,336	285,092	33,370	530,705
2016	71,992	140,753	287,115	33,207	533,067
2017	72,421	140,858	289,564	33,503	536,346
2018	73,418	140,370	291,069	35,569	540,426
2019	74,000	140,490	292,664	33,759	540,913
2020	74,467	140,698	294,287	33,883	543,335
2021	74,456	140,709	296,816	34,071	546,052
2022	62,725	140,693	298,625	34,265	536,308
2023	75,018	140,905	302,092	34,274	552,289

NA: Not available

SOURCE: CITY AND COUNTY OF HONOLULU, DEPARTMENT OF BUDGET & FISCAL SERVICES, REAL PROPERTY ASSESSMENT DIVISION.

3.2.6

NATIONAL AND STATE HISTORIC PLACES
MAUI COUNTY

Island of Maui

ʻAlae Petroglyphs
Alena Habitation Site
Asa Baldwin Residence
Bank of Hawaii- Haʻikū Branch
Cave of Seven Coffins
Chee Kung Tong Society Hall
Crater Historic District (Haleakala National Park)
Frank Baldwin/H.F. Rice Residence
Fred C. Baldwin Memorial Home
Gomes Residence
H. Perrine Baldwin High School
Haiku Fruit & Packing Co. Manager's House
Haiku Mill
Hale Hōʻikeʻike (Old Bailey House
Hale Paʻi
Halekiʻi-Pihana Heiau
Hale o Lono Heaiau
Hāmoa Complex
Hāna Belt Road
Hāna Hongwanji Temple
Hāna District Police Station & Courthouse
Hāna Store
Hanamauʻuloa Complex
Hardy House
Holy Ghost Catholic Church
Honokalani Village
Honokowai Petroglyphs
ʻĪao Theater
Kaʻahumanu Church
Kahikinui House
Kahului Railroad Station
Kaiapuni Koʻa
Kaimupeʻelua Heiau
Kalepolepo Fishpond
Kaluakakalioa Cave
Kaluanui Heiau Complex
Kamaole House Site
Kauhihale Complex
Kaupō School
Kaʻumiʻumiua Heiau
Kawaipapa Complex
Keanae School
Keoneʻōʻio Archaelogical District
Ket Hing Society Hall
Kilolani Congregational Church
King Kamehameha III's Royal Residential Complex
Kīpahulu Historic District
Kīpapa Archaelogical District
Kula Sanitorium
Lahaina Historic District
Loʻaloʻa Heiau
Lualaʻilua Cave
Lualaʻilua Heiau
Lualaʻilua Terrace Complex
Lucy Kaiewe Searle Residence
Maʻalaea General Store
Makawao Union Church
Maui Jinsha Mission
Mokuʻula
Molohai Heiau
Naniloa Drive Overpass Bridge
Pāʻia Mantokuji Soto Mission
Pāʻia School
Papakea Heiau
Papakea Petroglyphs
Piʻilanihale Heiau
Pioneer Mill Company Office
Puʻunēnē School
Wahene Platform
Waiʻale Bridge
Waiheʻe Church
Waikapū Stone Church

CONTINUED

Island of Maui (Continued)

Wailuku Civic Center District
Wailuku School
Wānanalua Congregational Church
William K. Kaluakini Residence
Wo Hing Society Hall

Island of Kahoʻolawe

Kahoʻolawe Archaeological District

Island of Lānaʻi

Keāliakapu Complex-Kaunolu Village Site
Puʻu Pehe Platform

Island of Molokaʻi

Ahahui Kalaniana'ole
ʻAhina Heiau
Aliʻi Pond
Anahaki Gulch Complex
Ananaluawahine Cave
California Packing Corp.'s Plantation Manager's Res.
Fishing shrine at Keawa Ka Lani
FISHPONDS
- Halemahana Fishpond
- Honouliwai Fishtrap
- Ipukaiole Fishpond
- Kahinapōhaku Fishpond
- Kainalu Fishpond
- Kaluaʻaha Fishpond
- Kipapa Fishpond
- Kolokoʻeli Fishpond
- Mahilika Fishpond
- Mikiawa Fishpond
- Pahiomu Fishpond
- Panahana Fishpond
- Waiakea Fishpond
- Weheleauʻulu Fishpond

Hōkūkano ʻUalapuʻe Complex
- ʻIliʻiliʻōpae Heiau
- Kahokukano Heiau
- Kalauonākukui Heiau
- Kaluakapiʻioho Heiau
- Keawanui Fishpond
- Kukui Heiau
- Pākuʻi Heiau
- Puʻuʻōlelo Heiau
- ʻUalapuʻe Fishpond

Kaheu Gulch Habitation Site
Kahili Koa
Kalaupapa Leprosy Settlement
Kaluaʻaha Church
Kalualohe Complex
Kamakaʻipo Gulch Habitation Site
Kamakaʻipo Lowlands Habitation Site
Kamakaʻipo Point Fishing Shrine
Kapeʻelua Complex
Kapukikani Heiau
Kaupikiawa Cave
Kawela archeological sites
Keawakalae Koʻa
Kilohana School
Luahine Maika (Bowling) Run
Molokaʻi Public Library
Nanahoa Complex
Nihoa Complex
R. W. Meyer Sugar Mill
Sandalwood Pit
Southwest Molokaʻi Archeological District
St. Joseph Catholic Church
U.S. Coast Guard Molokaʻi Light

SOURCE: HAWAIʻI STATE DEPARTMENT OF LAND AND NATURAL RESOURCES, STATE HISTORIC PRESERVATION DIVISION, UPDATED MARCH 24TH, 2023.

3.2.7

DEPARTMENT OF HAWAIIAN HOME LANDS ACREAGE, LESSEES, AND APPLICANTS BY ISLAND

The Department of Hawaiian Home Lands administers land set aside for the benefit of qualified Native Hawaiians, who receive homestead leases and financial assistance from the Department
As of June 30, 2023

	Maui	Lānaʻi	Molokaʻi	Hawaiʻi	Kauaʻi	Oʻahu	State Total
Acreage							
General Leases	2	0	1,399	737	72	299	2,510
Licenses	79	0	442	21,688	327	419	22,954
Right of Entry Permits	21,518	25	9,950	18,147	1,508	3,205	54,354
Homestead Leases	**1,400**	**44**	**839**	**2,524**	**747**	**4,435**	**9989**
Residential	1,261	44	394	1,712	700	4,374	8,485
Agricultural	64	0	418	502	46	61	1,091
Pastoral	75	0	27	310	1	0	413
Applications[1]	**9,380**	**69**	**2,149**	**15,362**	**4,375**	**15,507**	**46,842**
Residential	3,947	69	815	5,991	1,726	11,370	23,918
Agricultural	4,813	-	1,133	7,354	2,311	4,137	19,748
Pastoral	620	-	201	2,017	338	-	3,176

1. The 46,842 lease applications are held by 29,306 applicants.

SOURCE: HAWAIʻI STATE DEPARTMENT OF HAWAIIAN HOMELANDS, ANNUAL REPORTS AND RECORDS.

3.2.8

DISPOSITION OF STATE LANDS
MAUI COUNTY, 2023

Document Number	Permittee or Grantee Name	Location	Acres	Use	Note
General Leases & Term Easements					
GL6189	Lanai Resorts, LLC dba Pulama Lanai	Lahaina	2.073	Channel clearing, buoy, and pier	Annual rent: $17,825
Executive Orders - Set Asides					
EO4694	Department of Land and Natural Resources, Division of Forestry and Wildlife	Makawao	2.000	Division of Forestry and Wildlife Operations, Equipment Storage and Related Ancillary Purposes	
EO4689	Department of Land and Natural Resources, Division of Forestry and Wildlife	Molokai	731.592	Molokai Forest Reserve Purposes	
EO4695	Department of Land and Natural Resources, Division of Forestry and Wildlife	Molokai	66.825	Wildlife Sanctuary Purposes	
Executive Orders - Cancellations and Withdrawals					
EO4693	Department of Agriculture	Makawao	2.000	Cancellation of Governor's Executive Order No. 3415 dated April 3, 1989	
Perpetual Easements					
LOD29258	Michael J. Baker and Laurie A. Baker	Makawao	0.235	Access	

SOURCE: STATE OF HAWAI'I, DEPARTMENT OF LAND AND NATURAL RESOURCES.

3.2.9

SINGLE FAMILY HOME AND CONDOMINIUM SALES BY AREA, MAUI COUNTY, 2023

Area	# Sales	% Change Last Yr	Average Price	% Change Last Yr	Median Price	% Change Last Yr	Total Volume	% Change Last Yr
Single Family Homes								
Haʻikū	59	-32%	$1,782,139	6%	$1,450,000	2%	$105,146,196	-28%
Hāna	6	-33%	$1,602,083	-29%	$1,187,500	-44%	$9,612,500	-53%
Kāʻanapali	18	-14%	$4,808,285	70%	$3,725,000	43%	$86,549,136	46%
Kahakuloa	2	--	$1,109,000	--	$1,109,000	--	$2,218,000	--
Kahului	90	-30%	$1,041,913	7%	$989,500	4%	$93,772,141	-25%
Kapalua	11	-21%	$5,039,091	-6%	$4,400,000	-16%	$55,430,000	-26%
Kīhei	110	-19%	$1,394,408	-16%	$1,192,500	-5%	$153,384,850	-31%
Kula/Ulupalakua/Kanaio	45	-33%	$1,852,021	1%	$1,450,000	0%	$83,340,966	-32%
Lahaina	33	-42%	$3,510,568	46%	$2,200,000	33%	$115,848,758	-16%
Lānaʻi	12	-8%	$718,583	-38%	$706,500	-2%	$8,623,000	-43%
Māʻalaea	0	-100%	--	--	--	--	$0	-100%
Makawao/Olinda/Haliʻimaile	39	-50%	$1,436,536	31%	$1,000,000	11%	$56,024,891	-34%
Maui Meadows	14	-36%	$2,645,286	3%	$2,840,000	35%	$37,034,000	-35%
Molokaʻi	27	-27%	$583,325	-31%	$400,000	-38%	$15,749,770	-50%
Nāpili/Kahana/Honokōwai	28	-28%	$1,500,911	1%	$1,582,500	13%	$42,025,499	-28%
Olowalu	2	-33%	$4,800,000	5%	$4,800,000	12%	$9,600,000	-30%
Pukalani	27	-34%	$1,194,015	4%	$995,000	-10%	$32,238,400	-32%
Spreckelsville/Pāʻia/Kuʻau	13	-50%	$1,404,008	-45%	$1,350,000	1%	$18,252,103	-72%
Wailea/Mākena	20	-39%	$6,898,824	-8%	$4,512,500	29%	$137,976,481	-44%
Wailuku	171	-17%	$1,188,798	18%	$1,149,000	24%	$203,284,523	-2%
Maui Summary	**729**	**-29%**	**$1,738,869**	**2%**	**$1,200,000**	**9%**	**$1,267,635,214**	**-27%**
Condominiums								
Kāʻanapali	70	-53%	$1,757,923	5%	$1,500,000	6%	$123,054,600	-50%
Kahului	26	-54%	$283,942	23%	$276,500	32%	$7,382,499	-43%
Kapalua	24	-63%	$2,256,000	-2%	$1,697,500	17%	$54,144,000	-63%
Kīhei	382	-28%	$894,552	8%	$806,250	10%	$341,718,958	-22%
Lahaina	44	-39%	$930,658	-24%	$852,500	3%	$40,948,950	-54%
Lānaʻi	3	50%	$765,000	-69%	$355,000	-86%	$2,295,000	-54%
Māʻalaea	46	-2%	$678,034	0%	$683,000	3%	$31,189,580	-2%
Molokaʻi	33	-30%	$304,197	21%	$312,000	25%	$10,038,500	-15%
Nāpili/Kahana/Honokōwai	155	-51%	$761,243	-2%	$746,000	6%	$117,992,608	-52%
Pukalani	4	300%	$898,250	3%	$899,000	3%	$3,593,000	311%
Spreckelsville/Pāʻia/Kuʻau	1	-50%	$800,000	26%	$800,000	26%	$800,000	-37%
Wailea/Mākena	112	-14%	$3,793,107	37%	$2,427,050	38%	$424,827,928	18%
Wailuku	69	-32%	$590,954	5%	$552,300	7%	$40,775,800	-29%
Maui Summary	**969**	**-36%**	**$1,237,112**	**14%**	**$832,500**	**7%**	**$1,198,761,423**	**-28%**

SOURCE: REALTORS ASSOCIATION OF MAUI, MLS SALE DATA.

3.2.10

LAND SALES
BY AREA, MAUI COUNTY, 2023

Area	# Sales	% Change Last Yr	Average Price	% Change Last Yr	Median Price	% Change Last Yr	Total Volume	% Change Last Yr
Haʻikū	31	24%	$937,126	-55%	$816,383	-18%	$30,513,765	-41%
Hāna	10	25%	$683,600	-67%	$627,500	-58%	$6,836,000	-58%
Honokōhau	0	-100%	--	--	--	--	$0	-100%
Kāʻanapali	9	-57%	$1,998,056	30%	$916,500	9%	$17,982,500	-44%
Kahakuloa	1	0%	$678,000	-15%	$678,000	-15%	$678,000	-15%
Kahului	0	-100%	--	--	--	--	$0	-100%
Kapalua	4	-80%	$1,242,500	-24%	$1,225,000	-16%	$4,970,000	-85%
Kaupō	1	-83%	$21,132,920	4133%	$21,132,920	4024%	$21,132,920	605%
Keʻanae	1	-50%	$685,000	2%	$685,000	2%	$685,000	-6%
Kīhei	0	-100%	--	--	--	--	$0	-100%
Kīpahulu	0	0%	--	--	--	--	$2	--
Kula/Ulupalakua/ Kanaio	19	-21%	$1,547,789	21%	$1,100,000	45%	$29,408,000	-5%
Lahaina	7	-13%	$1,094,857	14%	$999,000	15%	$7,664,000	-1%
Lanaʻi	1	--	$435,000	--	$435,000	--	$435,000	--
Māʻalaea	0	--	--	--	--	--	$0	--
Makawao/Olinda/ Haliʻimaile	11	-15%	$2,433,500	134%	$775,000	0%	$24,485,000	81%
Maui Meadows	1	0%	$1,620,000	9%	$1,620,000	9%	$1,620,000	9%
Molokaʻi	13	-65%	$179,500	-29%	$217,500	-5%	$2,333,500	-75%
Nāhiku	0	-100%	--	--	--	--	$0	-100%
Nāpili/Kahana/ Honokōwai	0	-100%	--	--	--	--	$0	-100%
Olowalu	5	67%	$816,600	-27%	$780,000	-34%	$4,083,000	23%
Pukalani	4	-43%	$471,250	-10%	$467,500	-15%	$1,885,000	-49%
Spreckelsville/Pāʻia/ Kuʻau	0	-100%	--	--	--	--	$0	-100%
Wailea/Mākena	12	100%	$3,423,567	64%	$3,250,000	82%	$41,082,808	228%
Wailuku	34	-33%	$672,103	30%	$557,500	11%	$22,851,500	-14%
Maui Summary	**164**	**-34%**	**$1,333,926**	**19%**	**$715,000**	**10%**	**$218,645,993**	**-21%**

SOURCE: REALTORS ASSOCIATION OF MAUI, MLS SALE DATA.

3.2.11

FOREST AND NATURAL AREA ACREAGE BY ISLAND

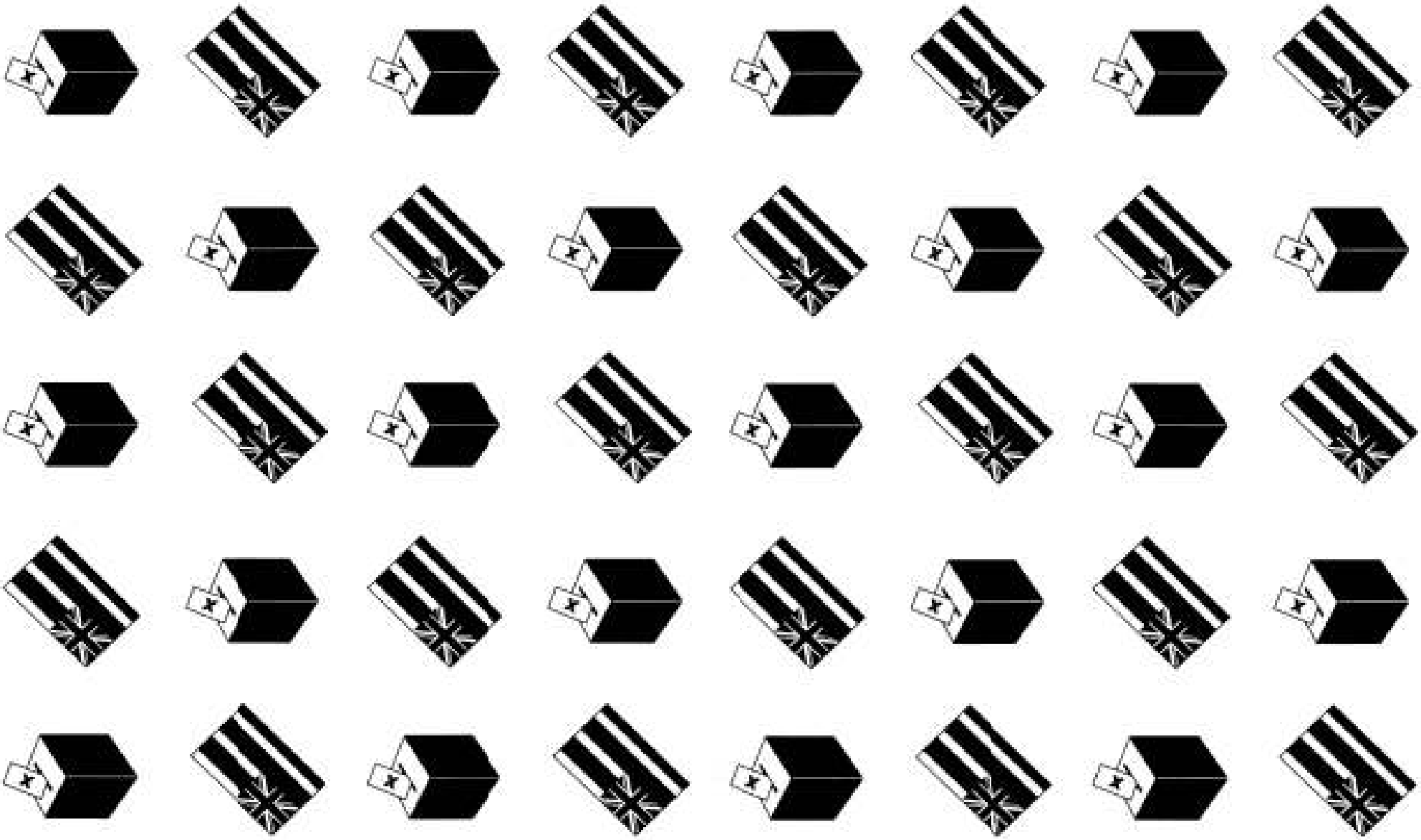
On June 30, 2023

	Conservation District Forest Land		Natural Areas	
Island	**Forest Reserve[1]**	**Private Forest[2]**	**Number of Areas**	**Acres**
State Total	**670,295**	**227,479**	**23**	**127,578**
Hawai‘i	457,987	100,800	9	97,232
Maui	68,118	30,099	5	19,653
Kaho‘olawe	-	-	-	-
Lāna‘i	-	6,952	-	-
Moloka‘i	12,327	23,573	2	3,003
O‘ahu	45,518	26,168	5	2,514
Kaua‘i	86,345	39,887	2	5,176
Ni‘ihau	-	-	-	-

1. State-owned and privately-owned lands under surrender agreement in forest reserve system.
2. Private forest land within conservation district. The majority of these lands were previously in the forest reserve system.

Source: Hawai‘i State Department of Land and Natural Resources, Division of Forestry and Wildlife.

Government



Section 4

GOVERNMENT

This section presents data on election districts, registered voters and votes cast, county operating revenues, general excise and use tax base, real property valuations and rates, government debt, and the state and local tax burden.

Local government in the State of Hawai‘i is vested in one combined city and county (Honolulu, consisting of the Island of O‘ahu and outlying islets), three non-metropolitan counties (Hawai‘i, Kaua‘i and Maui), and one area (Kalawao County) administered by the Hawai‘i State Department of Health. Separate municipal governments do not exist.

Official results for the primary, general and special elections are published by the Office of Elections. Reapportionment for Maui County was effected in January 2022.

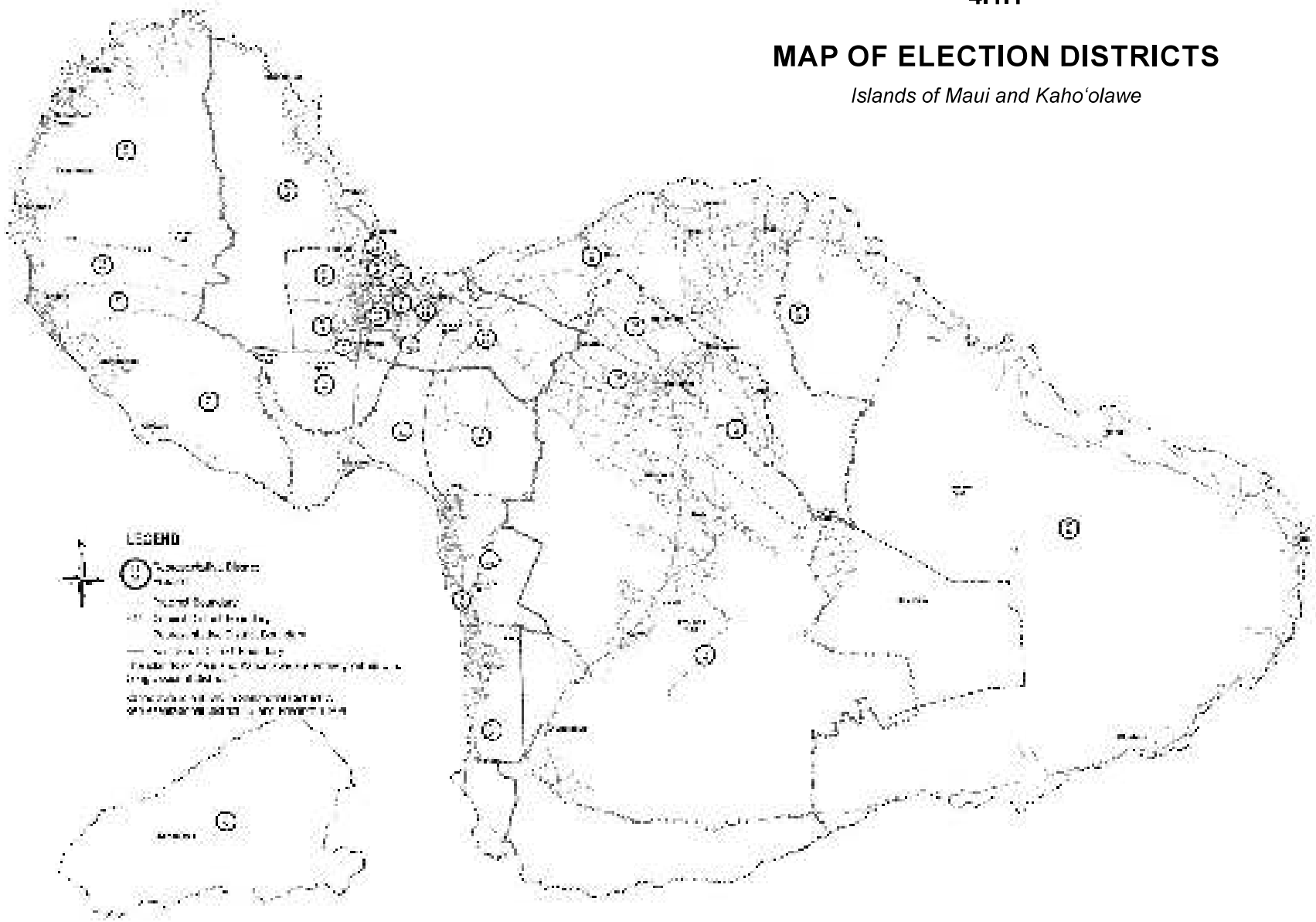
Important sources on statistics on government include: Government in Hawai‘i; Revenue Trends (monthly tax collection reports), Hawai‘i State Department of Taxation; State of Hawai‘i Data Book, and Hawai‘i State Department of Business, Economic Development and Tourism.

For more detail on government finances and spending, see Comprehensive Annual Financial Report, County of Maui; and Consolidated Federal Funds Report, U.S. Dept. of Commerce, Bureau of the Census, which has detail on Federal Government spending down to the county level. It is available on the Internet at https://www.census.gov/. The State of Hawai‘i does not report on its spending by county.

4.1.1

MAP OF ELECTION DISTRICTS

Islands of Maui and Kahoʻolawe

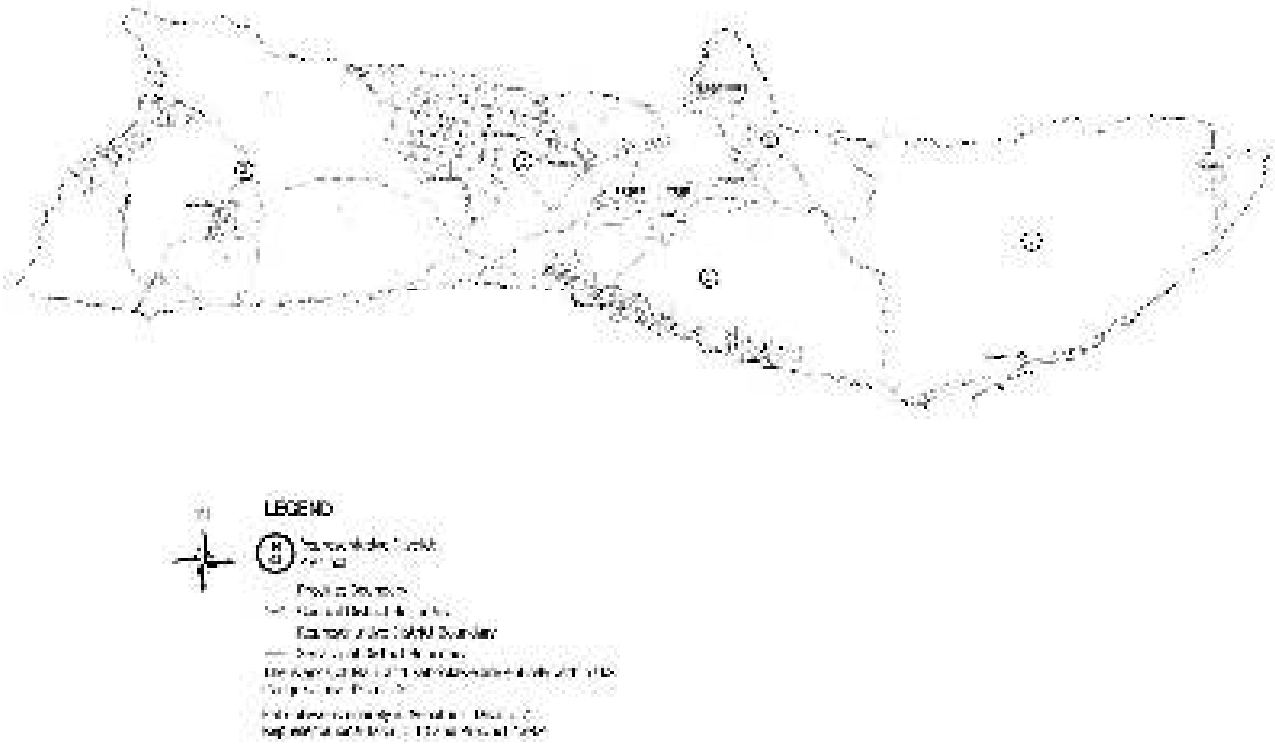


Source: State of Hawai'i, Office of Elections, March 2022.

4.1.2

MAP OF ELECTION DISTRICTS

Island of Moloka'i

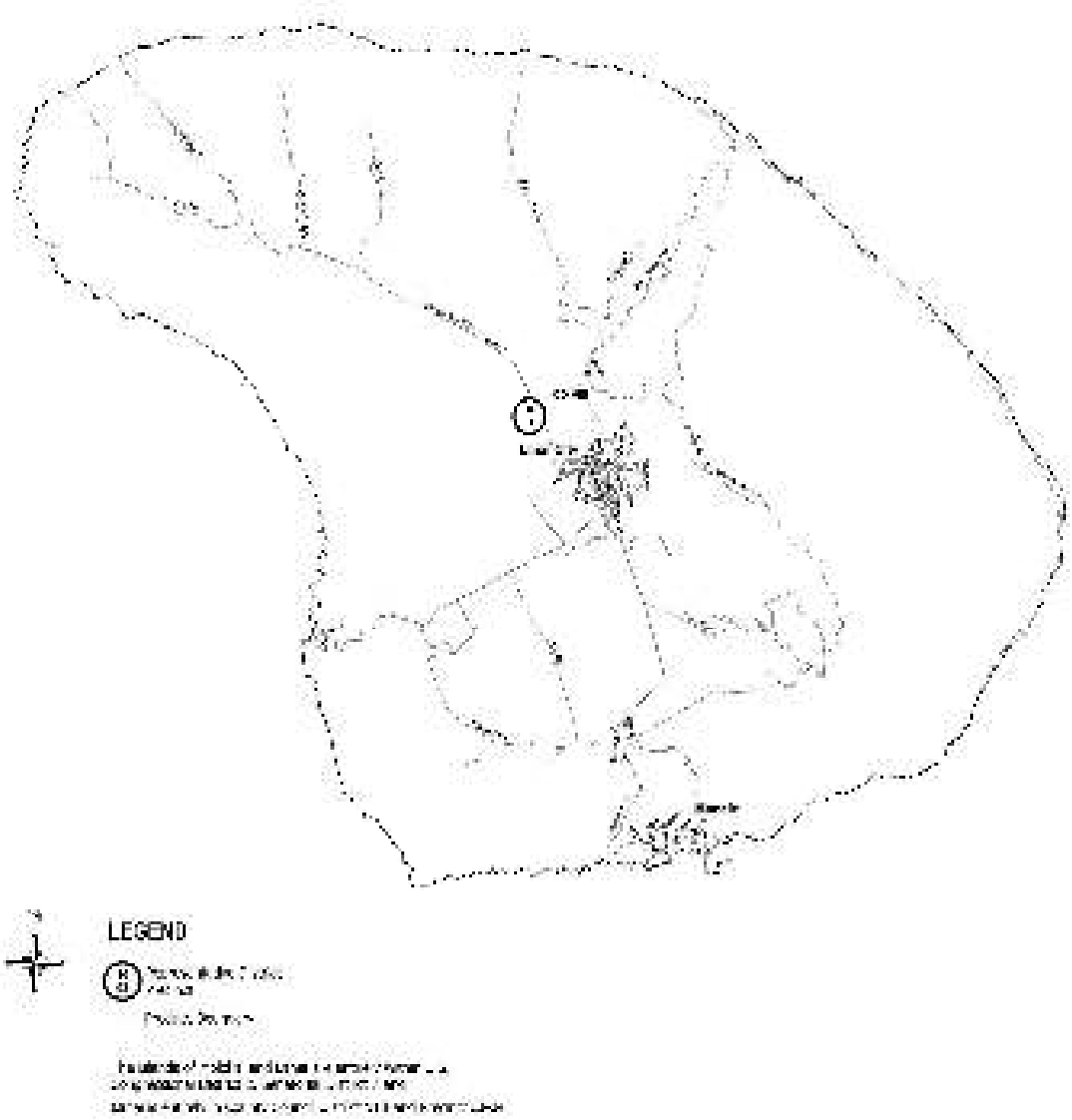


SOURCE: STATE OF HAWAI'I, OFFICE OF ELECTIONS, MARCH 2022.

4.1.3

MAP OF ELECTION DISTRICTS

Island of Lānaʻi



SOURCE: STATE OF HAWAIʻI, OFFICE OF ELECTIONS, MARCH 2022.

4.1.4

LIST OF POLLING PLACES

9th Representative District

1. Vote by Mail Precinct
2. Vote by Mail Precinct
3. Vote by Mail Precinct
4. Vote by Mail Precinct
5. Vote by Mail Precinct

10th Representative District

1. Vote by Mail Precinct
2. Vote by Mail Precinct
3. Vote by Mail Precinct
4. Vote by Mail Precinct
5. Vote by Mail Precinct
6. Vote by Mail Precinct
7. Vote by Mail Precinct

11th Representative District

1. Vote by Mail Precinct
2. Vote by Mail Precinct
3. Vote by Mail Precinct
4. Vote by Mail Precinct

12th Representative District

1. Vote by Mail Precinct
2. Vote by Mail Precinct
3. Vote by Mail Precinct
4. Vote by Mail Precinct
5. Vote by Mail Precinct

13th Representative District

1. Vote by Mail Precinct
2. Vote by Mail Precinct
3. Vote by Mail Precinct
5. Vote by Mail Precinct
6. Vote by Mail Precinct
7. Vote by Mail Precinct
8. Vote by Mail Precinct
9. Vote by Mail Precinct

14th Representative District

1. Vote by Mail Precinct
2. Vote by Mail Precinct
3. Vote by Mail Precinct
4. Vote by Mail Precinct
5. Vote by Mail Precinct

Note: Hawai‘i votes by mail. Beginning with the 2020 Elections, all voters will automatically receive a ballot in the mail and no traditional polling places will be established.

SOURCE: STATE OF HAWAI‘I, OFFICE OF ELECTIONS.

4.2.1

REGISTERED VOTERS AND VOTES CAST
NOVEMBER 8, 2022 GENERAL ELECTION

District	Registered Voters	Mail Turnout	%	In Person Turnout	District	Registered Voters	Mail Turnout	%	In Person Turnout
9-1	3,487	1,654	43.0%	49	13-1	2,440	1,081	44.3%	62
9-2	3,937	1,742	44.2%	67	13-2	8,458	3,711	43.9%	194
9-3	2,858	1,234	43.2%	36	13-3	1,634	741	45.3%	22
9-4	3,265	1,239	37.9%	80	13-4	2,144	751	35.0%	83
9-5	1,251	637	50.9%	25	13-5	655	330	50.4%	25
					13-6	2,338	1,067	45.6%	123
10-1	1,283	595	46.4%	34	13-7	476	210	44.1%	24
10-2	1,173	647	55.2%	10	13-8	1,382	635	45.9%	66
10-3	5,973	3,399	56.9%	140	13-9	31	16	51.6%	0
10-4	2,707	1,114	41.2%	62					
10-5	3,960	1,786	45.1%	76	14-1	3,480	1,207	34.7%	51
10-6	1,636	738	45.1%	41	14-2	3,027	959	31.7%	17
10-7	2,687	1,202	44.7%	62	14-3	2,267	824	36.3%	26
					14-4	7,228	2,664	36.9%	88
11-1	5,291	2,352	44.5%	93	14-5	2,753	1,343	48.8%	49
11-2	4,546	1,830	40.3%	90					
11-3	7,825	2,702	34.5%	174					
11-4	3,582	1,356	37.9%	90					
12-1	4,154	1,980	47.7%	58					
12-2	3,116	1,499	48.1%	70					
12-3	6,068	3,082	50.8%	102					
12-4	7,184	3,827	53.3%	138					
12-5	185	59	31.9%	5					

Source: State of Hawai'i, Office of Elections.

GENERAL ELECTION RESULTS
MAUI COUNTY, NOVEMBER 8, 2022

	Votes	%
U.S. Senator		
D) Schatz, Brian	37,646	71.6%
R) McDermott, Bob	11,226	21.4%
L) Bonoan, Feena M.	815	1.6%
G) Pohlman, Emma Jane A.	704	1.3%
A) Decker, Dan	452	0.9%
Blank Votes	1,640	3.1%
U.S. Representative, Dist. 2		
D) Tokuda, Jill N.	31,106	59.2%
R) Akana, Joe	16,917	32.2%
L) Tippens, Michelle Rose	1,414	2.7%
Blank Votes	3,048	5.8%
Governor and Lt. Governor		
D) Green, Josh / Luke, Sylvia	34,002	64.7%
R) Aiona, Duke / Tupai, S., Jr.	17,677	33.6%
Blank Votes	777	1.5%
State Senator, Dist. 6		
D) McKelvey, Angus L.K. (Mac)	9,387	59.1%
R) Walker, Sheila	4,634	29.2%
G) Shishido, Melissah (Mish)	1,056	6.7%
Blank Votes	782	4.9%
State Senator, Dist. 7		
D) Decoite, Lynn Pualani	14,161	71.2%
R) McKay, Tamara	4,545	22.8%
Blank Votes	1,169	5.9%
State Representative, Dist. 11		
D) Amato, Terez	5,263	60.6%
R) Cantere, Shekina P.	2,882	33.2%
Blank Votes	531	6.1%
State Representative, Dist. 12		
D) Yamashita, Kyle T.	7,085	65.6%
R) Johnson, Dan	2,118	19.6%
G) Starr, Summer	1,111	10.3%
Blank Votes	494	4.6%
State Representative, Dist. 13		
D) Poepoe, Mahina M.	5,827	63.7%
R) Adam, Scott	2,084	22.8%
G) Nikhilananda, Nick	639	7.0%
Blank Votes	578	6.3%
State Representative, Dist. 14		
D) Cochran, Elle	3,759	52.0%
R) Armstrong, Kelly J.	2,070	28.6%
A) Nakoa, Leonard K., III	1,037	14.3%
Blank Votes	352	4.9%
Mayor, County of Maui		
Bissen, Richard (Rick)	31,381	59.7%
Victorino, Mike	19,724	37.6%
Blank Votes	1,377	2.6%
Councilmember (East Maui)		
Sinenci, Shane	25,333	48.2%
Carroll, Claire Kamalu	19,150	36.5%
Blank Votes	7,992	15.2%
Councilmember (West Maui)		
Paltin, Tamara Akiko Maile	33,805	64.4%
Herrmann, Justin	9,903	18.9%
Blank Votes	8,788	16.7%
Councilmember (Wailuku, Waiheʻe, Waikapū)		
Lee, Alice L.	22,733	43.3%
Ahia, Noelani	22,220	42.3%
Blank Votes	7,537	14.3%
Councilmember (Kahului)		
Kama, Tasha	24,126	45.9%
Nobriga, Buddy James M.A.	20,427	38.9%
Blank Votes	7,929	15.1%
Councilmember (South Maui)		
Cook, Tom	24,717	47.1%
Knox, Robin	20,083	38.2%
Blank Votes	7,688	14.6%
Councilmember (Makawao, Haʻikū, Pāʻia)		
Uu-Hodgins, Nohe	25,196	48.0%
Boone, Nara	19,409	37.0%
Blank Votes	7,876	15.0%
Councilmember (Upcountry)		
Sugimura,Yuki Lei Kashiwa	29,035	55.3%
Hocker, Jordan	16,432	31.3%
Blank Votes	7,017	13.4%
Councilmember (Lānaʻi)		
Johnson, Gabe	23,501	44.7%
Hokama, Riki	20,714	39.4%
Blank Votes	8,266	15.7%
Councilmember (Molokaʻi)		
Rawlins-Fernandez, Keani	25,448	48.4%
Pele, John	18,797	35.8%
Blank Votes	8,247	15.7%

SOURCE: HAWAI'I STATE OFFICE OF ELECTIONS.

4.2.3

GENERAL ELECTION RESULTS
OFFICE OF HAWAIIAN AFFAIRS TRUSTEES
MAUI COUNTY, NOVEMBER 8, 2022

Office of Hawaiian Affairs

	Votes	Percent
Hawai‘i Resident Trustee Vacancy		
Trask, Mililani B.	24,088	45.8%
Cermelj, Hope Alohalani	10,965	20.9%
Blank Votes	17,466	33.2%
At-Large Trustee		
Number to vote for: 3		
Waihee, John D., IV	17,359	11.0%
Souza, Keoni	17,109	10.9%
Galuteria, Brickwood	13,947	8.9%
Ahu Isa, Lei (Leina‘ala)	13,354	8.5%
Owens, Chad	12,354	7.8%
King, Sam (Kalanikupua)	11,115	7.7%
Blank Votes	72,298	45.9%

SOURCE: HAWAI‘I STATE OFFICE OF ELECTIONS.

4.2.4

GENERAL ELECTION RESULTS
MAUI COUNTY CHARTER AMENDMENTS
NOVEMBER 8, 2022

Ballot Text Summaries and Results

1. Create a separate Housing Department dedicated to affordable housing		
Yes	30,871	59.0%
No	16,960	32.4%
Blank Votes	4,385	8.4%
2. Department of ʻŌiwi Resources		
Yes	29,287	56.0%
No	18,134	34.7%
Blank Votes	4,797	9.2%
3. Ethics and financial disclosures		
Yes	42,632	81.5%
No	5,654	10.8%
Blank Votes	3,946	7.5%
4. Planning Commission and Community Plan updates		
Yes	35,335	67.6%
No	11,097	21.2%
Blank Votes	5,808	11.1%
5. Council organizational meeting, remote access, government records		
Yes	38,425	73.5%
No	8,219	15.7%
Blank Votes	5,611	10.7%
6. Fines and penalties		
Yes	26,940	51.5%
No	18,397	35.2%
Blank Votes	6,858	13.1%
7. Administrative department heads		
Yes	29,928	57.2%
No	15,002	28.7%
Blank Votes	7,288	13.9%
8. County Clerk		
Yes	38,282	73.2%
No	8,064	15.4%
Blank Votes	5,890	11.3%
9. Police Chief		
Yes	36,482	69.8%
No	8,973	17.2%
Blank Votes	6,713	12.8%
9A. Police Chief, alternative		
Yes	34,345	65.7%
No	9,790	18.7%
Blank Votes	8,080	15.5%
10. Independent Nomination Board		
Yes	22,051	42.2%
No	20,791	39.8%
Blank Votes	9,302	17.8%
10A. Independent Nomination Board, alternative		
Yes	18,946	36.2%
No	22,788	43.6%
Blank Votes	10,477	20.0%
11. Impacts of Charter amendments		
Yes	37,116	71.0%
No	6,966	13.3%
Blank Votes	8,159	15.6%
12. Community Water Authorities		
Yes	33,621	64.3%
No	11,397	21.8%
Blank Votes	7,205	13.8%
13. Climate change adaptation		
Yes	28,081	53.7%
No	17,286	33.1%
Blank Votes	6,856	13.1%

SOURCE: HAWAIʻI STATE OFFICE OF ELECTIONS.

4.3.1

STATEMENT OF REVENUES AND EXPENDITURES
MAUI COUNTY

In thousands of dollars. For year ending June 30

	2020	2021	2022	2023
Revenues				
Taxes	389,890	403,304	465,475	556,546
Licenses and Permits	37,915	39,017	41,567	43,049
Intergovernmental Revenues	75,430	125,069	89,887	85,699
Charges for Current Services	94,412	87,711	97,271	100,471
Fines and Forfeitures	3,031	2,036	3,611	4,362
Interest and investment earnings, net	12,347	1,526	(11,371)	8,469
Other	6,598	6,801	8,743	12,739
Assessments	2,355	316	778	343
Total Revenues	**621,979**	**665,781**	**695,961**	**811,676**
Expenditures				
General Government	162,918	175,237	183,814	215,474
Public Safety	107,890	113,215	110,351	116,774
Highways and Streets	47,833	51,149	47,913	57,915
Sanitation	61,627	61,390	62,714	66,878
Social Welfare	64,246	128,852	84,539	91,619
Culture and Recreation	31,182	30,969	36,862	34,644
Legislative	6,941	8,459	8,162	9,225
Capital Outlay	100,948	105,142	102,047	130,510
Debt Service: Principal	31,568	23,172	29,597	34,271
Interest	10,856	10,136	13,744	16,041
Total Expenditures	**626,010**	**707,721**	**679,743**	**773,350**
Excess (Deficiency) of Revenues over Expenditures	**(4,031)**	**(41,940)**	**16,218**	**38,326**

Note: Due to rounding, details may not add to total.

SOURCE: MAUI COUNTY DEPARTMENT OF FINANCE, ANNUAL COMPREHENSIVE FINANCIAL REPORTS.

4.3.2

GENERAL EXCISE AND USE TAX LIABILITY
MAUI COUNTY

	2021	2022	2023
Retailing	265,505,921	305,997,612	279,057,519
Services	96,255,555	116,222,382	112,401,285
Contracting	50,730,379	63,346,174	74,519,273
Theater, Amusement, Radio, etc.	2,315,043	3,008,475	2,365,018
Interest and All Others	23,276,475	34,416,747	32,936,403
Commissions	12,688,339	12,373,092	9,246,002
Hotel Rentals	76,431,164	103,090,849	92,614,585
All Other Rentals	50,003,557	58,349,271	54,841,838
Use (4%)	4,236,893	6,968,397	6,104,666
Sub-Total	581,443,324	703,772,997	664,086,586
Insurance Solicitors	54,920	53,209	56,394
Producing	108,162	121,680	115,966
Manufacturing	242,627	286,292	266,943
Wholesaling	10,543,053	12,943,534	12,029,879
Services (Wholesale)	579,188	744,458	694,984
Use (1/2%)	4,928,118	5,583,667	5,138,915
Sub-Total	16,456,067	19,732,840	18,303,080
Grand Total	**$597,899,389**	**$723,505,838**	**$682,389,665**

Note: Due to rounding, details may not add to total.

This table replaces the former “State Tax Collection” as state tax collection data by county is no longer available.

The district (county) data shown in this report are from Part V of Form G-45, “Schedule of Assignments of Taxes by District,” or from Form G-75, “Assignment of General Excise/Use Tax by District.”

Tax liability is the amount of tax levied on reported economic activity. Tax collection is the amount of revenue received by the Department of Taxation. Tax liability and tax collection measure different concepts and should not match.

SOURCE: HAWAI'I STATE DEPARTMENT OF TAXATION, MONTHLY TAX REPORTS.

4.3.3

ESTIMATED REAL PROPERTY TAX REVENUE
MAUI COUNTY

In thousands of dollars

Fiscal Year 2023-2024	
Assessor's gross valuation	82,283,654
Exemptions	11,361,384
Assessor's net taxable valuation	70,922,270
Half of valuation on appeal	580,205
Number of appeals	1,424
Valuation for tax rate purposes	70,342,064
Amount to be raised by taxation	**532,959**

SOURCE: CITY AND COUNTY OF HONOLULU, DEPARTMENT OF BUDGET & FISCAL SERVICES, REAL PROPERTY ASSESSMENT DIVISION.

4.3.4

REAL PROPERTY TAX RATES
MAUI COUNTY

Dollars per $1,000 net taxable value

Land Use Class	Rate Fiscal Year 2023-2024
Agricultural	5.74
Apartment	3.50
Commercialized Residential	4.40
Commercial	6.05
Conservation	6.43
Hotel and Resort	11.75
Industrial	7.05
Non Owner-Occupied Tier 1: up to $1,000,000	5.85
Non Owner-Occupied Tier 2: $1,000,001 to $4,500,000	8.00
Non Owner-Occupied Tier 3: more than $4,500,000	12.50
Owner-Occupied Tier 1: up to $1,000,000	1.90
Owner-Occupied Tier 2: $1,000,001 to $3,000,000	2.00
Owner-Occupied Tier 3: more than $3,000,000	2.75
Transient Vacation Rentals - Short-Term Rental Homes (TVR-STRH)	11.85
Long-Term Rental Tier 1: up to $1,000,000	3.00
Long-Term Rental Tier 2: $1,000,001 to $3,000,000	5.00
Long-Term Rental Tier 3: more than $3,000,000	8.00
Time Share	14.60

SOURCE: CITY AND COUNTY OF HONOLULU, DEPARTMENT OF BUDGET AND FISCAL SERVICES, REAL PROPERTY ASSESSMENT DIVISION.

4.3.5

DEBT OF MAUI COUNTY GOVERNMENT

In thousands of dollars

Fiscal Year	General Obligation Bonds	Notes Payable	Total Outstanding Debt
1998	186,731	21,539	208,270
1999	189,913	31,796	221,709
2000	194,111	30,305	224,416
2001	194,807	23,779	218,586
2002	208,832	23,764	232,596
2003	242,996	39,582	282,578
2004	227,007	39,194	266,201
2005	233,684	36,762	270,446
2006	215,336	34,295	249,631
2007	226,720	40,078	266,798
2008	247,258	47,262	294,520
2009	226,048	65,578	291,626
2010	204,717	71,257	275,974
2011	231,914	69,639	301,553
2012	210,460	67,329	277,789
2013	254,592	47,090	301,682
2014	233,900	70,965	304,865
2015	257,781	75,653	333,434
2016	262,603	69,061	331,664
2017	234,109	83,305	317,414
2018	208,074	108,245	316,319
2019	287,324	132,919	420,238
2020	254,801	143,838	398,639
2021	305,978	141,165	447,143
2022	379,871	132,562	512,433
2023	418,290	123,739	554,292

SOURCE: MAUI COUNTY DEPARTMENT OF FINANCE, COMPREHENSIVE ANNUAL FINANCIAL REPORTS.

4.4

PERSONNEL BY DEPARTMENT FOR FISCAL YEARS
MAUI COUNTY

	2021	2022	2023	2024
Corporation Counsel	37.5	37.5	40.5	44.6
Emergency Management Agency[1]	9.0	9.0	9.0	9.0
Environmental Management				
General	5.0	5.0	5.0	5.0
Wastewater	122.0	122.0	123.0	124.0
Solid Waste	107.0	107.0	107.0	108.0
Finance	156.5	165.5	175.5	176.5
Fire & Public Safety	389.0	389.0	416.0	431.0
Housing & Human Concerns	88.0	88.0	92.0	94.0
Liquor Control	25.0	25.0	25.0	25.0
Management	68.0	69.0	77.0	85.0
Parks and Recreation				
General	431.4	432.4	454.9	473.4
Golf	0.0	0.0	0.0	0.0
Personnel Services	20.0	20.0	22.0	25.0
Planning	75.5	79.0	78.5	79.5
Police	550.0	552.2	564.7	564.7
Prosecuting Attorney	82.5	83.5	87.5	89.3
Public Works				
General	124.3	128.3	141.3	144.3
Highways	159.0	161.0	191.0	195.0
Transportation	6.0	7.0	10.0	11.0
Water Supply	224.0	224.0	225.0	225.0

1. Previously known as Civil Defense.

SOURCE: MAUI COUNTY OFFICE OF THE MAYOR, BUDGET OFFICE.

4.5.1

COUNTY PROPERTY TAX EXEMPTIONS BY TYPE
MAUI COUNTY, FY 2023-2024

Type of Exemption	Number	Amount ($1,000)
Aina kupuna	31	82,998
Blind	20	500
Cemeteries	17	1,670
Charitable Organizations	299	617,885
Childcare	13	650
Churches	255	493,393
County Government	601	785,818
Credit Unions	17	27,100
Deaf	5	75
Federal Government	80	43,742
Forest Reserve	3	161
Government Leases - Portion	60	33,717
Government Leases - Total	79	101,397
Hawaiian Homes - 7 year	16	3,985
Hawaiian Homes Commission	473	51,917
Hawn Homes Land	1,490	150
Hawn Homes Land - Basic	957	226,978
Hawn Homes Land - Multiple	93	20,973
Hawn Homes Land - Vacant Land	292	30
Historic Residential Properties	5	18,884
Homes - Fee (Basic)	23,675	7,019,903
Homes - Fee (Multiple)	2,805	826,493
Homes - Leasehold (Basic)	361	104,413
Homes - Leasehold (Multiple)	145	42,891
Hospitals	13	264,373
Kuleana	52	31,058
Long Term Rental Owner Rental	657	65,647
Long Term Rental	3,126	621,599
Low-Moderate Income Housing	34	292,022
Miscellaneous	3	177
Public Utilities	79	96,761
Remnant	14	17
Roadways and Waterways	1,797	7,288
Schools	17	237,804
State Government	1,166	2,118,198
Taro	28	90
Totally Disabled	318	7,550
Totally Disabled Veterans	400	308,641
Total	**39,496**	**14,556,948**

SOURCE: CITY AND COUNTY OF HONOLULU, DEPARTMENT OF BUDGET & FISCAL SERVICES, REAL PROPERTY ASSESSMENT DIVISION.

4.5.2

LIQUID FUEL TAX BASE AND TAX COLLECTIONS
MAUI COUNTY

Fiscal year ending June 30, 2023

Source of Revenue	Gallons	State Tax	County Fuel Tax	Total Tax
Gasoline	64,108,212	$10,242,253	$15,361,874	$25,604,127
Diesel oil (off-hwy)	54,550,444	545,504	0	545,504
Diesel oil (hwy)	6,131,394	981,022	1,471,535	2,452,558
Liquid petro. gas (hwy)	131	7	15	22
Small boat (gasoline)	48,171	7,707	11,561	19,268
Small boat (diesel oil)	0	0	0	0
Aviation fuel	100,368,456	1,003,685	0	1,003,685
Other fuel	215,654	5,327	14,481	19,808
Subtotal	**225,422,462**	**12,785,506**	**16,859,466**	**29,644,972**
Environmental Tax	5,476,902	5,750,747	0	5,750,747
Total		**18,536,252**	**16,859,466**	**35,395,719**

SOURCE: STATE OF HAWAIʻI, DEPARTMENT OF TAXATION, MONTHLY TAX REPORTS.

4.5.3

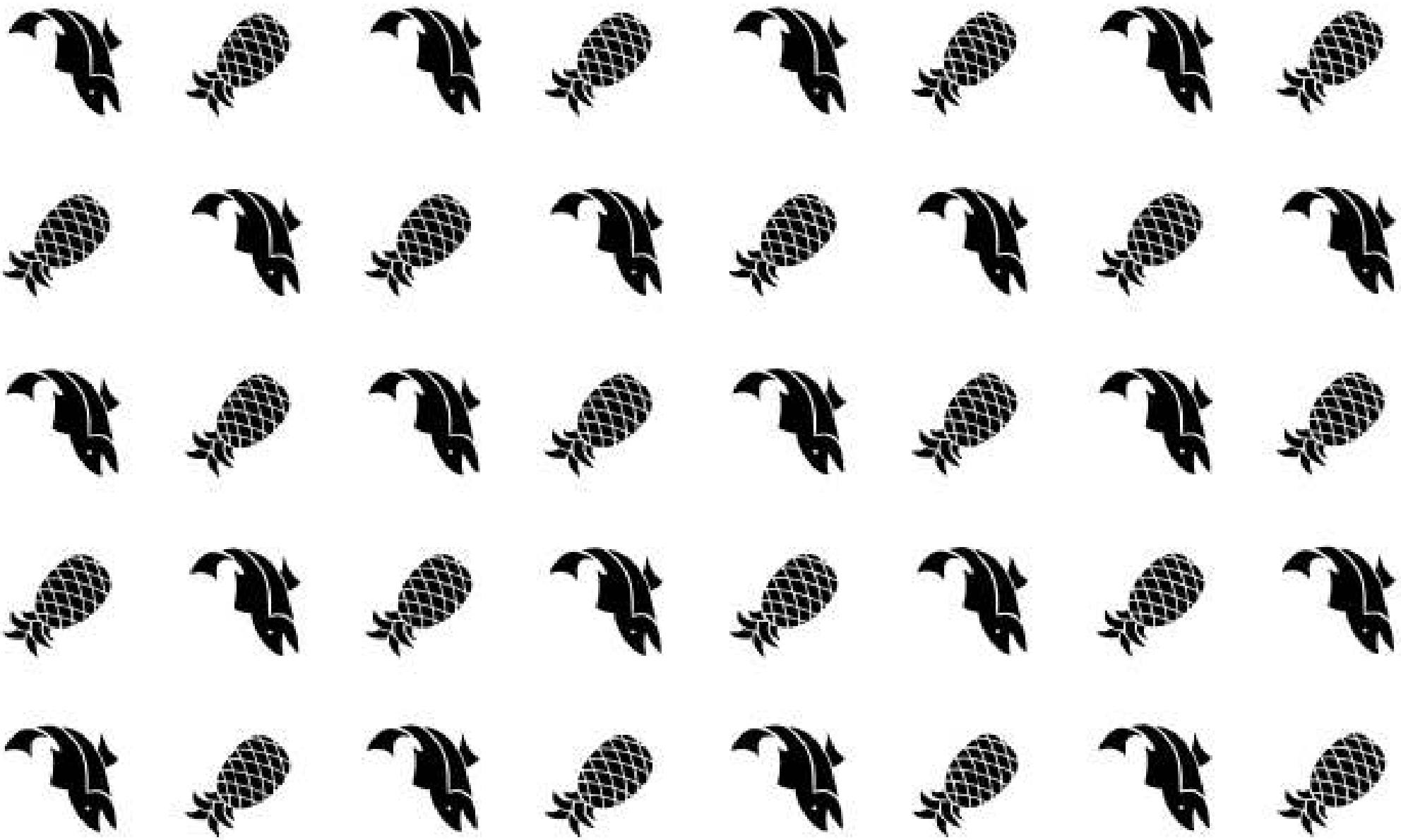
LIQUID FUEL TAX ALLOCATION BY FUND
MAUI COUNTY

Fiscal year ending June 30, 2023

	Amount	Total Tax
State Highway Special Fund	$11,664,003	
State Airports Special Fund	1,003,685	
State Boating Special Fund	286,413	12,954,100
County Fuel Tax:		
Lānaʻi	326,570	
Molokaʻi	0	
Maui	16,364,302	16,690,872
Environmental Response Fund	273,845	
Energy Security Fund	219,076	
Energy Development Fund	273,845	
Electric Vehicle Charging System	164,307	
Hydrogen Fueling System	164,307	
General Fund	4,655,366	5,750,747
Grand Total		**$35,395,719**

SOURCE: STATE OF HAWAIʻI, DEPARTMENT OF TAXATION, MONTHLY TAX REPORTS.

Agriculture & Aquaculture



Section 5

AGRICULTURE & AQUACULTURE

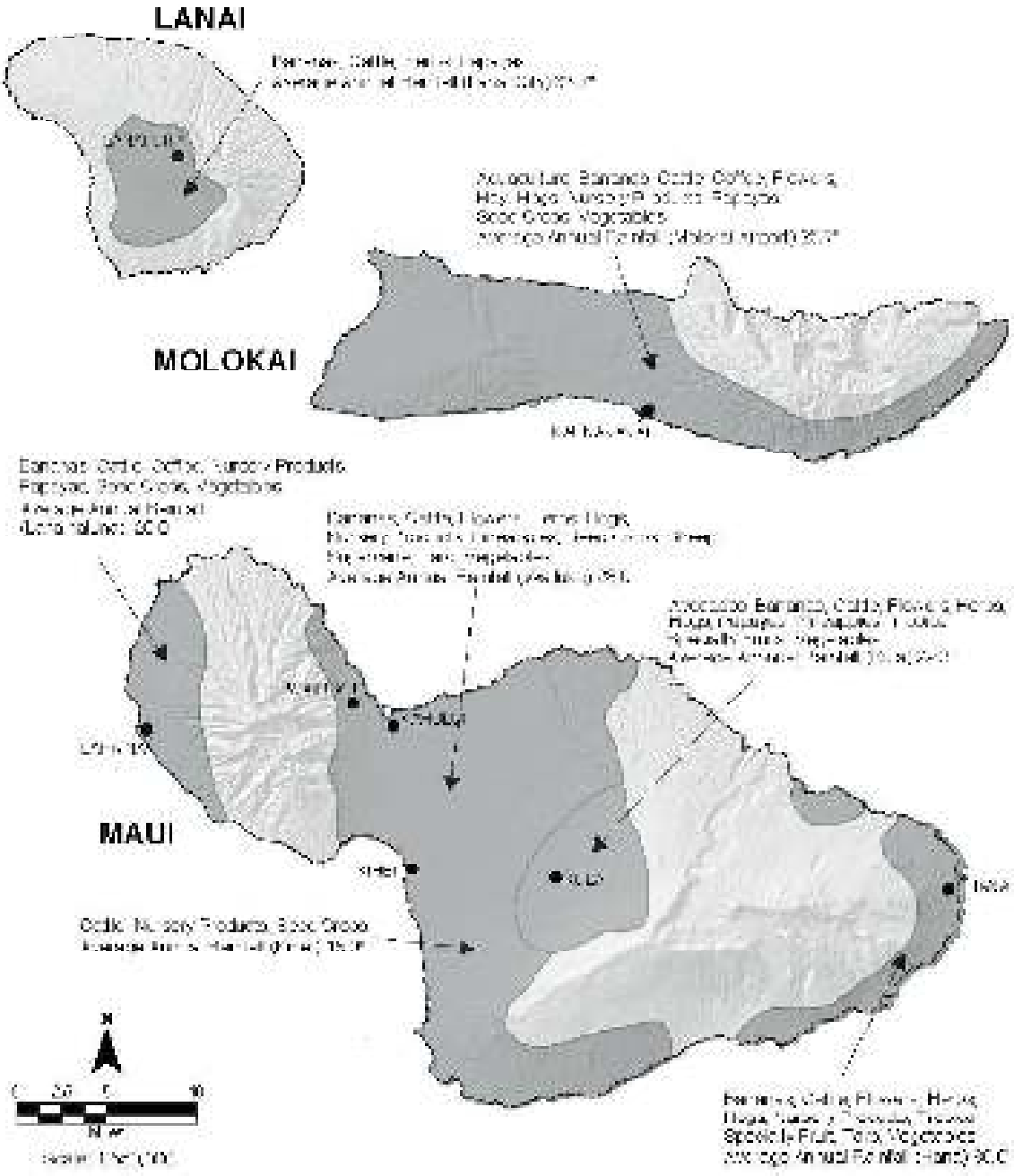
This section includes statistics on agriculture and aquaculture. Statistics about farms are presented along with the value and distribution of farm and other land based herbaculture production. Fish catches and other aquaculture statistics are given.

Maui's last sugar plantation closed in 2016 and therefore data on sugarcane has been discontinued. Coffee production in the state is now featured.

Agriculture remains an important element in Maui County's economy and land use patterns. The trend toward diversification of agriculture continues.

The data in this section comes mainly from the 2022 U.S. Census of Agriculture, the Hawai'i Agriculture Statistics Service, specific crop producers, and the Hawai'i State Department of Land and Natural Resources.

AGRICULTURAL AREAS
MAUI COUNTY



SOURCE: HAWAI'I DEPARTMENT OF AGRICULTURE, AGRICULTURAL DEVELOPMENT DIVISION, AND U.S. DEPARTMENT OF AGRICULTURE, NATIONAL AGRICULTURAL STATISTICS SERVICE. STATISTICS OF HAWAI'I AGRICULTURE, 2011.

5.1.2

TENURE AND CHARACTERISTICS OF FARM OPERATORS AND TYPES OF FARM ORGANIZATION MAUI COUNTY

	2007	2012	2017	2022
Tenure of Operator				
Full Owners				
Farms	827	774	1,031	1,091
Acres	62,325	94,317	124,568	160,435
Part Owners				
Farms	138	151	133	125
Acres	141,052	108,528	102,257	78,126
Owned land in farms (acres)	105,762	75,931	70,577	47,974
Rented land in farms (acres)	35,290	32,597	31,680	30,152
Tenants				
Farms	191	203	244	189
Acres	22,191	26,321	22,131	19,657
Operator Characteristics				
Place of Residence				
On farm operated	929	840	1,772	1,988
Not on farm operated	227	288	625	624
Primary Occupation				
Farming	515	609	892	1,257
Other	641	519	1,017	1,355
Days of Work Off Farm[1]				
None	229	406	723	881
Any	927	722	1,186	1,731
1 to 49 days	155	100	248	362
50 to 99 days	151	125	103	188
100 to 199 days	166	144	252	296
200 days or more	455	353	583	885
Years on Present Farm				
2 years or less	51	36	142	93
3 or 4 years	68	89	178	338
5 to 9 years	284	201	420	593
10 years or more	753	802	1,169	1,588
Average years on present farm	16.7	19.1	16.6	18

5.1.2

CONTINUED

	2007	2012	2017	2022
Age Group				
Under 25 years	4	4	12	15
25 to 34 years	32	37	78	172
35 to 44 years	89	78	154	292
45 to 54 years	314	227	273	336
55 to 64 years	NA	NA	614	480
65 to 74 years	NA	NA	555	897
75 years and over	NA	NA	223	420
Average age	57.7	59.0	60.4	60.7
Male				
Farms	856	873	1,194	1,193
Acres	217,574	201,222	223,781	251,977
Female				
Farms	300	255	951	1,026
Acres	7,994	27,944	96,440	119,169
Type of Organization				
Individual or Family (sole proprietorship)				
Farms	975	904	1,114	1,145
Acres	34,647	65,110	58,004	52,028
Partnership				
Farms	66	96	123	87
Acres	11,751	32,275	39,416	32,061
Corporation (family held)				
Farms	69	64	94	107
Acres	114,456	113,188	100,189	68,798
Corporation (other than family held)				
Farms	33	27	23	28
Acres	60,646	D	D	99,013
Other (cooperative, estate or trust, institutional, etc.)				
Farms	13	37	54	38
Acres	4,068	D	D	6,318

D: Withheld to avoid disclosing data for individual farms

NA: Not available

SOURCE: U.S. DEPARTMENT OF AGRICULTURE, NATIONAL AGRICULTURAL STATISTICS SERVICE, CENSUS OF AGRICULTURE.

5.1.3

FARMS AND LAND IN FARMS
MAUI COUNTY

	2007	2012	2017	2022
Farms	**1,156**	**1,128**	**1,408**	**1,405**
Land in Farms	**225,568**	**229,166**	**248,956**	**258,218**
Average size of farms (acres)	195	203	177	184
Median size of farms (acres)	5	5	4	4
Estimated Market Value of Land & Buildings[1]				
Average per farm ($)	1,601,950	1,998,208	2,027,299	2,220,926
Average per acre ($)	8,210	9,836	11,466	12,084
Estimated Market Value of Machinery & Equipment[1]				
Average per farm ($)	52,480	53,228	51,466	51,060
Farms by Size				
1 to 9 acres	766	711	1,010	956
10 to 49 acres	289	293	252	329
50 to 179 acres	48	61	75	63
180 to 499 acres	21	24	23	14
500 to 999 acres	11	10	16	17
1,000 acres or more	21	29	32	26
Total Cropland				
Farms	975	902	1,148	1,158
Acres	54,557	49,578	56,551	61,707
Harvested Cropland				
Farms	928	852	1,057	1,055
Acres	26,528	D	7,132	14,531
Irrigated Land				
Farms	650	603	651	682
Acres	28,027	41,548	4,849	14,972
Value of Agricultural Products Sold ($1,000)	**139,326**	**188,100**	**82,206**	**93,906**
Crops, including greenhouse & nursery crops	132,058	181,480	74,211	88,427
Livestock, poultry, and their products	7,268	6,620	7,995	5,479
Processed or value-added agricultural products	NA	NA	16,369	NA
Value of Agricultural Products Sold per Farm ($)	**120,524**	**166,755**	**58,385**	**66,837**

1. Data based on a sample of farms.

D: Withheld to avoid disclosing data for individual farms. NA: Not available

SOURCE: U.S. DEPARTMENT OF AGRICULTURE, NATIONAL AGRICULTURAL STATISTICS SERVICE, CENSUS OF AGRICULTURE.

5.1.4

FARM EMPLOYMENT
MAUI COUNTY

	2007	2012	2017	2022
Number of Farms Hiring	245	328	365	299
Number of Farms Hiring Migrant Workers	17	6	14	23
Hired Workers	2,051	2,311	1,880	1,781
Worked 150 days or more	1,386	1,655	1,174	1,143
Migrant workers	NA	26	36	117
Payroll ($1,000)	47,311	99,270	62,694	48,249

NA: Not available

SOURCE: U. S. DEPARTMENT OF AGRICULTURE, NATIONAL AGRICULTURAL STATISTICS SERVICE, CENSUS OF AGRICULTURE.

5.1.5

LIVESTOCK: NUMBER OF OPERATIONS AND VALUE OF SALES, MAUI COUNTY

	2007	2012	2017	2022
Number of Livestock Operations, December 31	**284**	**284**	**410**	**NA**
Cattle	190	204	193	163
Hogs	57	81	80	45
Goats	86	131	214	200
Sheep and lambs	33	24	59	83
Horses	175	112	115	137
Poultry and eggs	49	67	146	193
Bees	41	50	114	115
Aquaculture	2	10	11	NA
Value of Livestock, Poultry, and Product Sales ($1,000)	**7,268**	**6,620**	**7,995**	**5,479**
Cattle and calves	5,689	5,231	D	D
Hogs and pigs	724	D	506	494
Goats	NA	210	204	370
Sheep and lambs	NA	21	45	136
Horses	NA	51	D	69
Poultry and eggs	20	D	194	NA
Bees	NA	96	70	173
Aquaculture	D	D	D	NA

D: Withheld to avoid disclosure of individual operations

NA: Not available

SOURCE: U. S. DEPARTMENT OF AGRICULTURE, NATIONAL AGRICULTURAL STATISTICS SERVICE, CENSUS OF AGRICULTURE.

5.1.6

VEGETABLES ACREAGE AND NUMBER OF FARMS, MAUI COUNTY

	2017		2022	
	Farms	Acres	Farms	Acres
Beans, Snap	35	119	29	47
Beets	27	12	21	21
Broccoli	15	73	18	25
Cabbage, Chinese	16	30	19	20
Cabbage, Head	13	80	12	D
Carrots	18	25	21	15
Celery	4	1	10	D
Collards	7	4	11	3
Cucumbers and pickles	16	D	17	D
Daikon	23	26	17	5
Eggplant	22	10	38	15
Ginger root	14	3	31	6
Herbs, Fresh Cut	51	47	59	128
Kale	38	39	37	63
Lettuce, All	30	66	47	D
Lettuce, Romaine	16	13	18	10
Mustard greens	13	3	14	2
Okra	11	2	13	2
Onions, Dry	13	55	10	D
Onions, Green	27	19	28	49
Parsley	14	15	10	1
Peas, Chinese	12	2	5	D
Peppers, Bell	9	10	13	D
Peppers, Other than Bell	17	2	17	3
Potatoes	9	2	3	D
Pumpkins	15	33	26	14
Radishes	10	11	16	12
Spinach	8	3	15	2
Squash, All	14	13	26	29
Sweet Corn	16	D	14	D
Sweet Potatoes	12	D	14	34
Taro	58	85	75	64
Tomatoes	25	27	25	24
Turnips	13	1	8	D
Other Vegetables	71	127	41	68
Total	**221**	**1,377**	**222**	**1,014**

D: Withheld to avoid disclosure of individual operations. NA: Not available.

1. Taro root added to the vegetable section, removed from the field crop section.

SOURCE: U. S. DEPARTMENT OF AGRICULTURE, NATIONAL AGRICULTURAL STATISTICS SERVICE, CENSUS OF AGRICULTURE.

5.1.7

COFFEE
STATE OF HAWAIʻI

	Bearing Acreage (1,000 acres)	Cherry Basis: Yield per Acre (1,000 pounds)	Cherry Basis: Total Production (1,000 pounds)	Cherry Basis: Harvested not Sold (1,000 pounds)
2020-2021	6.8	3.510	23,870	1,155
2021-2022	7.4	3.950	29,230	768
2022-2023	7.5	3.150	23,625	600
2023-2024	7.3	2.800	20,440	3,500

Basis	Utilized Production (1,000 pounds)	Price per Pound ($)	Value of Utilized Production ($1,000)
Cherry			
2020-2021	22,715	2.13	48,383
2021-2022	28,462	2.26	64,324
2022-2023	23,025	2.35	54,109
2023-2024	16,940	2.51	42,519
Parchment			
2020-2021	5,390	13.40	72,226
2021-2022	6,489	12.80	83,059
2022-2023	5,180	13.50	69,930
2023-2024	3,777	13.50	50,990
Green			
2020-2021	4,312	19.40	83,653
2021-2022	5,191	20.30	105,377
2022-2023	4,144	15.20	62,989
2023-2024	3,022	22.60	68,297

SOURCE: U.S. DEPARTMENT OF AGRICULTURE, NATIONAL AGRICULTURAL STATISTICS SERVICE.

5.1.8

FRUITS AND NUTS
MAUI COUNTY

	2017		2022	
	Farms	Acreage	Farms	Acreage
Noncitrus Fruits	**667**	**2,809**	**579**	**D**
Apples	16	7	8	5
Avocados	305	D	265	D
Bananas	313	253	242	211
Cherimoyas	17	8	14	10
Cherries, Tart	6	1	2	D
Coffee	95	D	72	D
Grapes	5	D	4	D
Guavas	30	9	62	21
Lychees	NA	NA	72	55
Mangoes	105	54	150	89
Papayas	129	175	123	88
Passion Fruit	74	18	94	25
Peaches, All	15	D	5	D
Persimmons	26	47	28	D
Pineapple	55	D	67	D
Pomegranates	14	3	3	Z
Other	202	339	108	176
Citrus Fruits	**378**	**286**	**362**	**D**
Grapefruit	93	30	80	14
Kumquats	9	D	27	3
Lemons	207	55	230	D
Limes	201	64	215	D
Oranges, All	219	72	195	63
Tangelos	59	D	82	13
Tangerines	119	35	101	D
Other	31	16	15	D
Nuts	**67**	**579**	**85**	**D**
Hazelnuts	NA	NA	3	D
Macadamia Nuts	65	D	79	D
Pecans, All	2	D	2	D
Other Nuts	1	D	4	1

D: Withheld to avoid disclosure of individual operations. NA: Not available. Z: Less than half of the unit shown

Note: Totals may not add due to rounding.

SOURCE: U. S. DEPARTMENT OF AGRICULTURE, NATIONAL AGRICULTURAL STATISTICS SERVICE, CENSUS OF AGRICULTURE.

5.1.9

FLORICULTURE AND NURSERY PRODUCTS MAUI COUNTY

Number of farms and growing area

2022	Farms	Sq ft under glass	Open acreage	Value of sales ($)
Aquatic plants	5	D	D	102,881
Bulbs and tubers	5	D	5	58,332
Cuttings and seedlings	21	D	29	29,260
Bedding & garden plants	27	D	11	199,448
Cut flowers	181	D	392	5,398,240
Foliage, indoor	31	D	20	D
Potted flowering plants	40	76,494	D	1,089,471
Nursery stock crops	123	445,287	132	D
Sod	3	X	D	D
Vegetable seeds	7	D	X	7,198
Vegetable transplants	11	18,796	X	198,998

D: Withheld to avoid disclosure of individual operations. X: Not applicable

SOURCE: U. S. DEPARTMENT OF AGRICULTURE, NATIONAL AGRICULTURAL STATISTICS SERVICE, CENSUS OF AGRICULTURE.

5.1.10

FARM MACHINERY AND EQUIPMENT, MAUI COUNTY

	2007	2012	2017	2022
Value of all equipment ($1000)	60,352	60,042	72,464	71,740
Average per farm ($)	52,480	53,228	51,466	51,060
Trucks				
Farms	862	774	1,001	1,006
Number	1,362	1,347	1,602	1,532
Tractors				
Farms	547	554	586	575
Number	974	1,032	994	1,005
Grain and bean combines				
Farms	1	6	3	4
Number	D	9	D	6
Forage harvesters				
Farms	13	5	1	1
Number	13	5	D	D
Hay balers				
Farms	3	1	4	NA
Number	3	D	4	NA

D: Withheld to avoid disclosure of individual operations.
NA: Not available

SOURCE: U. S. DEPARTMENT OF AGRICULTURE, NATIONAL AGRICULTURAL STATISTICS SERVICE, CENSUS OF AGRICULTURE.

5.1.11

FERTILIZERS AND CHEMICALS APPLIED
MAUI COUNTY

In acres

	2007	2012	2017	2022
Commercial fertilizer	42,248	40,923	9,664	16,790
Manure	395	1,214	776	736
Organic fertilizer	NA	NA	450	326
Acres treated to control				
Insects	5,566	4,424	8,891	12,879
Weeds	28,416	46,098	15,416	20,411
Nematodes	2,812	861	415	440
Diseases in crops	1,757	1,647	1,557	11,027
Chemicals used to control growth, thin fruit, ripen or defoliate	D	D	358	496

D: Data not provided to avoid disclosing individual information NA: Not available

SOURCE: U. S. DEPARTMENT OF AGRICULTURE, NATIONAL AGRICULTURAL STATISTICS SERVICE, CENSUS OF AGRICULTURE.

5.1.12

ORGANIC AGRICULTURE
STATE OF HAWAIʻI

2022	State of Hawaiʻi	Hawaiʻi County	Honolulu County	Kauaʻi County	Maui County
USDA Certified organic farms	146	79	20	23	24
USDA Exempt from certification organic farms[1]	65	21	10	12	22
Farms transitioning to organic	24	11	7	3	3
Value of sales of Certified or Exempt organically produced commodities					
Number of farms	183	82	26	33	42
Total organic product sales ($1,000)	22,210	7,400	2,827	9,373	2,610
Farms by value of sales					
$1 to $4,999	86	27	14	17	28
$5,000 or more	97	55	12	16	14

1. Small organic farms with gross agricultural income from organic sales less than $5,000 per year.

SOURCE: U. S. DEPARTMENT OF AGRICULTURE, NATIONAL AGRICULTURAL STATISTICS SERVICE, CENSUS OF AGRICULTURE.

5.1.13

AGRICULTURAL TOURISM BY COUNTY

	State of Hawai'i	Hawai'i County	Honolulu County	Kaua'i County	Maui County
2012					
Farms	233	106	36	39	52
Value ($1,000)	17,768	1,029	6,449	3,874	6,416
2017					
Farms	294	172	28	25	69
Value ($1,000)	16,609	D	D	1,525	7,590
2022					
Farms	261	130	47	19	65
Value ($1,000)	26,512	4,675	6,379	6,251	9,207

Note: Agricultural tourism is a commercial enterprise on a working farm conducted for the enjoyment, education, and/or active involvement of the visitor, generating supplemental income for the farm. Activities such as producing and selling products directly from the farm, operating a bed and breakfast, conducting educational farm tours, offering horseback riding, festivals, concerts, and many other on-farm activities qualify as ag-tourism.

SOURCE: U. S. DEPARTMENT OF AGRICULTURE, NATIONAL AGRICULTURAL STATISTICS SERVICE, CENSUS OF AGRICULTURE.

5.1.14

FARM INCOME AND EXPENSES
MAUI COUNTY

In thousands of dollars

	2007	2012	2017	2022
Income				
Total sales	139,326	188,100	82,206	93,906
Total income from farm-related sources, gross before tax and expenses	14,642	8,761	9,812	18,921
Customwork and other agricultural services	306	448	792	2,708
Gross cash rent or share payments	D	1,533	737	4,276
Sales of forest products	D	D	42	45
Agri-tourism and recreational services	8,464	6,416	7,590	9,207
Patronage dividends and refunds from cooperatives	D	D	6	104
Crop and livestock insurance payments	D	146	143	2,274
Amount from state and local government payments	D	184	120	207
Other farm-related income sources	D	92	382	101
Total federal government payments	688	558	2,174	2,170
Total farm production expenses	129,617	195,907	107,246	111,334
Fertilizer and lime purchased	7,976	15,426	3,523	4,700
Chemicals purchased	4,008	12,092	1,654	2,330
Seeds, plants, vines and trees purchased	3,810	5,534	1,685	4,874
Livestock purchased	601	679	595	536
Feed purchased	3,669	3,261	2,080	2,662
Petroleum products purchased	7,316	11,492	3,620	3,642
Utilities	9,857	3,978	4,688	4,837
Repairs, supplies and maintenance costs	21,992	23,095	7,738	6,842
Hired farm labor	47,311	99,270	62,694	48,249
Contract labor	2,530	1,670	1,725	7,069
Customwork and custom hauling	138	341	391	473
Cash rent for land, building and grazing fees	3,409	2,037	2,201	2,800
Rent and lease expenses	996	593	734	960
Interest expense	2,019	1,988	4,557	4,163
Property tax paid	2,170	2,294	3,712	5,735
Medical supplies, veterinary, and custom services	0	0	329	420
All other production expenses	11,815	12,157	5,320	11,043
Net cash farm income of the operations	**25,039**	**1,512**	**(13,054)**	**3,663**

NA: Not available

SOURCE: U.S. DEPARTMENT OF AGRICULTURE, NATIONAL AGRICULTURAL STATISTICS SERVICE, CENSUS OF AGRICULTURE.

5.2.1

SEA LANDINGS BY FISHING METHOD AND SPECIES GROUP STATE OF HAWAIʻI

Pounds landed

	2019	2020	2021	2022	2023
Fishing Method					
Aku Pole & Line	*	*	*	*	*
Longline	30,098,067	24,045,181	25,437,196	24,281,007	25,623,660
Deep Bottom Handline	301,378	223,566	249,648	294,004	238,115
Tuna Handline	1,210,071	1,009,058	1,073,038	1,803,743	1,054,741
Trolling	2,488,466	1,492,059	1,836,268	1,783,536	1,622,868
All Other	799,822	734,852	646,229	729,299	714,364
Total	**34,897,804**	**27,504,716**	**29,242,379**	**28,891,590**	**29,253,747**
Species Group					
Tuna	23,247,875	20,594,492	22,193,279	21,569,368	21,974,282
Billfish	5,434,048	3,169,926	3,322,172	3,998,873	3,796,392
Misc. Pelagic	5,082,805	2,789,663	2,866,648	2,327,357	2,561,826
Deep Bottomfish	322,169	258,016	264,221	350,529	272,097
Akule/ʻŌpelu	370,084	345,267	323,987	323,384	356,409
Inshore	237,298	261,716	198,848	235,139	204,707
All Other	203,524	85,635	73,225	86,941	88,035
Total	**34,897,804**	**27,504,716**	**29,242,379**	**28,891,590**	**29,253,747**

* Due to low level of fishermen reporting and to preserve confidentiality, data for these methods are pooled under “All Other” group.

Source: State of Hawai'i, Department of Land and Natural Resources, Division of Aquatic Resources, Commercial Marine Landings Summary Trend Report, calendar year reports.

5.2.2

SEA LANDINGS BY PORT OF LANDING

Pounds landed

Port of Landing	2019	2020	2021	2022	2023
Maui County	642,050	371,158	466,974	512,503	465,249
Maui	619,384	355,547	450,281	484,001	423,393
Molokaʻi	15,713	9,103	12,816	22,126	34,938
Lānaʻi	6,953	6,508	3,877	6,377	6,918
Oʻahu	31,388,301	25,077,474	26,478,714	25,588,468	26,721,884
Hawaiʻi	2,207,788	1,586,280	1,802,027	2,139,250	1,634,097
Kauaʻi and Niʻihau	659,665	469,804	494,665	651,369	432,517
Total	**34,897,804**	**27,504,716**	**29,242,379**	**28,891,590**	**29,253,747**

Source: State of Hawaiʻi, Department of Land and Natural Resources, Division of Aquatic Resources, Commercial Marine Landings Summary Trend Report, calendar year reports.

5.2.3

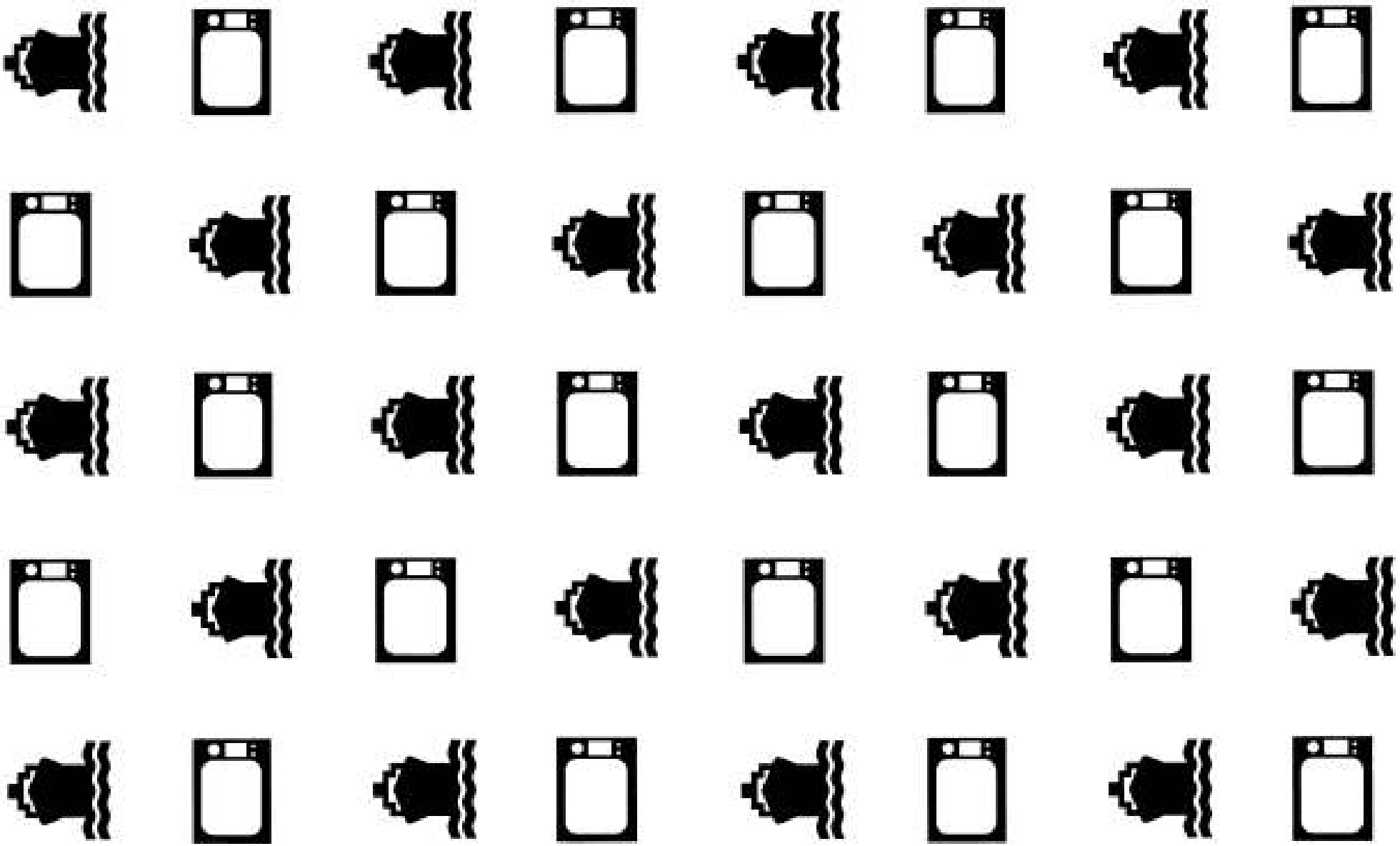
SEA LANDINGS BY AREA FISHED
MAUI COUNTY

Pounds landed

Area Fished	2019	2020	2021	2022	2023
Kaʻiwi (Molokaʻi Channel)	19,236	10,690	8,984	14,434	8,176
Penguin Bank	96,107	67,435	61,756	63,172	47,210
Kealaikahiki Channel	69,909	22,156	19,241	24,012	48,072
ʻAlenuihāhā Channel	77,348	30,456	52,517	83,290	52,196
ʻAuʻau, Kalohi & Pailolo Channels	17,226	12,224	18,054	18,150	23,471
ʻAlalākeiki Channel	57,806	47,105	42,094	69,227	48,443
Molokaʻi	13,958	11,659	13,739	32,839	29,979
Lānaʻi	58,862	31,142	67,320	89,451	82,888
Kahoʻolawe	16,413	21,541	6,451	15,547	14,601
Mākena - Hāna	19,497	16,077	13,845	18,740	15,855
Hāna - Kahului	177,217	112,330	154,872	116,949	106,396
Honolua - Lahaina	2,002	1,564	1,914	1,898	737
Lahaina - Mākena	42,564	51,278	39,063	39,247	33,229

Source: State of Hawaiʻi, Department of Land and Natural Resources, Division of Aquatic Resources, Commercial Marine Landings Summary Trend Report, calendar year reports.

Communication & Transportation



Section 6

COMMUNICATION & TRANSPORTATION

This section covers statistics on communications and transportation.

Newspapers, radio and television station statistics are included in the first section (6.1). Data on cable television subscribers and revenues has been discontinued and replaced by data on computers and internet subscription.

Under transportation, statistics on fuel usage, registered drivers, aircraft and water-craft facilities and freight traffic are presented.

With about 60,000 tons of cargo and mail passing through Kahului Airport and about 4,210,000 tons passing through Kahului Harbor, water transport remains the primary way goods reach Maui.

The transportation statistics are mostly taken from the Hawai‘i State Department of Transportation and the U.S. Army Corps of Engineers.

6.1.1

AVERAGE CIRCULATION OF NEWSPAPERS
2023

Newspaper	Frequency	Average Circulation
Honolulu Star-Advertiser	Daily	138,576
Hawai'i Tribune-Herald (Hilo)	Daily	9,834
West Hawai'i Today (Kailua-Kona)	Daily	4,997
Maui News (Wailuku)	Daily	NA
Garden Island (Lihue)	Daily	6,807
USA Today Hawaii Edition	Daily	2,519
Honolulu Star-Advertiser	Sunday	150,327
Hawai'i Tribune-Herald (Hilo)	Sunday	11,425
West Hawai'i Today (Kailua-Kona)	Sunday	6,227
Maui News (Wailuku)	Sunday	NA
Garden Island (Lihue)	Sunday	NA

NA: Not available

SOURCE: STAR-ADVERTISER CONSOLIDATED MEDIA PORTFOLIO.

6.1.2

AVERAGE DISTRIBUTION OF OTHER NEWSPAPERS
MAUI COUNTY

Free Circulation	Frequency	Number Distributed
Maui Time	Weekly	18,000
Lahaina News	Weekly	8,000
The Moloka'i Dispatch	Weekly	3,800
Lāna'i Today	Monthly	2,700

SOURCE: MAUI TIME, LAHAINA NEWS, THE MOLOKA'I DISPATCH, LĀNA'I TODAY AS OF 2020.

6.1.3

COMPUTERS AND INTERNET BY COUNTY

2023	Maui	Hawai'i	Honolulu	Kaua'i	State
Total Households	**56,848**	**73,933**	**338,496**	**24,621**	**493,898**
Types of computing devices					
Has one or more types of computer	55,104	71,013	328,323	23,835	478,275
Desktop or laptop	45,210	58,289	281,718	20,021	405,238
Desktop or laptop only	1,067	2,303	6,106	369	9,845
Smartphone	53,216	67,396	317,387	22,904	460,903
Smartphone only	4,940	7,215	28,842	1,919	42,916
Tablet	37,281	48,771	235,782	16,600	338,434
Tablet only	516	416	1,901	329	3,162
Other computer	1450	990	10,268	413	13,121
Other computer only	0	0	0	0	0
No computer	1,744	2,920	10,173	786	15,623
Internet					
With an Internet subscription	52,574	67,742	314,720	22,952	457,988
Cellular data plan only	4,694	7,066	37,780	2,071	51,611
Without an Internet subscription	4,274	6,191	23,776	1,669	35,910

SOURCE: U.S. CENSUS BUREAU, 2023 AMERICAN COMMUNITY SURVEY 1-YEAR ESTIMATES.

6.1.4

RADIO AND TELEVISION BROADCASTING STATIONS IN OPERATION, MAUI COUNTY, 2023

Commercial	Maui County	State Total
AM	5	25
FM	11	56
TV[1]	5	23
Public or Educational		
AM	1	2
FM	10	28
TV[1]	1	4

1. Includes licensed stations that are digital television.

SOURCE: FEDERAL COMMUNICATIONS COMMISSION, MEDIA BUREAU, AUDIO DIVISION.

6.2.1

TRAFFIC FLOWS ON MAJOR ROADS
MAUI COUNTY

Site	Route	Milepoint	2021	2022	2023
Honoapiʻilani Hwy near Keanu St	30	0.50	12,400	12,700	12,700
Honoapiʻilani Hwy south of Waihuali St	30	4.05	13,500	14,000	13,600
Honoapiʻilani Hwy near Ukumehame Park	30	12.14	25,900	27,600	25,800
Honoapiʻilani Hwy south of Hokiokio St	30	19.48	10,700	11,300	11,700
Honoapiʻilani Hwy south of Kāʻanapali Pkwy	30	23.58	40,700	43,100	37,300
Honoapiʻilani Hwy south of Maiha St	30	29.57	7,700	8,700	7,800
Piʻilani Hwy north of Wailea Ike Drive	31	6.97	31,600	32,800	17,000
Hāna Hwy near Central Power Plant Rd	36	1.70	35,000	35,700	35,300
Hāna Hwy near Baldwin Park	36	6.28	18,500	19,200	18,700
Hāna Hwy near Hoʻokipa Park	36	8.72	13,400	13,600	13,300
Hāna Hwy near North Holokai Rd	36	15.78	4,900	5,200	4,800
Keolani Pl near Palapala Dr	36A	0.51	4,100	5,000	4,900
Haleakalā Hwy near North Firebreak Rd	37	0.60	30,200	31,000	31,200
Haleakalā Hwy west of Old Haleakalā Hwy	37	5.22	27,300	28,300	28,400
North Kīhei Hwy near 9th St	310	0.86	16,500	17,200	16,200
Mokulele Hwy near Nākiʻi Rd	311	2.38	33,100	34,600	35,200
Kahekili Hwy south of Akakuʻu St	340	0.55	6,600	6,500	6,500
Kekaulike Av north of Wahelani Rd	377	7.38	1,000	960	960
Kūihelani Hwy near Mauilani Pkwy	380	1.52	26,500	28,000	27,200
Kahului Airport Access Rd west of Hāna Hwy intersection	3800	0.78	17,200	19,300	17,900

Annual average daily traffic (AADT), the average of 24 hour counts collected every day in the year, unless otherwise specified.
* Annual daily traffic (ADT) counts.

Source: Hawaiʻi State Department of Transportation, Highways Division, Planning Branch.

6.2.2

MOTOR VEHICLE CRASHES BY TYPE AND LOCATION
MAUI COUNTY

	Major[1]		Minor[2]		Civil[3]		Non Traffic	
Location	**2019**	**2020**	**2019**	**2020**	**2019**	**2020**	**2019**	**2020**
Hāʻiku	51	32	138	114	26	14	3	2
Hāliʻimaile	4	3	7	19	2	0	0	0
Hāna	38	20	102	38	6	3	1	1
Hoolehua	6	8	14	6	2	1	0	0
Kaʻanapali	30	11	95	38	97	23	1	2
Kahului	232	167	912	529	453	246	7	9
Kalaupapa	0	0	3	0	1	0	0	0
Kapalua	11	5	16	9	10	7	1	1
Kaunakakai	25	21	48	39	13	8	2	1
Kīhei	148	95	467	248	274	127	7	5
Kualapuʻu	1	0	0	1	0	0	0	0
Kula	53	33	100	66	18	5	0	0
Lahaina	135	84	431	201	163	71	4	4
Lānaʻi	10	6	36	23	6	6	0	0
Maʻalaea	33	17	62	31	14	6	1	0
Makawao	49	32	109	75	23	16	3	0
Mauna Loa	1	0	1	5	0	2	0	0
Nāpili	26	19	88	31	89	35	3	1
Pāʻia	28	26	122	69	34	17	0	0
Pukalani	28	16	79	59	50	22	1	0
Pūkoʻo	0	0	1	1	0	1	0	0
Spreckelsville	5	5	10	9	3	0	0	0
Waiehu	7	7	43	26	11	3	0	0
Waiheʻe	9	7	18	9	3	1	0	0
Waikapu	8	4	33	21	6	1	0	0
Wailea	36	21	86	54	74	19	2	0
Wailuku	101	86	646	327	194	90	2	5
Total	**1,075**	**725**	**3,667**	**2,048**	**1,572**	**724**	**38**	**31**

Note: Data is missing for the last 3 weeks of December 2020.

1. Major vehicle crash: Resulting in injury or damages are estimated to exceed $3,000.

2. Minor vehicle crash: No injuries or and estimated damages of less than $3,000.

3. Crash occurred on private property.

SOURCE: COUNTY OF MAUI, MAUI POLICE DEPARTMENT.

6.2.3

GASOLINE AND DIESEL AVERAGE PRICES PER GALLON

2023	Price per Gallon	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
Wailuku	Regular	4.992	4.932	4.893	4.850	4.840	4.806	4.804	4.831	4.821	4.832	4.795	4.795
	Mid Grade	5.202	5.154	5.122	5.086	5.041	5.055	5.050	5.085	5.059	5.069	5.069	5.008
	Premium	5.322	5.306	5.302	5.278	5.256	5.242	5.244	5.243	5.181	5.207	5.216	5.141
	Diesel	6.176	6.095	6.072	5.940	5.861	5.792	5.689	5.791	5.762	5.714	5.704	5.603
Hilo	Regular	4.952	4.872	4.820	4.793	4.773	4.764	4.759	4.871	4.940	4.937	4.857	4.806
	Mid Grade	5.137	5.065	5.037	5.006	5.006	4.963	4.978	5.081	5.165	5.170	5.111	5.032
	Premium	5.456	5.362	5.308	5.268	5.251	5.255	5.237	5.349	5.412	5.445	5.388	5.322
	Diesel	6.141	6.148	6.112	5.989	5.899	5.792	5.690	5.760	5.812	5.887	5.828	5.660
Oʻahu	Regular	4.919	4.805	4.748	4.684	4.667	4.624	4.573	4.649	4.718	4.680	4.602	4.546
	Mid Grade	5.179	5.056	4.992	4.932	4.917	4.873	4.821	4.891	4.956	4.926	4.848	4.796
	Premium	5.435	5.324	5.258	5.208	5.194	5.146	5.096	5.166	5.228	5.193	5.119	5.063
	Diesel	5.944	5.912	5.887	5.822	5.757	5.672	5.571	5.595	5.639	5.690	5.636	5.587
Kauaʻi	Regular	5.407	5.346	5.278	5.237	5.239	5.224	5.202	5.274	5.311	5.299	5.278	5.242
	Mid Grade	5.724	5.691	5.602	5.565	5.577	5.588	5.585	5.582	5.608	5.594	5.570	5.557
	Premium	5.864	5.837	5.777	5.760	5.789	5.794	5.739	5.740	5.747	5.758	5.771	5.749
	Diesel	6.609	6.627	6.636	6.619	6.560	6.450	6.374	6.384	6.435	6.430	6.440	6.311

Source: State of Hawai'i, Department of Business, Economic Development and Tourism, Monthly Energy Trends.

6.2.4

HIGHWAY DISTANCES
MAUI COUNTY

State Routes	Route	Miles
30	High St, Honoapiʻilani Hwy, Kahekili Hwy	41.62
31	Piʻilani Hwy	7.15
36	Hāna Hwy	16.21
36A	Haleakalā Hwy, Keolani Pl	0.51
37	Haleakalā Hwy, Kula Hwy	21.34
310	North Kihei Rd	3.59
311	South Puunene Ave, Maui Veterans Hwy	6.41
340	Kahekili Hwy	13.82
377	Haleakalā Hwy, Kekaulike Pl	9.14
380	Dairy Rd, Kuihelani Hwy	6.17
3800	Kahului Airport Access Rd	1.16
	Molokaʻi	
450	Kamehameha V Hwy	27.50
460	Kaunakakai Pl & Maunaloa Hwy	16.55
	Lānaʻi	
440	Kaumalapau Hwy & Mānele Rd	13.17

Source: Hawaiʻi State Department of Transportation, Highways Division, 2023.

6.2.5

HAWAIʻI DRIVER'S LICENSES IN FORCE AND VEHICLE REGISTRATION BY TYPE OF VEHICLE
MAUI COUNTY

	2018	2019	2020	2021	2022	2023
Driver's Licenses in Force	121,448	122,140	121,224	123,625	124,595	124,200
All Vehicles	186,268	190,710	181,834	181,040	186,929	186,677
Motor Vehicles	182,327	186,886	177,957	177,179	183,066	182,779
Passenger vehicles[1]	143,310	148,660	140,508	139,904	146,309	146,545
Ambulances	19	19	20	21	19	17
Buses	163	168	148	139	140	152
Trucks[1]	32,959	32,302	31,900	31,704	31,303	31,018
Truck tractors	82	87	90	87	87	92
Truck cranes	91	103	105	106	114	111
Motorcycles, motorscooters[2]	5,703	5,547	5,186	3,735	3,625	3,494
Trailers and semi-trailers	3,941	3,824	3,877	3,861	3,863	3,898

1. Vans, pickups, and other trucks under 6,500 lb. in personal use, legally classified as passenger vehicles, are included in the totals for trucks.

2. Excluding mopeds (1.5 HP or less), which are legally classified as bicycles.

Source: Hawaiʻi State Department of Transportation, Motor Vehicle Safety Office, and Safe Communities Program.

6.2.6

HIGHWAY BRIDGES BY ISLAND, DECEMBER 31, 2023

Island	Number of Bridges	Longest Bridge		Highest Bridge	
		Location	Length (feet)	Location	Height (feet)
State	752	Airport Viaduct	14,890	Nanue	208
Hawai‘i	135	Hakalau	775	Nanue	208
Maui	98	Honokahua	600	Uaoa	79
Lāna‘i	-	None	-	None	-
Moloka‘i	19	Manawainui	360	Manawainui	50
O‘ahu	445	Airport Viaduct	14,890	Kipapa	156
Kaua‘i	55	Hanamaulu	1,150	Wahiawa, Koloa	90

Note: Limited to bridges under State jurisdiction and longer than 20 feet.

Source: Hawai'i State Department of Transportation, Highways Division.

6.2.7

LENGTH OF STREETS AND HIGHWAYS, PAVED AND UNPAVED BY ISLAND, DECEMBER 31, 2023

Island	Total Mileage	Paved		Unpaved
		Freeways	Other	
State Total	**4,528.63**	**88.49**	**4,267.73**	**172.41**
Hawai‘i	1,516.59	-	1,457.29	59.30
Maui	661.95	-	605.25	56.70
Lāna‘i	48.00	-	34.00	14.00
Moloka‘i	136.32	-	124.32	12.00
O‘ahu	1,720.29	88.49	1,623.88	7.92
Kaua‘i	445.48	-	422.99	22.49

Source: Hawai'i State Department of Transportation, Highways Division.

6.2.8

MOTOR VEHICLE FUEL CONSUMPTION AND VEHICLE MILES

Year	Highway Fuel Consumption[1]		Annual Vehicle Miles of Travel	
	Total (1,000 gallons)	Gallons per Vehicle[2]	Total (millions)	Per Vehicle[2]
Maui County				
2013	67,451	348	1,716.2	8,864
2014	68,767	379	1,476.6	8,130
2015	71,127	404	1,563.3	8,881
2016	68,556	388	1,577.7	8,926
2017	74,117	412	1,605.6	8,926
2018	71,463	394	1,618.1	8,921
2019	73,895	398	1,655.8	8,912
2020	55,726	315	1,578.7	8,918
2021	66,968	380	1,571.9	8,917
2022	69,845	388	1,604.6	8,913
2023	67,678	367	1,640.4	8,906
State				
2013	523,856	391	12,078.2	9,006
2014	524,642	416	10,173.5	8,409
2015	540,559	480	11,129.7	9,465
2016	531,740	457	11,132.0	9,430
2017	553,656	478	11,350.6	9,415
2018	544,658	430	11,417.6	9,011
2019	554,937	434	11,537.0	9,014
2020	439,087	355	11,140.9	9,020
2021	485,692	394	11,124.2	9,017
2022	499,566	400	11,251.4	9,017
2023	501,287	402	11,440.1	9,023

1. Includes gasoline, diesel oil, and butanol.

2. Data include passenger cars, buses, trucks, and motorcycles but exclude trailers and semi-trailers.

SOURCE: HAWAI'I STATE DEPARTMENT OF TRANSPORTATION, HIGHWAYS DIVISION, PLANNING BRANCH.

6.2.9

VEHICLE REGISTRATION BY TAXATION STATUS BY COUNTY, 2023

Taxation Status	State Total	Maui	Hawai'i	Honolulu	Kaua'i
Total Registered	**1,292,434**	**186,677**	**224,273**	**790,986**	**90,498**
Taxable Vehicles	**1,207,029**	**184,430**	**221,145**	**712,102**	**89,352**
Exempt Vehicles	**85,405**	**2,247**	**3,128**	**78,884**	**1,146**
Federal government	494	3	1	490	-
State government	8,610	2	19	8,589	-
County government	11,231	1,719	1,788	6,940	784
Fire department	429	89	158	78	104
Police department	1,818	122	389	1,270	37
Consulates	45	-	1	44	-
Disabled veterans	1,385	73	441	856	15
Military non-resident	55,720	50	30	55,518	122
Farm	194	16	89	87	2
Horseless carriage	40	-	1	33	6
National Guard	5,439	173	211	4,979	76

SOURCE: HAWAI'I STATE DEPARTMENT OF TRANSPORTATION, SAFE COMMUNITIES PROGRAM.

6.2.10

DRIVERS INVOLVED IN FATAL CRASHES AND BLOOD ALCOHOL CONCENTRATION (BAC) OF THE DRIVER, 2022

		No Alcohol BAC = 0.00		Any Alcohol BAC = 0.01 +		BAC = 0.01 - 0.07		BAC = 0.08 +	
County	**All Drivers**	**Number**	**%**	**Number**	**%**	**Number**	**%**	**Number**	**%**
Hawai'i	50	36	72	14	28	2	5	12	24
Honolulu	75	57	76	18	24	4	5	14	19
Kaua'i	14	11	75	4	25	1	9	2	16
Maui	26	16	60	11	40	3	13	7	28
State	**165**	**119**	**72**	**46**	**28**	**11**	**6**	**35**	**21**

SOURCE: U.S. DEPARTMENT OF TRANSPORTATION, NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION (NHTSA), NATIONAL CENTER FOR STATISTICS & ANALYSIS, FATALITY ANALYSIS REPORTING SYSTEM.

6.2.11

TRAFFIC ACCIDENTS, TRAFFIC INJURIES, AND TRAFFIC DEATHS, BY COUNTY

	2018	2019	2020	2021[3]	2022[4]
Major Traffic Accidents[1]					
Honolulu	5,547	5,207	3,654	4,033	4,044
Hawai‘i	1,160	1,130	626	818	753
Kaua‘i	606	587	362	368	373
Maui	1,093	1,080	615	621	203
Fatal Accidents[2]					
Honolulu	60	49	49	50	54
Hawai‘i	30	25	15	26	31
Kaua‘i	5	8	7	16	9
Maui	15	20	10	2	17
Persons Injured					
Honolulu	4,221	3,990	2,679	3,202	3,357
Hawai‘i	790	802	468	651	621
Kaua‘i	377	353	241	225	235
Maui	1,041	1,066	601	647	226
Persons Killed[2]					
Honolulu	62	51	53	50	56
Hawai‘i	32	25	15	26	33
Kaua‘i	6	10	7	16	9
Maui	17	22	10	2	18

1. Effective June 20, 1995, includes only accidents with damage of $3,000 or more or causing injury or death.
2. Effective 2005, based on Fatality Analysis Reporting System (FARS) data published by the National Highway Traffic Safety Administration.
3. Revised from previous data book.
4. Preliminary data.

SOURCE: HAWAI‘I STATE DEPARTMENT OF TRANSPORTATION, HIGHWAYS DIVISION, TRAFFIC BRANCH.

6.2.12

AIRCRAFT OPERATIONS BY TYPE OF AIRCRAFT
MAJOR STATE-OWNED AIRPORTS, 2023

Airport	Total Operations	Air Carrier	Air Taxi	General Aviation	Military
Honolulu International	327,326	163,881	96,129	52,908	14,408
Kahului	134,976	60,689	50,572	22,537	1,178
Kona International	114,370	36,358	9,986	63,466	4,560
Līhuʻe	127,519	32,629	74,704	18,687	1,499
Hilo International	45,573	17,050	14,236	10,894	3,393
Molokaʻi	32,741	1,075	25,830	5,392	444
Kalaeloa	204,193	-	-	186,377	17,816

Definitions: Aircraft Operations: Total aircraft movements, takeoffs and landings, combined.
Air Carrier: Large commercial aircraft having more than 60 seats.
Air Taxi: Small commercial aircraft with 60 seats or less.
General Aviation: All types of civil aviation, including private jets, corporate jets, and helicopters.

SOURCE: FEDERAL AVIATION ADMINISTRATION, AIR TRAFFIC ACTIVITY SYSTEM, AIRPORT OPERATIONS, STANDARD REPORT.

6.2.13

AIRCRAFT OPERATIONS BY TYPE OF AIRCRAFT
KAHULUI AND MOLOKA'I AIRPORTS

	2016	2017	2018	2019	2020	2021	2022	2023
Kahului Airport								
All movements	136,654	147,386	149,031	158,961	79,346	138,693	149,589	134,976
Air carrier	52,768	55,292	52,930	56,277	26,825	54,081	61,801	60,689
Air taxi	63,743	72,084	73,433	78,342	26,360	56,838	64,354	50,572
General aviation	18,156	18,510	21,325	22,844	24,692	26,206	22,119	22,537
Military	1,987	1,500	1,343	1,498	1,469	1,568	1,315	1,178
Molokaʻi Airport								
All movements	44,822	38,622	40,541	43,451	26,354	25,702	33,365	32,741
Air carrier	2	332	0	0	3	0	0	1,075
Air taxi	38,896	33,349	35,793	37,476	20,566	21,065	28,759	25,830
General aviation	4,546	4,034	3,860	4,587	4,724	4,168	4,044	5,392
Military	1,378	907	888	1,388	1,061	469	562	444

SOURCE: FEDERAL AVIATION ADMINISTRATION, AIR TRAFFIC ACTIVITY SYSTEM, AIRPORT OPERATIONS, STANDARD REPORT.

6.2.14

PASSENGERS, CARGO AND MAIL, OVERSEAS AND INTERISLAND MAUI COUNTY AIRPORTS

Airport	2021		2022		2023	
	Outgoing	Incoming	Outgoing	Incoming	Outgoing	Incoming
Passengers[1]						
Kahului						
Interisland	830,908	805,686	1,433,788	1,447,048	1,168,487	1,120,655
Overseas	1,807,855	1,851,823	2,729,914	2,716,416	2,675,013	2,293,881
Molokaʻi	68,251	67,295	98,223	100,641	85,341	84,736
Lānaʻi	24,218	24,304	37,717	37,348	34,430	35,801
Kapalua	5,794	6,159	8,099	8,780	3,683	3,484
Hāna	2,315	2,051	2,562	2,541	2,085	2,272
Kalaupapa	2,193	4,390	6,362	7,987	3,085	5,270
Cargo (U.S. tons)						
Kahului						
Interisland	12,523	23,186	8,640	24,351	8,454	24,161
Overseas	2,562	18,503	3,474	17,657	3,476	18,718
Molokaʻi	106	348	104	362	108	408
Lānaʻi	46	166	70	214	60	214
Kapalua	136	580	158	640	117	395
Hāna	-	-	-	-	-	-
Kalaupapa	-	-	-	-	-	-
Mail (U.S. tons)						
Kahului						
Interisland	1,514	4,926	1,111	3,534	12	5,344
Overseas	0	0	-	1	-	23
Molokaʻi	-	-	-	-	-	-
Lānaʻi	-	-	-	-	-	-
Kapalua	-	-	-	-	-	-
Hāna	-	-	-	-	-	-
Kalaupapa	-	-	-	-	-	-

1. Revenue and non-revenue passengers, excluding passengers in transit and Military Airlift Command (MAC).

Note: Overseas includes both U.S. mainland and international flights.

Source: Hawaiʻi State Department of Transportation, Airports Division.

6.2.15

VESSEL ARRIVALS FOR KAHULUI HARBOR

Foreign and domestic fishing craft

	2018	2019	2020	2021	2022
Total Inbound Vessels	**752**	**677**	**665**	**780**	**659**
By Type of Vessel					
Self propelled vessels					
Passenger and dry cargo	65	21	8	5	38
Tanker	13	11	9	17	15
Towboat or tugboat	127	90	271	283	199
Non-self propelled vessels					
Dry cargo	360	361	295	298	29
Tanker	188	195	82	177	378
By Draft					
Less than or equal 18 feet	570	523	548	657	579
More than 18 feet	183	155	117	123	80

SOURCE: U.S. DEPARTMENT OF THE ARMY, CORPS OF ENGINEERS, WATERBORNE COMMERCE OF THE UNITED STATES, PART 4, PACIFIC COAST, ALASKA, AND HAWAIʻI.

6.2.16

FREIGHT TRAFFIC KAHULUI HARBOR

In thousands short tons

	Total	Inbound	Outbound
2013	3,669	2,302	1,367
2014	3,739	2,421	1,317
2015	3,720	2,361	1,358
2016	3,858	2,396	1,462
2017	3,671	2,425	1,246
2018	3,615	2,382	1,233
2019	3,694	2,484	1,210
2020	3,093	2,034	1,059
2021	3,867	2,571	1,296
2022	4,210	2,957	1,253

Note: Totals may not add due to rounding.

SOURCE: U.S. DEPARTMENT OF THE ARMY, CORPS OF ENGINEERS, WATERBORNE COMMERCE OF THE UNITED STATES, PART 4, PACIFIC COAST, ALASKA, AND HAWAIʻI.

6.2.17

FREIGHT TRAFFIC BY COMMODITY
KAHULUI HARBOR

In thousand short tons

2022	Total	Domestic Inbound	Domestic Outbound	Foreign Inbound
All Commodities	**4,210**	**2,855**	**1,253**	**103**
Total Petroleum and Petroleum Products	**938**	**902**	**0**	**36**
2211 Gasoline	149	149	0	0
2221 Kerosene	371	371	0	0
2330 Distillate fuel oil	314	314	0	0
2340 Residual fuel oil	61	61	0	0
2350 Lube oil & greases	0	0	0	0
2640 Hydrocarbon & petrol gases	42	6	0	36
Total Chemicals and Related Products	**30**	**30**	**0**	**0**
3190 Fertilizers & mixes NEC	3	3	0	0
3220 Alcohols	26	26	0	0
3299 Chemical products NEC	1	1	0	0
Total Crude Materials, Inedible (Except Fuels)	**90**	**14**	**9**	**67**
4189 Lumber	13	13	0	0
4225 Pulp & waste paper	5	0	5	0
422 Sand & gravel	67	0	0	67
4420 Iron & steel scrap	5	1	4	0
Total Primary Manufactured Goods	**48**	**45**	**3**	**0**
5190 Paper products NEC	1	1	0	0
5220 Cement & concrete	39	39	0	0
5360 Iron & steel bars & shapes	1	1	0	0
5370 Iron & steel pipe & tube	2	1	1	0
5480 Fabricated metal products	4	1	3	0
5540 Primary wood products	2	2	0	0

CONTINUES ON THE NEXT PAGE

6.2.17

CONTINUED

	Total	Domestic Inbound	Domestic Outbound	Foreign Inbound
Total Food and Farm Products	**116**	**109**	**7**	**0**
6134 Fish (not shellfish)	1	1	0	0
6442 Rice	5	5	0	0
6654 Vegetables & products	3	3	0	0
6781 Hay & fodder	6	6	0	0
6782 Animal feed, prepared	1	0	0	0
6811 Meat, fresh, frozen	2	1	2	0
6839 Animals & products NEC	22	21	1	0
6885 Alcoholic beverages	7	6	2	0
6887 Groceries	68	66	2	0
6889 Food products NEC	1	1	0	0
Total All Manufactured Equipment, Machinery	**2,988**	**1,755**	**1,233**	**0**
7110 Machinery (not electric)	2	2	0	0
7120 Electrical machinery	1	1	1	0
7210 Vehicles & parts	176	113	63	0
7230 Ships & boats	0	0	0	0
7400 Manufactured wood products	38	29	9	0
7600 Rubber & plastic products	0	0	0	0
7800 Empty containers	2,770	1,610	1,160	0

Note: Totals may not add due to rounding.
NEC: Not elsewhere classified

SOURCE: U.S. DEPARTMENT OF THE ARMY, CORPS OF ENGINEERS, WATERBORNE COMMERCE OF THE UNITED STATES, PART 4, PACIFIC COAST, ALASKA, AND HAWAIʻI.

6.2.18

FREIGHT TRAFFIC BY COMMODITY HISTORICAL, KAHULUI HARBOR

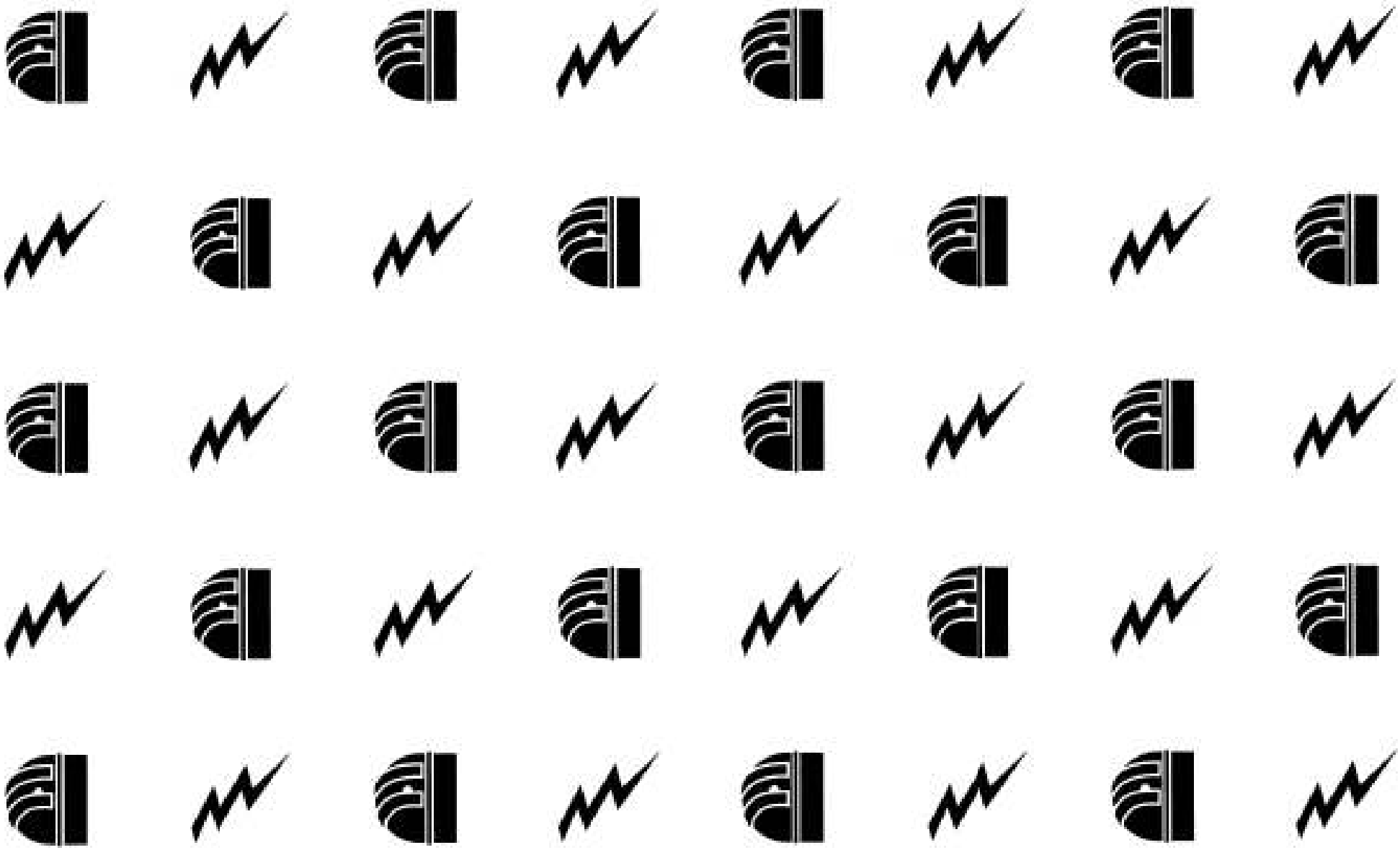
In short tons

	2018	2019	2020	2021
All Commodities	**3,615,000**	**3,694,000**	**3,867,000**	**4,210,000**
Receipts	2,382,000	2,484,000	2,571,000	2,958,000
Shipments	1,233,000	1,210,000	1,296,000	1,253,000
Total Petroleum and Petroleum Products	**421,000**	**532,000**	**600,000**	**938,000**
Receipts	421,000	532,000	600,000	938,000
Shipments	0	0	0	0
Total Chemicals and Related Products	**14,000**	**16,000**	**14,000**	**30,000**
Receipts	13,000	15,000	13,000	30,000
Shipments	1,000	0	0	0
Total Crude Materials, Inedible (Except Fuels)	**31,000**	**46,000**	**32,000**	**90,000**
Receipts	20,000	36,000	22,000	81,000
Shipments	11,000	10,000	10,000	9,000
Total Primary Manufactured Goods	**64,000**	**49,000**	**39,000**	**48,000**
Receipts	58,000	45,000	36,000	45,000
Shipments	6,000	4,000	4,000	3,000
Total Food and Farm Products	**190,000**	**141,000**	**125,000**	**116,000**
Receipts	132,000	134,000	117,000	109,000
Shipments	59,000	7,000	8,000	7,000
Total All Manufactured Equipment, Machinery	**2,895,000**	**2,910,000**	**3,056,000**	**2,988,000**
Receipts	1,739,000	1,721,000	1,782,000	1,755,000
Shipments	1,156,000	1,189,000	1,274,000	1,233,000

Note: Totals may not add due to rounding.

SOURCE: U.S. DEPARTMENT OF THE ARMY, CORPS OF ENGINEERS, WATERBORNE COMMERCE OF THE UNITED STATES, PART 4, PACIFIC COAST, ALASKA, AND HAWAI'I.

Energy & Science



Section 7

ENERGY & SCIENCE

The growth in Maui County's population is reflected in the utilities. Consumption and use of electricity, gas, utilities, and water have all increased dramatically over the last decade. This section details those statistics on electricity, gas, water production and consumption.

Ongoing scientific endeavors include observation of astronomical and man-made space objects from the summit of Mt. Haleakalā.

7.1.1

TELESCOPES AT THE SUMMITS OF MAUNA KEA AND HALEAKALĀ

Facility (mirror diameter in meters)	Capital Cost ($ mil)[1]	Annual Operating Cost ($ mil)	County Based Staff	Operational
Mauna Kea Observatories:				
UH 2.2-m (Optical/Infrared)	5	1.0	6	1970
Canada-France-Hawai'i 3.6-m (Optical/Infrared)	30	7.4	49	1979
NASA IRTF 3.0-m (Infrared)	10	5.1	19	1979
UKIRT 3.8-m (Infrared)	5	2.2	6	1979
James Clerk Maxwell 15-m Submillimeter	32	4.7	36	1986
VLBA Antenna 25-m (Radio)	7	0.4	2	1992
W.M. Keck Observatory (Keck I & II)				
10-m x 2 (Optical/Infrared)	170	14.2	125	1992/1996
Subaru (Japan National Large Telescope)				
8-m (Optical/Infrared)	170	17.0	101	1999
Fredrick C. Gillett Gemini 8m (Optical/Infrared)	92	15.0	83	1999
Submillimeter Array 8x6-m	80	5.5	23	2003
Mauna Kea Observatories Support Services	X	5.4[2]	51	1980
Total	**601**	**72.4**	**501**	
Haleakalā Observatories:				
Mees Solar Observatory	1	0.2	1	1963
Haleakalā Observatories Projects	X	0.2	2	NA
Maui Space Surveillance Site (MSSS)	250	26.3	117	1965
Ground-Based Electro-Optical Deep Space				
Surveillance (GEODSS)	25	6.1	16	1983
Faulkes 2-m Telescope	10	0.6	2	2003
Transportable Laser Ranging System (TLRS4)	1	0.5	5	2005
Panoramic Survey Telescope And Rapid				
Response System (Pan-STARRS)	110	5.6	11	2009
Haleakalā Support Facilities	9	1.2	15	1962/2008
Daniel K. Inouye Solar Telescope (DKIST)[3]	344	18.0[4]	35	
Total	**749**	**40.7**	**202**	

X Not applicable. Note: 2016 data for Mauna Kea and 2017 data for Haleakala.

1. Historical cost, not adjusted for inflation, and not including subsequent capital improvements for Mauna Kea Observation.
2. Only $1.9 million of this included in total as the other $3.5 million are part of facility operating costs.
3. Daniel K. Inouye Solar Telescope was scheduled to be operational by 2020. However, data are not yet available.
4. Operational cost of $18 million not included in the total.

SOURCE: UNIVERSITY OF HAWAI'I AT MANOA, INSTITUTE FOR ASTRONOMY.

7.1.2

ELECTRIC UTILITIES
MAUI COUNTY

	2019	2020	2021	2022	2023
Customers, Dec 31					
Total					
Maui Island	67,526	68,286	68,757	68,910	67,452
Molokaʻi	3,248	3,269	3,273	3,275	3,285
Lānaʻi	1,748	1,749	1,758	1,748	1,760
Maui County	**72,522**	**73,304**	**73,788**	**73,933**	**72,497**
Residential					
Maui Island	57,758	58,533	58,907	58,963	57,951
Molokaʻi	2,706	2,721	2,723	2,730	2,742
Lānaʻi	1,493	1,495	1,500	1,485	1,495
Maui County	**61,957**	**62,749**	**63,130**	**63,178**	**62,188**
Other					
Maui Island	9,768	9,753	9,850	9,947	9,501
Molokaʻi	542	548	550	545	543
Lānaʻi	255	254	258	263	265
Maui County	**10,565**	**10,555**	**10,658**	**10,755**	**10,309**
Peak Demand (mW)[1]					
Maui Island	207.1	184.0	188.9	199.4	NA
Molokaʻi	6.0	5.9	5.8	5.8	NA
Lānaʻi	6.1	6.1	6.1	6.0	NA
Power Sold (1,000 kWh)					
Total					
Maui Island	1,064,751	898,268	983,972	1,025,930	983,211
Molokaʻi	29,612	29,053	28,995	28,650	28,257
Lānaʻi	32,975	31,367	34,699	34,745	33,514
Maui County	**1,127,338**	**958,688**	**1,047,666**	**1,089,325**	**1,044,982**
Residential					
Maui Island	376,193	358,351	378,983	377,600	356,446
Molokaʻi	10,666	11,429	11,548	11,404	11,179
Lānaʻi	8,321	8,460	8,815	8,615	8,414
Maui County	**395,180**	**378,240**	**399,347**	**397,619**	**376,039**
Other					
Maui Island	688,559	539,917	604,989	648,330	626,765
Molokaʻi	18,945	17,624	17,448	17,246	17,078
Lānaʻi	24,654	22,907	25,883	26,129	25,100
Maui County	**732,158**	**580,448**	**648,320**	**691,705**	**668,943**

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CONTINUED

	2019	2020	2021	2022	2023
Average Annual Use, Dec 31 (kWh)					
Residential					
Maui Island	6,513	6,122	6,434	6,404	6,151
Molokaʻi	3,942	4,200	4,241	4,177	4,077
Lānaʻi	5,574	5,659	5,877	5,802	5,628
Other					
Maui Island	70,491	55,359	61,420	65,178	65,968
Molokaʻi	34,955	32,160	31,723	31,644	31,451
Lānaʻi	96,682	90,185	100,324	99,351	94,717
Average Rate (dollars per kWh)					
Residential					
Maui Island	0.33646	0.33318	0.34849	0.43256	0.43311
Molokaʻi	0.40515	0.35430	0.38836	0.53346	0.51740
Lānaʻi	0.42015	0.36410	0.41753	0.54930	0.52484
Other					
Maui Island	0.31500	0.32741	0.33395	0.41236	0.40975
Molokaʻi	0.38856	0.34056	0.37406	0.51682	0.49608
Lānaʻi	0.42115	0.37416	0.41901	0.55180	0.52394
Revenues ($1,000)					
Total					
Maui Island	343,472	296,169	334,111	430,676	411,194
Molokaʻi	11,683	10,051	11,011	14,997	14,256
Lānaʻi	13,879	11,651	14,526	19,151	17,567
Maui County	**369,034**	**317,871**	**359,648**	**464,824**	**443,017**
Residential					
Maui Island	126,573	119,395	132,073	163,333	154,379
Molokaʻi	4,321	4,049	4,485	6,084	5,784
Lānaʻi	3,496	3,080	3,681	4,732	4,416
Maui County	**134,390**	**126,524**	**140,238**	**174,149**	**164,579**
Other					
Maui Island	216,899	176,774	202,038	267,343	256,815
Molokaʻi	7,361	6,002	6,526	8,913	8,472
Lānaʻi	10,383	8,571	10,845	14,418	13,151
Maui County	**234,643**	**191,347**	**219,410**	**290,674**	**278,438**

mW: Megawatts

kWh: Kilowatt hours NA: Not available

1. Peak demand is the maximum amount of energy required from the electrical system. The islands' electrical systems are not interconnected, so no peaks are reported for Maui County as a whole.

SOURCE: MONTHLY FINANCIAL REPORTS ISSUED BY MAUI ELECTRIC COMPANY, CALCULATIONS BY HAWAIʻI STATE DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT AND TOURISM.

7.1.3

GAS UTILITIES
MAUI COUNTY

Excludes bottled gas

	2019	2020	2021	2022	2023
			Island of Maui		
Customers, Dec. 31					
Residential	668	709	713	712	740
Other	100	101	101	105	47
Total	**768**	**810**	**814**	**817**	**787**
Gas Sold (1,000 therms)					
Residential	108	110	129	131	119
Other	831	545	821	893	791
Total	**939**	**655**	**950**	**1,024**	**910**
Average Annual Use (therms)					
Residential	162	155	181	184	161
Other	8,309	5,393	8,129	8,505	16,380
Average Rate (dollar per therm)					
Residential	4.51	4.48	4.60	4.95	4.84
Other	2.40	2.56	2.52	2.91	2.68
Revenues ($1,000)					
Residential	489	494	593	649	576
Other	1,994	1,393	2,071	2,600	2,123
Total	**2,483**	**1,887**	**2,664**	**3,249**	**2,699**
			Islands of Molokaʻi and Lānaʻi[1]		
Customers, Dec. 31					
Molokaʻi	67	69	83	82	76
Lānaʻi	22	22	25	25	25
Gas Sold (1,000 therms)					
Molokaʻi	11	11	11	12	12
Lānaʻi	4	4	5	17	9
Average Annual Use (therms)					
Molokaʻi	169	166	138	146	158
Lānaʻi	167	192	200	680	360
Average Rate (dollar per therm)					
Molokaʻi	4.47	4.43	4.43	4.83	4.92
Lānaʻi	4.50	4.48	4.00	4.53	4.56
Revenues ($1,000)					
Molokaʻi	51	51	51	58	59
Lānaʻi	17	19	20	77	41

1. All Molokaʻi and Lānaʻi customers are residential.

SOURCE: HAWAIʻI GAS THE CLEAN ENERGY COMPANY, HAWAIʻI GAS UTILITY MONTHLY FINANCIAL REPORTS, CALCULATIONS BY HAWAIʻI STATE DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT AND TOURISM.

ENERGY CONSUMPTION ESTIMATES BY SOURCE
HAWAIʻI STATE ENERGY REPORT

In trillion BTU

	2018	2019	2020	2021	2022
Coal	**14.4**	**14.2**	**13.3**	**12.6**	**7.7**
Natural Gas	**0.2**	**0.2**	**0.2**	**0.1**	**0.2**
Petroleum					
Distillate fuel oil	29.7	28.9	27.6	27.0	29.0
Jet fuel	98.9	101.0	51.3	76.4	88.3
Liquefied petroleum gas	3.7	3.7	3.4	4.2	3.9
Motor gasoline	51.4	51.7	40.3	45.7	46.0
Residual fuel oil	62.0	63.5	53.6	58.9	64.0
Other	15.7	15.6	11.8	11.3	11.1
Total Petroleum	**261.5**	**264.4**	**187.9**	**223.0**	**241.9**
Renewable Energy					
Hydroelectric*	0.3	0.3	0.3	0.4	0.4
Biomass	10.7	10.0	8.4	9.0	9.0
Wood and waste	5.4	4.9	4.4	4.6	4.6
Ethanol fuel	3.9	4.0	3.2	3.6	3.7
Geothermal*	0.4	s	s	0.6	0.7
Solar / Photovoltaic*	6.2	6.7	7.8	8.0	8.4
Wind*	2.1	1.8	2.0	2.2	2.1
Total Renewable Energy*	**19.6**	**18.8**	**18.6**	**20.4**	**20.6**
Total Energy Consumption*	**294.9**	**297.1**	**219.7**	**255.9**	**270.3**

Note: Totals may not equal sum of components due to independent rounding.
s: Value less than +0.05 and greater than -0.05 trillion Btu. * Revised data from 2018 to 2021.

SOURCE: U.S. DEPARTMENT OF ENERGY, ENERGY INFORMATION ADMINISTRATION, STATE ENERGY DATA SYSTEM.

7.1.5

WATER SERVICES AND CONSUMPTION
MAUI COUNTY

Years ending June 30

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Number of Services										
Maui County	36,040	36,104	36,211	36,365	36,615	36,719	37,069	37,178	37,342	37,430
Maui	34,373	34,439	34,552	34,692	34,931	35,028	35,374	35,476	35,641	35,728
Molokaʻi	1,667	1,665	1,659	1,673	1,684	1,691	1,695	1,702	1,701	1,702
Consumption (million gallons)										
Maui County	11,851	11,684	11,785	11,624	11,750	11,675	12,114	11,971	12,459	11,850
Maui	11,592	11,427	11,523	11,376	11,509	11,450	11,849	11,703	12,177	11,592
Molokaʻi	259	257	262	248	241	225	265	268	282	258

Source: Hawaiʻi State Department of Business, Economic Development and Tourism, data compiled from County of Maui Department of Water Supply.

7.1.6

DAILY AVERAGES FOR WATER PRODUCTION BY AREA, MAUI COUNTY, 2023

In thousands of gallons

Area	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Previous 12 Months
Central Maui													
Groundwater-ʻĪao	13,074	11,931	12,905	13,643	13,857	15,712	16,179	16,080	16,108	15,599	13,527	11,416	14,169
Groundwater-Waiheʻe	3,991	3,660	3,859	3,970	4,196	4,729	4,704	5,273	4,812	4,379	5,256	5,521	4,608
Kepaniwai	453	711	713	720	720	716	720	719	720	715	720	720	694
ʻĪao Tunnel	1,684	1,594	1,441	1,612	1,596	1,609	1,612	1,611	1,602	1,612	1,618	1,616	1,601
Maui Lani	995	987	905	969	990	983	1,005	992	986	993	991	991	1,000
Surface water	2,037	1,383	1,922	2,179	2,893	2,612	2,575	2,635	2,258	2,721	2,492	2,721	2,369
Upcountry Maui													
Surface water	5,745	5,330	4,959	5,529	5,830	6,832	6,572	7,467	7,541	7,633	6,437	4,503	6,198
Groundwater	1,525	696	684	555	547	1,338	2,588	2,649	2,645	2,300	2,623	2,238	1,790
West Maui													
Surface water	2,111	2,823	3,241	2,824	2,679	2,557	3,353	2,371	2,423	1,634	1,751	1,400	2,395
Groundwater	2,616	1,516	1,401	1,092	2,366	3,020	2,282	1,643	1,761	1,835	1,789	1,908	1,974
East Maui													
Groundwater	410	365	374	385	386	407	455	446	446	468	456	473	428
Molokaʻi													
Groundwater	685	608	654	744	801	897	896	925	899	871	771	660	800
Total Water Production	**35,326**	**31,604**	**33,058**	**35,222**	**36,861**	**41,417**	**42,941**	**42,811**	**42,201**	**40,760**	**38,431**	**34,167**	**37,900**

Source: County of Maui, Department of Water Supply, Monthly Water Production.

7.1.7

WATER SYSTEM SERVICE CHARGES AND DEVELOPMENT FEE SCHEDULES

In $ per 1,000 gallons

Water Service Charges (Fiscal Year 2023)

Schedule A		Schedule B (Meter Size)	Per meter/ per month
Family Dwellings, 5/8" meters		5/8 inch	$19.80
0 - 5,000 gal	$2.05	3/4 inch	$32.00
5,001 - 15,000	$3.90	1 inch	$47.50
15,001 - 35,000	$5.85	1 1/2 inch	$91.00
Over 35,000	$6.55	2 inch	$141.00
Rates (All Others)		3 inch	$249.00
0 - 5,000 gal	$2.05	4 inch	$432.00
5,001 - 15,000	$3.90	6 inch	$793.00
Over 15,000	$5.85	8 inch	$1,251.00
Agricultural Rates			
0 - 5,000 gal	$2.05		
5,001 - 15,000	$3.90		
Over 15,000	$1.10		
Non-Potable Agricultural Rates			
All usage	$1.00		

Water System Development Fee Schedule

Meter Size	Fee*
5/8 inch	$12,060
3/4 inch	$18,884
1 inch	$33,356
1 1/2 inch	$71,948
2 inch	$125,012
3 inch	$279,380
4 inch	$496,460
6 inch	$1,113,932
8 inch	$1,977,428
10 inch	$3,089,360
12 inch	$4,447,436

* Plus installation charges.

SOURCE: COUNTY OF MAUI, DEPARTMENT OF WATER SUPPLY.

7.1.8

WATER SERVICE BY METER SIZE
MAUI COUNTY

Fiscal year ending June 30, 2023

District	5/8”	3/4”	1”	1 1/2”	2”	3”	4”	6”	8”	Total
Regular Rates										
Wailuku	17,953	1,770	592	444	427	61	39	6	1	21,293
Makawao	9,134	386	203	105	44	7	1	2	0	9,882
Lahaina	2,669	392	124	124	121	27	13	2	0	3,472
Hāna	496	13	10	7	3	1	0	0	0	530
Molokaʻi	1,570	51	33	14	17	3	0	1	0	1,689
Subtotal	31,822	2,612	962	694	612	99	53	11	1	36,866
Agricultural Meters										
Wailuku	16	13	2	3	1	1	0	0	0	36
Makawao	293	46	58	59	24	1	0	0	0	481
Lahaina	2	1	5	0	1	0	1	0	0	10
Hāna	23	0	1	0	0	0	0	0	0	24
Molokaʻi	9	3	1	0	0	0	0	0	0	13
Subtotal	343	63	67	62	26	2	1	0	0	564
Total	**32,165**	**2,675**	**1,029**	**756**	**638**	**101**	**54**	**11**	**1**	**37,430**

SOURCE: COUNTY OF MAUI, DEPARTMENT OF WATER SUPPLY, ANNUAL REPORT FY 2023.

7.1.9

OUTSIDE WATER DELIVERIES TO DEPARTMENT OF WATER SUPPLY MAUI COUNTY

Fiscal year ending June 30, 2023

	1,000 Gallons	Amount	Cost per 1,000 Gallons
Purchased from			
East Maui Irrigation	2,179,747	$131,439	0.060
Wailuku Water Co.	996,914	$501,745	0.503
Maui Land & Pine	425,568	$136,090	0.320
Hawaiian Home Lands*	7,250	$113,406	15.642
Total	**3,609,478**	**$882,680**	**0.245**
District			
Wailuku	996,914	$501,745	0.503
Kula	191,226	$11,531	0.060
Makawao	1,978,616	$119,311	0.060
Lahaina	425,568	$136,090	0.320
Hāna	9,904	$597	0.060
Molokaʻi	7,250	$113,406	15.642
Total	**3,609,478**	**$882,680**	**0.245**
Other Water			
Wailuku - Wailuku Water Co.	**393,047**		

* Billed bi-monthly.

SOURCE: COUNTY OF MAUI, DEPARTMENT OF WATER SUPPLY, ANNUAL REPORT FY 2023.

7.1.10

WATER SALES TO GENERAL AND AGRICULTURAL CONSUMERS BY DISTRICT, MAUI COUNTY

Fiscal year ending June 30, 2023

District	Services	Change from FY 2022	Consumption (1,000 gal)	Change from FY 2022 (1,000 gal)
Wailuku District				
Wailuku	6,819	10	1,371,299	(134,241)
Waiheʻe	204	2	23,876	(2,079)
Waikapū	974	1	133,526	(11,631)
Wailuku Heights	499	0	69,862	(3,104)
Kahului	5,371	21	1,528,412	1,702
Puʻunēnē	11	0	4,343	837
Kīhei	6,071	8	3,849,498	(157,995)
Māʻalaea	45	0	74,455	(10,867)
Mākena	214	3	263,426	6,619
Pāʻia-Kūʻau	916	2	152,060	(738)
Spreckelsville	205	0	75,517	(6,163)
Subtotal	**21,329**	**47**	**7,546,274**	**(317,660)**
Makawao District				
Kokomo-Kaupakalua	1,171	1	169,132	(7,107)
Kuiaha	306	0	47,302	(3,164)
Haʻikū-Paʻuwela	872	4	119,853	(3,883)
Makawao	2,032	1	277,243	(13,291)
Pukalani	2,150	1	298,939	(22,431)
Hāliʻimaile	201	0	33,827	46
Upper Kula	2,374	11	428,655	(58,424)
Lower Kula	1,137	0	614,622	(18,128)
ʻUlupalakua-Kanaio	81	0	40,815	(12,636)
Kula Ag. Park	39	0	150,203	(7,060)
Subtotal	**10,363**	**18**	**2,180,591**	**(146,078)**
Lahaina District				
Lahaina	2,210	21	814,942	(47,243)
Honokōwai	450	0	488,252	(13,008)
ʻAlaeloa	809	0	497,828	(47,784)
Honokōhau	13	0	1,074	140
Subtotal	**3,482**	**21**	**1,802,096**	**(107,895)**
Molokaʻi District				
Kawela-Kaunakakai	1,184	1	189,557	(11,475)
ʻUalapuʻe	398	0	62,215	(10,886)
Kalaʻe	114	0	7,149	(974)
Hālawa	6	0	0	0
Subtotal	**1,702**	**1**	**258,921**	**23,335**
Hāna District				
Hāna	409	1	51,915	(10,648)
Nāhiku	38	0	3,287	(21)
Keʻanae	86	0	5,654	(2,415)
Kaupō	21	0	2,019	(555)
Subtotal	**554**	**1**	**62,875**	**(13,639)**
Total All Districts	**37,430**	**88**	**11,850,757**	**(608,607)**

SOURCE: COUNTY OF MAUI, DEPARTMENT OF WATER SUPPLY, ANNUAL REPORT FY 2023.

7.1.11

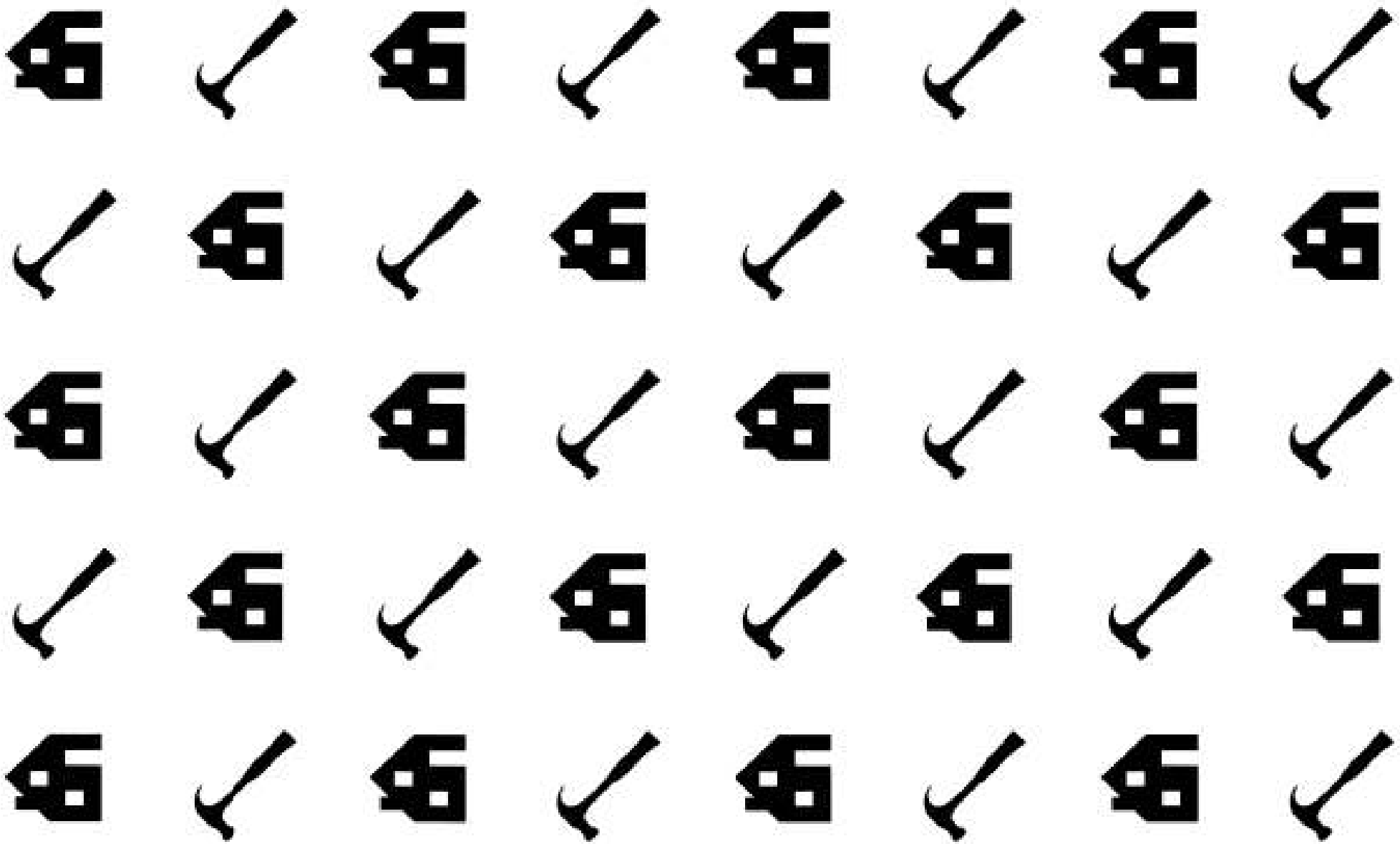
WATER CONSUMPTION BY DISTRICT
MAUI COUNTY

Fiscal year ending June 30, 2023; In 1,000 gallons

Months	Total	Wailuku	Makawao	Kula	Lahaina	Molokaʻi	Hāna
General							
July	1,033,641	696,008	92,932	56,242	178,632	4,031	5,796
August	985,055	654,747	73,244	54,535	146,081	51,427	5,021
September	1,068,221	724,005	90,093	53,054	173,277	23,057	4,735
October	918,971	630,098	75,908	45,823	145,145	17,733	4,264
November	939,242	650,151	76,834	57,620	148,509	3,052	3,076
December	851,346	546,745	65,911	40,982	155,533	37,251	4,924
January	918,815	639,983	71,166	48,418	134,726	18,275	6,247
February	745,276	510,411	64,118	24,809	128,846	14,121	2,971
March	730,860	490,895	56,943	39,057	120,503	18,309	5,153
April	780,009	538,632	77,738	36,010	124,111	375	3,143
May	879,197	566,420	64,629	43,149	159,849	38,610	6,540
June	1,041,817	727,490	79,202	45,161	163,461	22,993	3,510
Total	**10,892,450**	**7,375,586**	**888,718**	**544,860**	**1,778,673**	**249,234**	**55,380**
Agricultural							
July	90,578	7,572	5,887	74,672	2,174	-	273
August	106,195	14,332	4,770	79,735	2,308	3,056	1,994
September	103,573	15,482	7,841	75,372	2,822	1,032	1,024
October	88,320	13,701	5,950	64,093	2,611	1,239	726
November	96,668	19,136	5,578	69,665	2,086	-	203
December	68,674	10,296	4,026	50,084	2,438	658	1,172
January	72,520	23,148	3,577	43,186	1,724	564	321
February	53,927	12,303	3,618	36,187	1,374	316	129
March	75,726	20,463	2,879	49,710	1,599	523	552
April	57,012	13,026	4,969	37,645	1,154	-	218
May	63,148	8,620	3,238	48,374	1,099	1,267	550
June	81,966	12610	5,245	60,712	2,034	1,032	333
Total	**958,307**	**170,689**	**57,578**	**689,435**	**23,423**	**9,687**	**7,495**
Grand Total	**11,850,757**	**7,546,274**	**946,296**	**1,234,295**	**1,802,095**	**258,921**	**62,875**

Source: County of Maui, Department of Water Supply, Annual Report FY 2023.

Construction & Housing



Section 8

CONSTRUCTION & HOUSING

Statistics on building permits, construction authorizations and modifications for both public and private projects are covered in this section. Tenure and control of real property is reflected here, as are Maui's housing characteristics by division and census designated place.

In 2023, there were approximately 56,848 occupied housing units on Maui of which around 35,883 (63.1%) were owner-occupied.

8.1.1

NUMBER AND VALUE OF BUILDING PERMITS
MAUI COUNTY

Year	Number Issued	Estimated Value ($1,000)
2007	2,196	727,772
2008	1,607	443,840
2009	1,130	224,437
2010	1,016	194,607
2011	1,076	243,683
2012	1,169	366,994
2013	1,200	325,014
2014	1,267	443,617
2015	1,280	731,491
2016	1,178	384,686
2017	1,348	477,528
2018	1,232	559,832
2019	1,307	483,008
2020	1,039	471,647
2021	1,351	635,569
2022	1,100	572,019
2023	1,154	774,651

Source: County building departments and U.S. Census Bureau, building permits data.

8.1.2

VALUE OF BUILDING PERMITS BY TYPE
MAUI COUNTY

In thousands of dollars

Category	2018	2019	2020	2021	2022	2023
Residential	240,388	218,056	204,980	395,237	309,616	342,688
Hotel	67,518	46,225	56,908	-	38,830	127,690
Non-residential	137,673	75,789	90,481	127,174	103,024	147,365
Additions and alterations	114,253	142,938	119,278	113,158	120,548	156,908
Total	**559,832**	**483,008**	**471,647**	**635,569**	**572,019**	**774,651**

Source: Maui County; compiled by the Hawai'i State Department of Business, Economic Development and Tourism.

8.1.3

PRIVATE RESIDENTIAL CONSTRUCTION AUTHORIZATIONS
MAUI COUNTY

	2019	2020	2021	2022	2023
Authorized Housing Units (number)					
New single family units	514	306	395	292	469
New multi-family units	140	220	545	392	137
Total	**654**	**526**	**940**	**684**	**606**
Permit Value ($)					
New single family units	170,614,755	135,321,813	198,136,824	189,546,469	208,839,082
New multi-family units	47,441,194	69,657,691	198,070,043	119,947,807	95,080,470
Total	**218,055,949**	**204,979,504**	**396,206,867**	**309,494,276**	**303,919,552**

SOURCE: U.S. CENSUS BUREAU, ANNUAL NEW PRIVATELY-OWNED RESIDENTIAL BUILDING PERMITS; COUNTY OF MAUI, DEVELOPMENT SERVICES ADMINISTRATION, BUILDING PERMIT SECTION.

8.1.4

PRIVATE RESIDENTIAL CONSTRUCTION AND DEMOLITION AUTHORIZED BY PERMITS
MAUI COUNTY

Year	New Single Family Units	New Duplex Units	New Apartments	Units Demolished
2008	535	142	113	39
2009	280	8	107	23
2010	212	8	59	26
2011	203	2	12	23
2012	251	6	249	26
2013	329	4	16	30
2014	331	14	0	44
2015	336	20	158	29
2016	265	40	3	0
2017	494	47	404	26
2018	374	28	438	32
2019	514	8	132	41
2020	306	16	204	34
2021	395	19	526	20
2022	292	54	338	53
2023	468	7	133	47

SOURCE: COMPILED FROM COUNTY BUILDING DEPARTMENTS BY THE HAWAIʻI STATE DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT & TOURISM.

8.1.5

LOW INCOME RENTAL HOUSING AFFORDABILITY BY COUNTY

	Maui County	Hawai'i County	Honolulu County	Kaua'i County	State
Housing Wage					
Hourly wage necessary to afford 2 bedroom FMR	$38.19	$36.56	$43.21	$41.31	$41.83
Housing Cost					
2 bedroom FMR	$1,986	$1,901	$2,247	$2,148	$2,175
Income needed to afford 2 bedroom FMR	$79,440	$76,040	$89,880	$85,920	$87,013
Full-time jobs at minimum wage to afford 2 bedroom FMR	3.2	3.0	3.6	3.4	3.5
Area Median Income (AMI)					
Annual AMI	$105,800	$90,600	$121,400	$102,200	$114,135
Rent affordable at AMI	$2,645	$2,265	$3,035	$2,555	$2,853
30% of AMI	$31,740	$27,180	$36,420	$30,660	$34,241
Rent affordable at 30% of AMI	$794	$680	$911	$767	$856
Renter Households					
Number	19,483	21,580	137,352	8,153	186,599
% of total households	36%	30%	42%	36%	39%
Estimated hourly mean renter wage	$19.26	$18.75	$23.03	$19.43	$21.86
Rent affordable at mean renter wage	$1,002	$975	$1,197	$1,010	$1,137
Full time jobs at mean renter wage needed to afford 2 bedroom FMR	2.0	1.9	1.9	2.1	1.9

FMR: Fair Market Rent, calculated by the U.S. Department of Housing and Urban Development.

SOURCE: NATIONAL LOW INCOME HOUSING COALITION, OUT OF REACH 2023.

8.1.6

PLANNED ADDITIONS AND NEW DEVELOPMENTS FROM MAUI VISITOR INDUSTRY PLANT SUPPLY

Name of Facility	Planned Type	Planned Units	Estimated Completion
Maui Palms Expansion	Hotel	136	2025
Maui Lu Timeshare	Timeshare	388	2023
Kamaole Grand	Condo	217	NA
Kapalua Project, District 2-Kapalua Mauka	Mixed Use	690	NA
Plantation Inn	H-M Hotel	14	Unknown
Maui Research & Tech Park	Mixed Use / Hotel	220	NA
Down Town Kihei	Mixed Use / Hotel	150	2026
Wada Commercial Bldg. & Hotel	Mixed Use / Hotel	8	NA
Makena Resort M-5, M-6, S-7, B-2	Mixed Use	40	2030
Grand Wailea Resort Expansion	Hotel	151	NA
Hotel Wailuku	Hotel	156	NA
Wailea Resort SF-7A/MF-12/MF-13	Mixed Use	289	2027
Maui Coast Hotel Expansion	Hotel	170	2024
Bed and Breakfasts	B&B	431	NA
Short term rentals	STRH	645	NA
Transient vacation rentals	TVR	71	NA

NA: Not available

SOURCE: HAWAI'I TOURISM AUTHORITY, 2023 VISITOR PLANT INVENTORY; COUNTY OF MAUI DEPARTMENT OF PLANNING.

8.1.7

AVERAGE ANNUAL WAGES FOR CONSTRUCTION INDUSTRIES MAUI COUNTY, 2023

Industry	Number of Establishments	Number of Employees	Total Wages	Average Annual Wages
Construction	**742**	**4,652**	**$373,768,602**	**$80,349**
Construction of Buildings	**267**	**1,640**	**$129,461,159**	**$78,944**
Residential	207	949	$65,927,079	$69,488
Nonresidential	60	691	$63,534,080	$91,923
Heavy and Civil Engineering Construction	**42**	**656**	**$73,433,166**	**$111,983**
Utility System Construction	14	220	$24,604,282	$111,922
Highway, Street, and Bridge Construction	11	317	$35,978,927	$113,468
Specialty Trade Contractors	**433**	**2,356**	**$170,874,277**	**$72,522**
Building Foundation/Exterior Contractors	76	384	$26,281,926	$68,383
Building Equipment Contractors	170	1,177	$91,986,963	$78,143
Building Finishing Contractors	127	470	$29,414,178	$62,550
Other Specialty Trade Contractors	60	324	$23,191,210	$71,486

SOURCE: U.S. BUREAU OF LABOR STATISTICS, QUARTERLY CENSUS OF EMPLOYMENT AND WAGES.

8.1.8

BUILDING PERMITS ISSUED
MAUI COUNTY, 2023

Type of Permit	Number of Permits	Number of Units	Valuation
Single family dwellings	467	468	208,619,122
Two unit buildings	4	7	2,720,400
Five or more unit buildings	10	133	131,343,281
Residential add, alt, convert, repair, relocate	192	1	26,190,020
Hotels, motels	7	0	127,689,936
Amusement, social, and recreational	1	0	2,847,400
Industrial	2	0	1,990,000
Office, professional, and business	16	0	32,375,829
Schools and educational buildings	2	0	12,630,000
Other non-residential bldgs	120	0	58,159,426
Non-residential add, alt, convert, repair, relocate	195	0	155,404,669
Shell only	2	0	5,500,000
Structures other than bldgs	157	0	25,557,707
Fences, walls, etc.	69	0	7,649,165
Temporary structures	16	0	693,734
Demolition	47	0	905,968
Total	**1,307**	**609**	**800,276,656**

SOURCE: COUNTY OF MAUI, DEVELOPMENT SERVICES ADMINISTRATION, BUILDING PERMIT SECTION.

8.1.9

CONSTRUCTION ESTABLISHMENTS BY TYPE AND LOCATION, MAUI COUNTY, 2022

Establishment Type							
Location	**Number**	**Location**	**Number**	**Location**	**Number**	**Location**	**Number**
Residential Building							
Ha‘ikū	18	Kula	6	Makawao	20	Wailuku	21
Kahului	10	Lahaina	19	Pā‘ia	3	Kaunakakai	4
Kīhei	32						
Nonresidential Building							
Kahului	5	Lahaina	3	Wailuku	6		
Utility System Construction							
Kahului	3						
Heavy and Civil Engineering							
Wailuku	3						
Foundation, Structure, and Building Exterior							
Ha‘ikū	4	Kula	5	Makawao	10	Wailuku	15
Kīhei	15	Lahaina	7				
Building Equipment							
Ha‘ikū	7	Kula	9	Makawao	15	Wailuku	23
Kahului	22	Lahaina	10	Pā‘ia	4	Kaunakakai	3
Kīhei	16						
Building Finishing							
Ha‘ikū	14	Kula	4	Makawao	7	Pu‘unēnē	3
Kahului	7	Lahaina	10	Pā‘ia	3	Wailuku	24
Kīhei	22						
Other Specialty Trade Contractors							
Ha‘ikū	4	Kula	4	Makawao	7	Wailuku	8
Kīhei	12	Pu‘unēnē	3				

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.

8.2.1

SUMMARY HOUSING CHARACTERISTICS
MAUI COUNTY, 2023

Characteristic	Number	Percent
Total Housing Units	**73,588**	**100.0%**
Median number of rooms	4.2	
Occupied Housing Units	**56,848**	**77.3%**
Structure built 1990 or later	31,005	42.1%
Structure built before 1940	2,740	3.7%
Lacking complete plumbing	159	0.3%
Lacking complete kitchen	357	0.6%
Lacking telephone service	461	0.8%
Moved into unit after 1999	45,683	80.4%
Moved into unit before 1990	7,155	12.6%
Occupants per room of 1.51 or more	1,742	3.1%
Owner-Occupied Units	**35,883**	**63.1%**
Median value	$934,500	
With a mortgage	22,555	62.9%
Median monthly costs	$2,655	
Monthly costs were 35% or more of income	6,953	31.0%
Not mortgaged	13,328	37.1%
Median monthly costs	$558	
Renter-Occupied Units	**20,965**	**36.9%**
Median gross rent	$1,828	
Rent was 35% or more of income	8,358	45.1%

SOURCE: U.S. CENSUS BUREAU, 2023 AMERICAN COMMUNITY SURVEY ONE-YEAR ESTIMATES.

SELECTED HOUSING CHARACTERISTICS
MAUI COUNTY

Maui County	2020 [1]	2021	2022	2023
All Housing Units	**73,535**	**72,129**	**72,941**	**73,588**
Units in Structure				
1 unit, detached	43,350	42,207	44,172	43,111
1 unit, attached	5,041	4,951	4,318	5,446
2 to 4 units	5,114	4,997	5,570	5,764
5 to 9 units	5,182	5,376	5,358	6,471
10 or more units	14,574	13,895	13,197	12,324
Mobile home, boat, other	274	703	326	472
Median number of rooms	4.3	4.4	4.3	4.2
Occupied Housing Units	**55,620**	**56,319**	**57,355**	**56,848**
With 1.01 or more occupants/room	5,190	6,272	6,480	6,071
Vacant Housing Units	**17,915**	**15,810**	**15,586**	**16,740**
For seasonal use [2]	6,726	6,448	7,491	8,914
Homeowner vacancy rate	1.2	0.2	0.4	0.5
Rental vacancy rate	28.1	29.5	11.0	4.9
Owner-Occupied Units	**34,778**	**37,781**	**36,985**	**35,883**
Percent of all occupied units	62.5%	67.1%	64.5%	63.1%
Average household size	3.11	2.95	2.92	2.98
Value of Owner-Occupied Units				
Total units	34,778	37,781	36,985	35,883
Less than $100,000 unit value	486	1,354	784	704
$100,000 to $199,999	764	858	902	792
$200,000 to $299,999	1,502	1,677	571	1,071
$300,000 to $499,999	6,298	6,096	3,949	3,001
$500,000 to $999,999	19,433	19,797	15,286	14,778
$1 million or more	6,002	7,999	15,493	15,537
Median value	**$657,400**	**$744,400**	**$922,700**	**$934,500**
Renter-Occupied Units	**20,842**	**18,538**	**20,370**	**20,965**
Percent of all occupied units	37.5%	32.9%	35.5%	36.9%
Average household size	2.68	2.71	2.62	2.61
Gross Rent				
Total renters	20,842	18,538	20,370	19,066
Less than $500 rent	1,412	511	1,407	1,280
$500 to $999	2,097	2,745	3,190	2,937
$1,000 to $1,499	5,630	4,364	3,486	2,941
$1,500 or more	9,925	9,124	11,170	11,908
No cash rent	1,778	1,794	1,117	1,899
Median rent	**$1,543**	**$1,592**	**$1,662**	**$1,828**

1. American Community Survey 5-Year Estimates. 2. ACS 5-Year Estimates for 2020 and 2021.

SOURCE: U.S. CENSUS BUREAU, AMERICAN COMMUNITY SURVEY ONE-YEAR ESTIMATES.

8.2.3

HOUSING UNIT CHARACTERISTICS OF CENSUS DESIGNATED PLACES (CDP), MAUI COUNTY

2023	Total Housing Units	Occupied Housing Units	Owner Occupied Units	Renter Occupied Units
Maui Island				
Haiʻkū-Paʻuwela CDP	3,690	3,383	2,229	1,154
Hāliʻimaile CDP	327	314	170	144
Hāna CDP	460	349	177	172
Kāʻanapali CDP	1,954	532	463	69
Kahului CDP	8,681	8,117	4,990	3,127
Kapalua CDP	1,058	165	142	23
Kēōkea CDP	824	789	631	158
Kīhei CDP	12,072	8,135	4,836	3,299
Kula CDP	2,781	2,405	1,663	742
Lahaina CDP	3,959	3,379	1,843	1,536
Launiupoko CDP	341	258	220	38
Maʻalaea CDP	611	160	107	53
Mahinahina CDP	413	376	319	57
Makawao CDP	2,759	2,605	1,696	909
Mākena CDP	106	58	57	1
Nāpili-Honokōwai CDP	4,079	2,316	1,228	1,088
Olinda CDP	464	427	293	134
Olowalu CDP	33	21	12	9
Pāʻia CDP	973	838	510	328
Pukalani CDP	3,037	2,968	1,784	1,184
Waiheʻe-Waiehu CDP	2,908	2,787	2,417	370
Waikapū CDP	1,148	1,132	934	198
Wailea CDP	6,125	2,998	2,037	961
Wailuku CDP	6,720	6,007	4,182	1,825
Molokaʻi				
Kaunakakai CDP	1,455	1,100	624	476
Kualapuʻu CDP	737	652	514	138
Maunaloa CDP	137	104	33	71
Ualapuʻe CDP	276	217	160	57
Lānaʻi				
Lānaʻi City CDP	1,498	1,198	585	613
Manele CDP	78	30	23	7

SOURCE: U.S. CENSUS BUREAU, 2019-2023 AMERICAN COMMUNITY SURVEY FIVE-YEAR ESTIMATES.

8.2.4

VACANT HOUSING UNIT CHARACTERISTICS BY CENSUS DESIGNATED PLACE (CDP), MAUI COUNTY

2023	All Housing Units	Vacant Units	Seasonal, Recreational or Occasional	Homeowner Vacancy Rate	Rental Vacancy Rate
Maui Island					
Haiʻkū-Paʻuwela CDP	3,690	307	58	0.0	11.8
Hāliʻimaile CDP	327	13	0	0.0	4.6
Hāna CDP	460	111	56	3.8	12.7
Kāʻanapali CDP	1,954	1,422	821	0.0	87.1
Kahului CDP	8,681	564	164	0.0	2.5
Kapalua CDP	1,058	893	488	1.3	94.2
Kēōkea CDP	824	35	9	1.3	0.0
Kīhei CDP	12,072	3,937	2,200	0.1	31.8
Kula CDP	2,781	376	279	0.0	0.0
Lahaina CDP	3,959	580	293	0.0	4.8
Launiupoko CDP	341	83	71	0.0	0.0
Maʻalaea CDP	611	451	219	7.0	75.7
Mahinahina CDP	413	37	28	0.0	0.0
Makawao CDP	2,759	154	37	2.2	0.0
Mākena CDP	106	48	43	0.0	0.0
Nāpili-Honokōwai CDP	4,079	1,763	1,037	0.0	37.2
Olinda CDP	464	37	23	4.6	0.0
Olowalu CDP	33	12	10	0.0	0.0
Pāʻia CDP	973	135	63	0.0	11.6
Pukalani CDP	3,037	69	0	0.0	1.3
Waiheʻe-Waiehu CDP	2,908	121	36	0.0	9.3
Waikapū CDP	1,148	16	0	0.0	7.5
Wailea CDP	6,125	3,127	1,830	0.0	55.4
Wailuku CDP	6,720	713	175	1.0	7.8
Molokaʻi					
Kaunakakai CDP	1,455	355	106	0.0	14.7
Kualapuʻu CDP	737	85	16	0.0	6.8
Maunaloa CDP	137	33	3	5.7	26.8
Ualapuʻe CDP	276	59	27	1.2	28.8
Lānaʻi					
Lānaʻi City CDP	1,498	300	141	0.0	3.8
Manele CDP	78	48	38	0.0	0.0

SOURCE: U.S. CENSUS BUREAU, 2019-2023 AMERICAN COMMUNITY SURVEY FIVE-YEAR ESTIMATES.

8.2.5

OCCUPIED HOUSING UNIT CHARACTERISTICS BY CENSUS DESIGNATED PLACE (CDP), MAUI COUNTY

		Occupied Housing Units			Average Household Size	
2023	All Units	Occupied	By Owner	By Renter	Owner Occupied	Renter Ocupied
Maui Island						
Haiʻkū-Paʻuwela CDP	3,690	3,383	2,229	1,154	2.95	2.36
Hāliʻimaile CDP	327	314	170	144	3.15	3.90
Hāna CDP	460	349	177	172	2.17	2.38
Kāʻanapali CDP	1,954	532	463	69	2.19	2.81
Kahului CDP	8,681	8,117	4,990	3,127	3.52	2.53
Kapalua CDP	1,058	165	142	23	2.30	2.83
Kēōkea CDP	824	789	631	158	3.85	3.67
Kīhei CDP	12,072	8,135	4,836	3,299	2.98	2.43
Kula CDP	2,781	2,405	1,663	742	2.63	2.95
Lahaina CDP	3,959	3,379	1,843	1,536	3.51	3.01
Launiupoko CDP	341	258	220	38	2.68	2.11
Maʻalaea CDP	611	160	107	53	1.53	1.47
Mahinahina CDP	413	376	319	57	2.78	2.88
Makawao CDP	2,759	2,605	1,696	909	2.75	2.78
Mākena CDP	106	58	57	1	2.04	2.00
Nāpili-Honokōwai CDP	4,079	2,316	1,228	1,088	3.41	2.47
Olinda CDP	464	427	293	134	2.59	1.78
Olowalu CDP	33	21	12	9	2.67	4.22
Pāʻia CDP	973	838	510	328	3.28	2.88
Pukalani CDP	3,037	2,968	1,784	1,184	2.91	2.78
Waiheʻe-Waiehu CDP	2,908	2,787	2,417	370	4.01	4.47
Waikapū CDP	1,148	1,132	934	198	3.40	2.38
Wailea CDP	6,125	2,998	2,037	961	2.14	2.29
Wailuku CDP	6,720	6,007	4,182	1,825	2.68	2.41
Molokaʻi						
Kaunakakai CDP	1,455	1,100	624	476	3.64	3.03
Kualapuʻu CDP	737	652	514	138	3.73	3.14
Maunaloa CDP	137	104	33	71	2.45	2.96
Ualapuʻe CDP	276	217	160	57	2.23	2.35
Lānaʻi						
Lānaʻi City CDP	1,498	1,198	585	613	2.59	2.85
Manele CDP	78	30	23	7	1.74	1.43

SOURCE: U.S. CENSUS BUREAU, 2019-2023 AMERICAN COMMUNITY SURVEY FIVE-YEAR ESTIMATES.

8.2.6

OWNER-OCCUPIED HOUSING UNIT VALUES BY CENSUS DESIGNATED PLACE (CDP), MAUI COUNTY

2023	Total	Less than $100,000	$100,000 to $199,000	$200,000 to $299,000	$300,000 to $499,000	$500,000 to $999,000	$1,000,000 or more
Maui Island							
Haiʻkū-Paʻuwela CDP	2,229	11	41	32	53	928	1,164
Hāliʻimaile CDP	170	0	0	3	15	126	26
Hāna CDP	177	10	0	18	27	88	34
Kāʻanapali CDP	463	6	0	0	0	95	362
Kahului CDP	4,990	112	95	99	316	3,423	945
Kapalua CDP	142	5	3	0	13	26	95
Kēōkea CDP	631	12	6	43	116	280	174
Kīhei CDP	4,836	69	41	0	780	2,136	1,810
Kula CDP	1,663	43	0	0	109	404	1,107
Lahaina CDP	1,843	76	26	22	172	1,062	485
Launiupoko CDP	220	0	0	0	0	7	213
Maʻalaea CDP	107	1	0	1	38	55	12
Mahinahina CDP	319	6	0	0	14	102	197
Makawao CDP	1,696	0	0	14	296	867	519
Mākena CDP	57	3	2	0	2	1	49
Nāpili-Honokōwai CDP	1,228	28	39	30	222	550	359
Olinda CDP	293	5	5	5	13	85	180
Olowalu CDP	12	0	0	0	0	3	9
Pāʻia CDP	510	5	4	0	31	293	177
Pukalani CDP	1,784	0	18	31	63	986	686
Waiheʻe-Waiehu CDP	2,417	52	62	67	324	1,557	355
Waikapū CDP	934	31	58	0	83	554	208
Wailea CDP	2,037	23	4	0	117	546	1,347
Wailuku CDP	4,182	121	113	171	634	2,376	767
Molokaʻi							
Kaunakakai CDP	624	68	27	172	277	16	64
Kualapuʻu CDP	514	80	97	103	135	87	12
Maunaloa CDP	33	0	0	4	25	4	0
Ualapuʻe CDP	160	5	48	32	48	20	7
Lānaʻi							
Lānaʻi City CDP	585	0	20	33	208	232	92
Manele CDP	23	3	0	0	0	4	16

Source: U.S. Census Bureau, 2019-2023 American Community Survey Five-Year Estimates.

8.2.7

GROSS RENT AS A PERCENTAGE OF HOUSEHOLD INCOME BY CENSUS DESIGNATED PLACE (CDP), MAUI COUNTY

2023	Total Rentals	Less than 20%	20% to 24.9%	25% to 29.9%	30% to 34.9 %	Over 35%	Not Computed
Maui Island							
Haiʻkū-Paʻuwela CDP	848	111	61	12	86	578	306
Hāliʻimaile CDP	127	65	0	0	0	62	17
Hāna CDP	101	12	0	0	0	89	71
Kāʻanapali CDP	57	0	3	9	9	36	12
Kahului CDP	2,846	732	418	315	292	1,089	281
Kapalua CDP	15	6	2	5	0	2	8
Kēōkea CDP	135	54	6	3	5	67	23
Kīhei CDP	3,085	578	335	350	387	1,435	214
Kula CDP	653	167	35	70	89	292	89
Lahaina CDP	1,454	338	135	168	127	686	82
Launiupoko CDP	33	5	0	6	2	20	5
Maʻalaea CDP	51	9	4	2	9	27	2
Mahinahina CDP	57	7	4	0	31	15	0
Makawao CDP	683	253	75	90	42	223	226
Mākena CDP	1	1	0	0	0	0	0
Nāpili-Honokōwai CDP	1,055	198	124	195	59	479	33
Olinda CDP	114	1	8	26	22	57	20
Olowalu CDP	9	0	0	0	9	0	0
Pāʻia CDP	322	72	8	24	18	200	6
Pukalani CDP	1,053	365	24	155	74	435	131
Waiheʻe-Waiehu CDP	331	40	55	69	12	155	39
Waikapū CDP	140	32	2	26	22	58	58
Wailea CDP	872	104	70	55	48	595	89
Wailuku CDP	1,617	283	150	259	217	708	208
Molokaʻi							
Kaunakakai CDP	401	74	2	95	30	200	75
Kualapuʻu CDP	74	19	4	19	4	28	64
Maunaloa CDP	71	33	4	10	7	17	0
Ualapuʻe CDP	29	11	0	2	0	16	28
Lānaʻi							
Lānaʻi City CDP	589	459	25	45	0	60	24
Manele CDP	0	0	0	0	0	0	7

SOURCE: U.S. CENSUS BUREAU, 2019-2023 AMERICAN COMMUNITY SURVEY FIVE-YEAR ESTIMATES.

8.2.8

GROSS RENT OF RENTER-OCCUPIED HOUSING UNITS BY CENSUS DESIGNATED PLACE (CDP), MAUI COUNTY

2023	Total	Less than $500[1]	$500 to $999	$1,000 to $1,499	$1,500 to $1,999	$2,000 to $2,499	$2,500 or more
Maui Island							
Haiʻkū-Paʻuwela CDP	1,154	270	2	89	262	132	400
Hāliʻimaile CDP	144	7	8	36	35	16	45
Hāna CDP	172	71	0	12	13	17	59
Kāʻanapali CDP	69	12	9	3	4	10	31
Kahului CDP	3,127	471	412	799	728	335	382
Kapalua CDP	23	7	0	0	8	2	6
Kēōkea CDP	158	27	4	16	52	27	32
Kīhei CDP	3,299	335	260	492	607	974	631
Kula CDP	742	118	48	64	134	124	254
Lahaina CDP	1,536	102	188	310	214	234	488
Launiupoko CDP	38	5	1	1	2	0	29
Maʻalaea CDP	53	2	0	4	15	20	12
Mahinahina CDP	57	0	0	0	16	7	34
Makawao CDP	909	218	130	104	241	124	92
Mākena CDP	1	0	1	0	0	0	0
Nāpili-Honokōwai CDP	1,088	69	37	75	276	427	204
Olinda CDP	134	33	0	1	45	10	45
Olowalu CDP	9	0	0	0	0	4	5
Pāʻia CDP	328	6	48	21	26	74	153
Pukalani CDP	1,184	145	220	194	156	133	336
Waiheʻe-Waiehu CDP	370	82	16	18	63	57	134
Waikapū CDP	198	58	0	18	7	34	81
Wailea CDP	961	147	0	122	128	132	432
Wailuku CDP	1,825	311	175	261	525	248	305
Molokaʻi							
Kaunakakai CDP	476	163	155	0	104	2	52
Kualapuʻu CDP	138	59	16	16	33	4	0
Maunaloa CDP	71	28	13	30	0	0	0
Ualapuʻe CDP	57	28	3	6	9	0	11
Lānaʻi							
Lānaʻi City CDP	613	44	242	162	100	37	28
Manele CDP	7	7	0	0	0	0	0

1. Includes no cash rent.

Source: U.S. Census Bureau, 2019-2023 American Community Survey Five-Year Estimates.

8.2.9

SELECTED MONTHLY OWNER AND RENTER COST AS A PERCENTAGE OF HOUSEHOLD INCOME MAUI COUNTY

	2020 [1]	2021	2022	2023
Owner				
Housing units with a mortgage	23,578	22,674	22,208	22,447
Less than 20% of income	8,376	7,304	7,735	8,537
20% to 24.9%	2,763	3,096	2,375	2,301
25% to 29.9%	2,450	2,663	2,053	2,024
30% to 34.9%	2,147	1,200	1,082	2,632
35% or more	7,842	8,411	8,790	6,953
Not computed	119	0	173	108
Median mortgage (dollars)	$2,440	$2,464	$2,717	$2,655
Renter				
Renter-occupied units	20,842	18,538	20,370	18,552
Less than 15% of income	2,123	1,620	3,859	2,224
15% to 19.9%	2,215	1,928	2,275	1,132
20% to 24.9%	2,531	1,228	1,387	1,667
25% to 29.9%	2,354	1,771	1,968	3,390
30% to 34.9%	1,531	1,429	2,386	1,781
35% or more	8,090	8,378	7,339	8,358
Not computed	1,998	2,184	1,156	2,413
Median rent (dollars)	$1,543	$1,592	$1,662	$1,828

1. American Community Survey 5-Year Estimates.

SOURCE: U.S. CENSUS BUREAU, AMERICAN COMMUNITY SURVEY ONE-YEAR ESTIMATES.

8.2.10

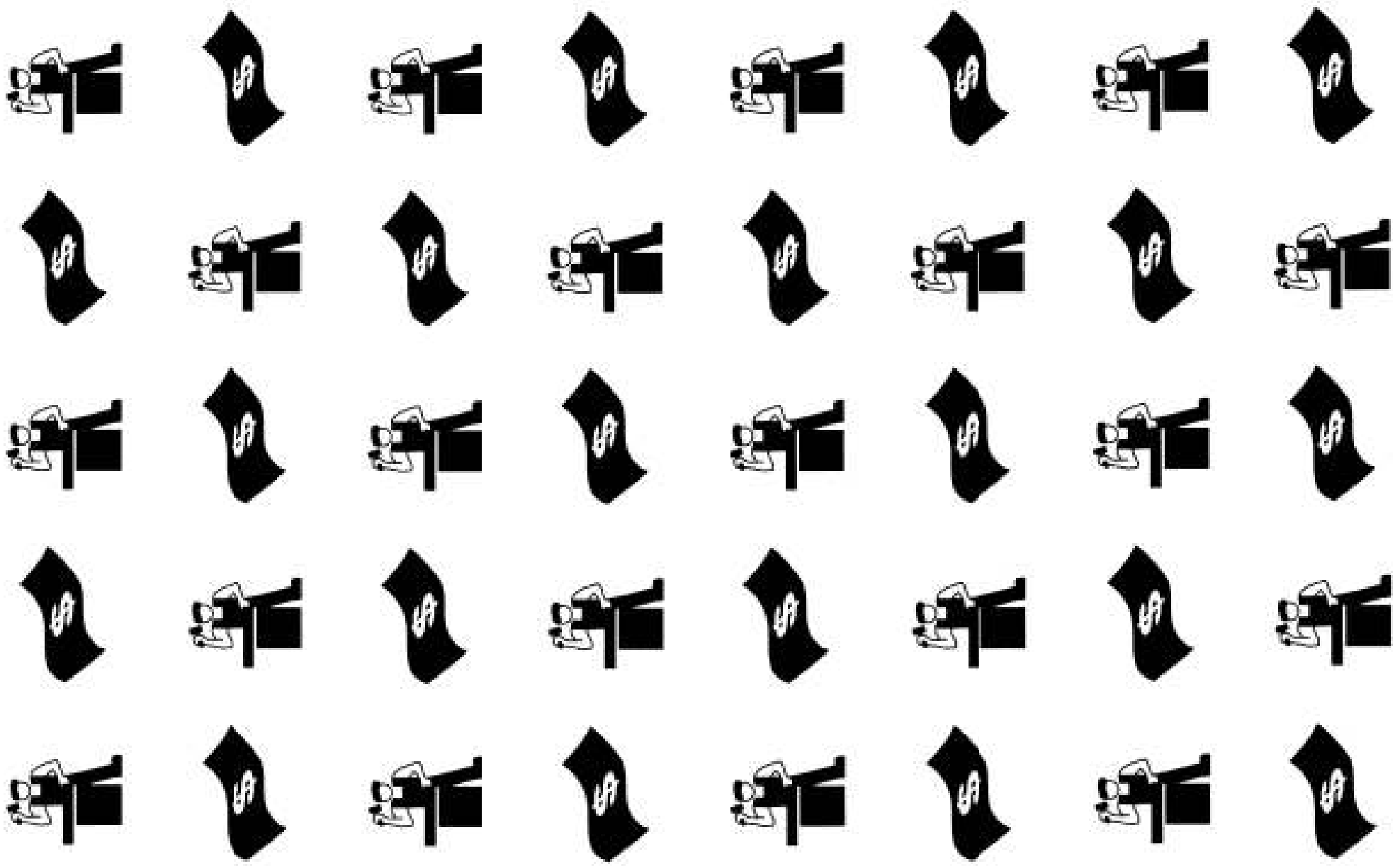
FORECLOSURE FILINGS BY JUDICIAL CIRCUIT

Year	Maui County[1]	Hawai'i County	City & County of Honolulu	Kaua'i County	State Total
1995	317	293	1,204	143	1,957
1996	464	352	1,828	156	2,800
1997	421	362	2,205	160	3,148
1998	422	359	2,662	183	3,626
1999	324	339	2,135	136	2,934
2000	228	251	1,591	83	2,153
2001	197	246	1,390	80	1,913
2002	110	151	624	63	948
2003	78	112	396	35	621
2004	51	80	283	23	437
2005	47	51	198	12	308
2006	59	105	266	23	453
2007	101	188	395	34	718
2008	254	359	666	84	1,363
2009	386	488	786	140	1,800
2010	280	316	611	93	1,300
2011	571	750	1,171	165	2,657
2012	678	860	1,505	145	3,188
2013	728	961	1,504	229	3,422
2014	397	543	1,026	118	2,084
2015	357	525	861	83	1,826
2016	302	506	838	88	1,734
2017	228	471	689	73	1,461
2018	163	279	751	68	1,261
2019	136	308	704	50	1,198
2020	74	110	431	32	647
2021	83	85	369	38	575

1. The Maui County Judicial Circuit includes Kalawao on Moloka'i.

SOURCE: HAWAI'I STATE JUDICIARY, OFFICE OF THE ADMINISTRATIVE DIRECTOR OF THE COURTS, STATISTICS OFFICE.

Finance & Labor



Section 9

FINANCE & LABOR

Part one of this section presents statistics on the financial institutions on Maui. Part two includes figures for Maui County's labor force.

The civilian labor force for 2023 was 86,850 and the number of employed was 83,050. The unemployment rate augmented from 3.2% to 4.4% between 2022 and 2023.

Data for this section came from many sources, including the Hawai‘i State Department of Business, Economic Development and Tourism and the Hawai‘i Department of Industrial Labor and Relations.

9.1.1

FINANCIAL INSTITUTIONS WITH LOCATIONS IN MAUI COUNTY

	Maui	Molokaʻi	Lānaʻi
Banks[1]			
Firms	3	1	2
Locations	20	1	2
Savings and Loan Associations[1]			
Associations	1	0	0
Locations	3	0	0
Financial Services Loan Companies[1]			
Firms	2	1	0
Locations	2	1	0
Escrow Depository Companies[2]			
Firms	6	0	0
Locations	13	0	0

1. As of July 28, 2023.

Source: Hawaiʻi State Department of Commerce and Consumer Affairs, Division of Financial Institutions.

9.1.2

DEPOSITS IN OFFICES OF FDIC-INSURED INSTITUTIONS MAUI COUNTY

As of June 30; In thousands of dollars

Location	2019	2020	2021	2022	2023
Hāna	7,492	8,000	10,081	9,708	8,910
Kahului	1,475,083	1,814,800	2,104,346	2,011,295	1,945,363
Kīhei	658,170	705,415	904,361	960,595	836,863
Lahaina	685,710	734,011	957,903	1,123,534	958,356
Makawao	205,215	243,608	435,474	496,420	446,225
Pāʻia	94,918	112,019	137,316	133,427	124,363
Pukalani	112,963	131,457	0	0	0
Wailuku	310,331	392,812	473,872	454,481	421,113
Kaunakakai	95,985	113,504	127,923	134,365	131,602
Lānaʻi City	42,785	50,490	58,678	58,690	57,504
Total	**$3,688,652**	**$4,306,116**	**$5,209,954**	**$5,382,515**	**$4,930,299**

Source: Federal Deposit Insurance Corporation, FDIC Summary of Deposits.

9.1.3

FEDERAL CREDIT UNIONS
BY ASSET SIZE, MEMBERSHIP AND LOANS, MAUI COUNTY

As of December 31, 2023

Name	Location	Assets ($)	Loans ($)	Members
Kahului	Kahului	$77,990,716	$25,246,247	3,064
Lānaʻi	Lānaʻi City	$33,855,036	$3,503,051	1,853
Maui	Kahului	$131,770,945	$39,238,523	7,158
Maui County	Wailuku	$445,242,956	$196,472,940	20,423
Maui Teachers	Wailuku	$32,670,794	$10,561,702	1,412
Molokaʻi Community	Kaunakakai	$36,222,479	$17,951,990	4,284
Valley Isle Community	Kahului	$155,283,706	$51,121,076	13,217
Wailuku	Kahului	$110,999,095	$76,403,021	5,191
Maui County Total		**$1,024,035,727**	**$420,498,550**	**56,602**

SOURCE: NATIONAL CREDIT UNION ADMINISTRATION, FINANCIAL PERFORMANCE REPORTS.

9.1.4

FEDERAL CREDIT UNION CHARACTERISTICS
MAUI COUNTY

	2020	2021	2022	2023
Number of credit unions	8	8	8	8
Total members	56,458	56,377	56,271	56,602
Total assets	$865,544,933	$954,172,450	$966,573,653	$1,024,035,727
Total shares and deposits	$753,498,362	$828,848,110	$847,042,353	$897,164,205
Number of shares & deposit accounts	90,219	91,960	92,564	96,262
Total loans	$313,291,559	$328,099,734	$372,600,843	$420,498,550
Number of loans	32,924	25,952	25,966	24,414

SOURCE: NATIONAL CREDIT UNION ADMINISTRATION, CALL REPORT DATA FILES.

9.2.1

CIVILIAN LABOR FORCE SUMMARY BY COUNTY AND STATE OF HAWAIʻI

Annual averages. Not seasonally adjusted.
Data rounded to nearest 50, except percent unemployed which is rounded to 0.1 percent.

	Maui County	Hawaiʻi County	City and County of Honolulu	Kauaʻi County	State
Labor Force					
2016	86,700	92,450	463,350	36,600	679,100
2017	89,800	95,100	472,600	37,850	695,300
2018	90,350	94,800	469,800	37,550	692,450
2019	89,500	93,850	464,950	37,800	686,050
2020	85,350	92,150	452,000	36,450	665,950
2021	87,400	93,900	452,700	36,200	670,200
2022	87,100	93,700	455,450	36,500	672,750
2023	86,850	95,100	457,550	36,850	676,350
Employed					
2016	84,100	89,250	450,750	35,450	659,550
2017	87,650	92,650	462,550	37,000	679,850
2018	88,200	92,050	458,950	36,650	675,850
2019	87,300	90,850	453,800	36,850	668,750
2020	70,200	81,650	405,750	30,550	588,150
2021	80,800	88,500	427,550	33,300	630,150
2022	84,250	90,500	440,650	35,250	650,650
2023	83,050	92,250	445,150	35,900	656,350
Unemployed					
2016	2,550	3,250	12,650	1,100	19,550
2017	2,100	2,450	10,050	800	15,450
2018	2,100	2,750	10,850	900	16,600
2019	2,200	3,000	11,150	950	17,300
2020	15,150	10,500	46,300	5,900	77,800
2021	6,600	5,400	25,100	2,900	40,050
2022	2,850	3,200	14,800	1,250	22,050
2023	3,800	2,850	12,400	950	20,000
Percent Unemployed					
2016	3.0	3.5	2.7	3.1	2.9
2017	2.3	2.6	2.1	2.2	2.2
2018	2.3	2.9	2.3	2.4	2.4
2019	2.4	3.2	2.4	2.5	2.5
2020	17.7	11.4	10.2	16.2	11.7
2021	7.6	5.7	5.5	8.1	6.0
2022	3.2	3.4	3.2	3.4	3.3
2023	4.4	3.0	2.7	2.6	3.0

Note: Revised data for 2019 to 2023.

Source: Hawaiʻi State Department of Labor & Industrial Relations, Current and Historical Labor Force Estimates and Unemployment Rates.

9.2.2

EMPLOYMENT STATUS OF THE CIVILIAN LABOR FORCE BY ISLAND, MAUI COUNTY

	Maui	Molokaʻi	Lānaʻi	Maui County
Labor Force				
2005	70,800	2,550	1,650	75,000
2006	73,000	2,450	1,700	77,150
2007	74,250	2,450	1,700	78,450
2008	74,050	2,500	1,650	78,250
2009	71,900	2,550	1,550	76,050
2010	75,450	2,750	1,550	79,900
2011	77,000	2,650	1,550	81,300
2012	75,900	2,600	1,500	80,400
2013	76,700	2,450	1,650	80,750
2014	79,150	2,550	1,650	83,200
2015	81,050	2,500	1,600	84,750
2016	83,000	2,600	1,650	86,700
2017	85,700	2,450	1,600	89,800
2018	86,100	2,550	1,700	90,350
2019	85,200	2,500	1,800	89,500
2020	81,250	2,350	1,700	85,350
2021	82,750	2,600	2,000	87,400
2022	82,600	2,500	2,000	87,100
2023	82,500	2,450	1,900	86,850
Employment				
2005	69,000	2,300	1,650	72,950
2006	71,250	2,300	1,700	75,250
2007	72,150	2,300	1,650	76,150
2008	70,600	2,250	1,600	74,400
2009	65,500	2,200	1,400	69,100
2010	69,200	2,400	1,450	73,250
2011	71,050	2,350	1,500	74,900
2012	71,200	2,250	1,500	75,350
2013	72,850	2,200	1,600	76,700
2014	75,750	2,250	1,650	79,600
2015	78,200	2,300	1,500	81,750
2016	80,600	2,400	1,550	84,100
2017	83,800	2,350	1,550	87,650
2018	84,200	2,400	1,650	88,200
2019	83,200	2,350	1,750	87,300
2020	66,450	2,200	1,600	70,200
2021	76,350	2,450	1,950	80,800
2022	79,950	2,350	1,950	84,250
2023	78,800	2,400	1,850	83,050

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CONTINUED

	Maui	Molokaʻi	Lānaʻi	Maui County
Unemployment				
2005	1,800	200	*	2,050
2006	1,750	150	*	1,950
2007	2,100	150	*	2,300
2008	3,450	250	100	3,800
2009	6,450	350	150	6,950
2010	6,300	350	100	6,650
2011	5,900	400	100	6,400
2012	4,700	350	*	5,050
2013	3,850	250	50	4,050
2014	3,400	300	*	3,600
2015	2,850	200	50	2,950
2016	2,400	200	100	2,550
2017	1,900	150	50	2,100
2018	1,950	150	*	2,100
2019	2,000	150	*	2,200
2020	14,800	150	150	15,150
2021	6,400	150	50	6,600
2022	2,600	150	50	2,850
2023	3,700	100	*	3,800
Percent Unemployed				
2005	2.5	8.5	1.5	2.7
2006	2.4	5.5	1.9	2.5
2007	2.8	6.5	2.4	2.9
2008	4.7	10.2	5.3	4.9
2009	8.9	13.8	10.1	9.1
2010	8.3	12.9	7.0	8.3
2011	7.7	14.6	5.2	7.9
2012	6.2	13.9	2.5	6.3
2013	5.0	10.1	3.2	5.0
2014	4.3	11.6	2.8	4.3
2015	3.5	8.8	3.7	3.5
2016	2.9	7.0	4.7	3.0
2017	2.2	5.4	3.2	2.3
2018	2.2	6.0	2.1	2.3
2019	2.4	5.8	1.4	2.4
2020	18.2	7.4	8.0	17.7
2021	7.7	6.2	3.5	7.6
2022	3.2	6.6	2.7	3.2
2023	4.5	3.6	1.8	4.4

*: Data is less than 50

Note: Data rounded to nearest 50, except percent employed which is rounded to 0.1 percent. Annual averages. Not seasonally adjusted. Totals may not add due to rounding. Data for 2019 to 2023 reflect revised inputs.

SOURCE: HAWAIʻI STATE DEPT. OF LABOR & INDUSTRIAL RELATIONS, CURRENT & HISTORICAL LABOR FORCE ESTIMATES & UNEMPLOYMENT RATES.

9.2.3

LABOR FORCE BY RACE AND SEX
MAUI MSA

Race and Sex, 2021	Civilian Labor Force	Employed	Unemployed	Percent Distribution: Civilian Labor Force	Employed	Unemployed	Unemployment Rate
Both Sexes	**86,950**	**80,550**	**6,400**	**100.0%**	**100.0%**	**100.0%**	**7.3%**
White	31,850	29,850	1,950	36.6%	37.1%	30.9%	6.2%
Black/African American	550	550	0	0.7%	0.7%	0.0%	0.0%
American Indian/ Alaska Native	200	200	0	0.2%	0.3%	0.0%	0.0%
Asian	22,400	21,400	950	25.8%	26.6%	15.2%	4.3%
Native Hawaiian/ Pacific Islander	7,900	6,800	1,100	9.1%	8.4%	17.1%	13.8%
Some Other Race	1,450	1,250	250	1.7%	1.5%	3.8%	16.4%
Two or More Races	15,400	13,950	1,450	17.7%	17.3%	22.7%	9.4%
Hispanic or Latino	7,200	6,550	650	8.3%	8.1%	10.3%	9.1%
Minority Group	55,100	50,700	4,400	63.4%	62.9%	69.1%	8.0%
Females	**40,450**	**38,200**	**2,250**	**100.0%**	**100.0%**	**100.0%**	**5.5%**
White	14,100	13,450	650	34.8%	35.1%	29.6%	4.7%
Black/African American	100	100	0	0.2%	0.3%	0.0%	0.0%
American Indian/ Alaska Native	100	100	0	0.3%	0.3%	0.0%	0.0%
Asian	11,500	11,150	350	28.4%	29.1%	16.1%	3.1%
Native Hawaiian/ Pacific Islander	3,400	3,000	350	8.4%	7.9%	16.1%	10.7%
Some Other Race	800	600	200	1.9%	1.6%	8.1%	23.2%
Two or More Races	7,300	6,800	500	18.0%	17.8%	21.8%	6.7%
Hispanic or Latino	3,200	3,050	200	7.9%	7.9%	8.3%	5.8%
Minority Group	26,350	24,800	1,600	65.2%	64.9%	70.4%	6.0%
Females as % of both Sexes	46.5%	47.4%	35.2%	-	-	-	-

Note: Totals may not add due to rounding. Does not include Kalawao County. MSA: Metropolitan Statistical Area.

SOURCE: STATE OF HAWAI'I, DEPARTMENT OF LABOR AND INDUSTRIAL RELATIONS, ESTIMATES BASED ON 2021 LOCAL AREA UNEMPLOYMENT STATISTICS (LAUS) FROM U.S. BUREAU OF LABOR STATISTICS.

9.2.4

ANNUAL AVERAGE JOB COUNT BY INDUSTRY AND ISLAND, MAUI COUNTY

Industry, 2023	Maui	Molokaʻi	Lānaʻi	Maui County
TOTAL NONAGRICULTURAL - Wage & Salary Jobs	**69,800**	**1,900**	**1,700**	**74,000**
TOTAL PRIVATE	**61,800**	**1,200**	**1,500**	**65,100**
Goods Producing	5,600	*		5,900
Natural Resources & Mining & Construction	4,500	*	*	4,700
Special Trade Contractors	2,300			2,400
Manufacturing	1,100	**		1,200
Durable Goods	400			400
Non-Durable Goods	800			800
Service Providing	64,200	1,800	1,600	68,100
Private Service Providing	56,100	1,100	1,400	59,200
Trade, Transportation & Utilities	13,800	300	100	14,300
Wholesale Trade	1,300	**	**	1,400
Retail Trade	8,600	200	*	9,000
Food & Beverage Stores	2,300	100	*	2,400
Clothing & Clothing Accessories Stores	1,200			
General Merchandise	1,700			1,700
Transportation, Warehousing & Utilities	3,900	*	**	4,000
Air Transportation	700			700
Information	700	**	**	700
Financial Activities	2,700	*	*	2,800
Finance & Insurance	800	**	**	800
Professional & Business Services	6,400	**	200	6,600
Professional, Scientific & Technical Services	1,700	**	**	1,700
Management of Companies & Enterprises	200			300
Administrative & Support & Waste Management & Remediation Services	4,500			4,600
Education & Health Services	8,800	400	200	9,400
Education Services	1,300			1,300
Health Care & Social Assistance	7,500	400	100	8,000
Leisure and Hospitality	21,000	200	800	22,200
Accommodation & Food Services	19,000	200	800	20,200
Accommodation	10,200	*	700	11,100
Food Services and Drinking Places	8,800	100	*	9,100
Full-Service Restaurants	5,400			5,600
Other Services	2,900	200	*	3,200
GOVERNMENT	**8,000**	**700**	**200**	**8,900**
Federal Government	800	*	**	900
State Government	4,600	500	100	5,200
State Education (DOE & UH)	3,400	400	100	3,900
Local Government	2,600	100	*	2,800

*Fewer than 100. **Fewer than 50.

Note: Data rounded to nearest 100. Totals may not add due to rounding or residual categories. Not seasonally adjusted.

SOURCE: HAWAIʻI STATE DEPARTMENT OF LABOR AND INDUSTRIAL RELATIONS.

9.2.5

MEAN ANNUAL WAGE FOR THE TOP 10 MOST COMMON OCCUPATIONS, KAHULUI-WAILUKU-LAHAINA

2023 Rank	Occupation	Estimated Employees	Annual Mean Wage	Statewide Annual Wage
1	Waiters and Waitresses	2,960	$53,800	$44,620
2	Fast Food and Counter Workers	2,900	$32,890	$30,990
3	Maids and Housekeeping Cleaners	2,430	$49,860	$49,460
4	Retail Salespersons	2,420	$41,230	$39,130
5	Cooks, Restaurant	2,270	$51,130	$45,060
6	Office Clerks, General	1,980	$46,900	$44,600
7	Cashiers	1,860	$36,500	$34,050
8	General and Operations Managers	1,630	$119,440	$124,640
9	Landscaping and Groundskeeping Workers	1,340	$45,590	$42,980
10	Maintenance and Repair Workers, General	1,340	$59,690	$55,850

SOURCE: U.S. BUREAU OF LABOR STATISTICS.

9.2.6

INCOME FOR HOUSEHOLDS AND FAMILIES MAUI COUNTY

	2022		2023	
Income (in Inflation-Adjusted Dollars)	**Households**	**Families**	**Households**	**Families**
Total number	57,355	41,101	56,848	38,860
Less than $10,000	1,812	879	2,324	614
$10,000 to $14,999	2,045	631	1,607	199
$15,000 to $24,999	2,407	1,191	2,767	1,320
$25,000 to $34,999	2,984	2,162	3,966	2,130
$35,000 to $49,999	4,481	4,432	4,254	2,745
$50,000 to $74,999	8,331	5,099	9,709	6,656
$75,000 to $99,999	7,560	5,218	8,156	5,409
$100,000 to $149,999	11,877	9,413	9,566	7,624
$150,000 to $199,999	6,350	4,470	6,067	5,344
$200,000 or more	9,508	7,606	8,432	6,819
Median income	$94,760	$104,390	$83,691	$102,608
Mean income	$125,441	$134,295	$121,261	$133,154

SOURCE: U.S. CENSUS BUREAU, AMERICAN COMMUNITY SURVEY 1-YEAR ESTIMATES.

9.2.7

LONG TERM INDUSTRY EMPLOYMENT PROJECTIONS
MAUI COUNTY

Occupation	Employment 2018	Employment 2028	Number Change	Percent Change	Annual Growth
Total Employment, All Jobs	**86,870**	**90,950**	**4,080**	**4.7%**	**0.5%**
Goods Producing	**6,300**	**6,930**	**630**	**10.0%**	**1.0%**
Agriculture, Forestry, Fishing, and Hunting	1,300	1,250	-50	-3.9%	-0.4%
Construction	3,940	4,580	650	16.4%	1.5%
Manufacturing	1,060	1,100	40	4.1%	0.4%
Service Providing	**80,570**	**84,020**	**3,450**	**4.3%**	**0.4%**
Trade, Transportation, & Utilities	15,640	16,400	760	4.9%	0.5%
Wholesale Trade	1,530	1,680	160	10.1%	1.0%
Retail Trade	9,790	9,880	100	1.0%	0.1%
Transportation & Warehousing	3,840	4,360	520	13.4%	1.3%
Utilities	480	480	10	1.1%	0.1%
Information	550	520	-30	-5.6%	-0.6%
Financial Activities	3,030	3,100	70	2.3%	0.2%
Finance & Insurance	810	860	60	6.9%	0.7%
Real Estate & Rental & Leasing	2,220	2,240	20	0.9%	0.1%
Professional & Business Services	7,330	7,280	-50	-0.7%	-0.1%
Professional, Scientific, & Technical Services	1,440	1,570	130	9.3%	0.9%
Management of Companies & Enterprises	280	260	-20	-8.5%	-0.9%
Administrative & Support & Waste Management	5,610	5,450	-160	-2.8%	-0.3%
Education & Health Services	13,060	14,510	1,450	11.1%	1.1%
Educational Services	5,450	5,660	210	3.9%	0.4%
Health Care & Social Assistance	7,610	8,850	1,240	16.3%	1.5%
Leisure & Hospitality	25,170	26,070	900	3.6%	0.4%
Arts, Entertainment, & Recreation	2,420	2,380	-40	-1.7%	-0.2%
Accommodation & Food Services	22,750	23,690	940	4.1%	0.4%
Accommodation	12,440	12,460	20	0.2%	0.0%
Food Services & Drinking Places	10,310	11,230	920	9.0%	0.9%
Other Services (Except Government)	3,280	3,440	160	5.0%	0.5%
Government[1]	5,030	5,080	50	1.0%	0.1%
Total Self-Employed & Unpaid Family Workers	**7,510**	**7,600**	**100**	**1.3%**	**0.1%**

1. State Education and Hospitals are excluded from Government and included in Education and Health Services.
Note: Totals may not add due to rounding to the nearest ten.

SOURCE: STATE OF HAWAI'I, DEPARTMENT OF LABOR AND INDUSTRIAL RELATIONS, RESEARCH AND STATISTICS OFFICE.

9.3.1

CHARACTERISTICS OF THE INSURED UNEMPLOYED
MAUI COUNTY, 2023

All claimants

Characteristic	Maui/Lānaʻi Annual Average	Percent of Total	Molokaʻi Annual Average	Percent of Total
Total	**2,602**	**100.0**	**36**	**100.0**
Sex				
Male	1,284	49.4	19	53.1
Female	1,318	50.6	17	46.9
Industry				
State	14	0.5	3	7.2
County	0	0.0	0	0.0
Agriculture/Forestry/Fishing	7	0.3	3	9.0
Mining	0	0.0	0	0.0
Utilities	1	0.0	0	0.0
Construction	187	7.2	7	19.0
Manufacturing	15	0.6	0	0.2
Wholesale Trade	16	0.6	2	4.2
Retail Trade	69	2.6	0	0.0
Transportation/Warehousing	169	6.5	3	8.4
Information	18	0.7	1	1.9
Finance/Insurance	12	0.5	0	0.5
Real Estate/Rental/Leasing	72	2.8	0	0.2
Professional/Tech. Services	49	1.9	1	1.9
Management of Companies	1	0.0	0	0.0
Admin/Waste Services	497	19.1	3	7.7
Education	18	0.7	0	0.0
Health Care/Social Assistance	76	2.9	5	12.8
Arts/Entertainment/Recreation	76	2.9	1	1.9
Accommodation/Food Services	841	32.3	3	9.3
Other Services	77	3.0	1	3.7
Public Administration	0	0.0	0	0.2
Information not available	390	15.0	4	12.1
Age				
Under 22	96	3.7	1	2.6
22 to 24	120	4.6	1	3.5
25 to 34	561	21.6	6	16.7
35 to 44	623	23.9	9	24.4
45 to 54	526	20.2	6	15.8
55 to 64	446	17.1	7	20.2
65 and over	231	8.9	6	16.9
Duration				
1 to 4 weeks	926	35.6	15	41.3
5 to 14 weeks	1,260	48.4	14	37.6
15 and over	416	16.0	8	21.1

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CONTINUED

Characteristic	Maui/Lānaʻi Annual Average	Percent of Total	Molokaʻi Annual Average	Percent of Total
Occupation				
Management	99	3.8	3	9.0
Business/Finance	31	1.2	1	1.6
Computer/Math	8	0.3	0	0.0
Architecture/Engineer	4	0.1	0	0.0
Life/Physical/Social Science	9	0.3	1	1.4
Community/Social Services	11	0.4	1	2.3
Legal	3	0.1	0	0.7
Education/Training/Library	17	0.7	1	3.5
Arts/Entertainment/Sports	56	2.1	2	5.6
Health Practitioner/Tech.	17	0.7	0	0.0
Healthcare Support	18	0.7	1	2.8
Protective Services	8	0.3	0	0.5
Food Preparation/Serving	428	16.5	3	7.0
Building/Grounds Maintenance	64	2.4	1	2.3
Personal Care/Service	90	3.5	0	0.2
Sales	182	7.0	1	3.9
Office/Administrative Support	98	3.8	4	12.1
Farm/Fishing/Forestry	12	0.5	4	10.2
Construction	188	7.2	7	18.8
Installation/Repair	33	1.2	1	1.9
Production	26	1.0	0	0.9
Transportation/Moving	91	3.5	2	6.7
Information not available	1,110	42.7	3	8.6
Ethnicity				
American Indian	27	1.0	0	0.0
Chinese	13	0.5	0	0.7
Filipino	575	22.1	3	8.8
Japanese	74	2.9	0	1.2
Other Asian	66	2.5	0	0.2
Black	33	1.3	0	0.0
Hawaiian	361	13.9	24	65.9
Other Pacific Islander	105	4.0	1	2.8
White & Latino	963	37.0	5	13.7
Other	385	14.8	2	6.7
Information not available	1	0.0	0	0.0

Note: Averages and percentages may not add due to rounding.

SOURCE: HAWAI'I STATE DEPARTMENT OF LABOR AND INDUSTRIAL RELATIONS, RESEARCH AND STATISTICS OFFICE, CHARACTERISTICS OF THE INSURED UNEMPLOYED 2023.

9.3.2

LABOR FORCE STATUS AND EMPLOYMENT CHARACTERISTICS
MAUI COUNTY

Labor Force Status	2020	2021	2022	2023
Persons 16 Years and Over	**133,721**	**132,126**	**134,305**	**134,549**
In labor force	88,904	84,623	86,664	84,603
Civilian labor force	88,387	84,269	86,354	84,107
Employed	83,846	78,637	83,397	81,562
Unemployed	4,541	5,632	2,957	2,545
Armed forces	517	354	310	496
Not in labor force	44,817	47,503	47,641	49,946
Males 16 Years and Over	**65,692**	**64,578**	**66,653**	**66,280**
In labor force	45,366	41,610	45,403	42,787
Civilian labor force	44,942	41,294	45,093	42,324
Employed	42,578	38,872	43,258	40,330
Unemployed	2,364	2,422	1,835	1,994
Armed forces	424	316	310	463
Not in labor force	20,326	22,968	21,250	23,493
Females 16 Years and Over	**68,029**	**67,548**	**67,652**	**68,269**
In labor force	43,538	43,013	41,261	41,816
Civilian labor force	43,445	42,975	41,261	41,783
Employed	41,268	39,765	40,139	41,232
Unemployed	2,177	3,210	1,122	551
Armed forces	93	38	0	33
Not in labor force	24,491	24,535	26,391	26,453

SOURCE: U.S. CENSUS BUREAU, AMERICAN COMMUNITY SURVEY 1-YEAR ESTIMATES.

9.3.3

LABOR FORCE STATUS
BY CENSUS DESIGNATED PLACE (CDP), MAUI COUNTY

2023	Total	Armed Forces	Not in Labor Force	Civilian Labor Force			
				Total	Employed	Unemployed	% Unemployed
Maui Island							
Haiku-Pauwela CDP	7,358	0	2,219	5,139	4,768	371	5.0%
Hāliʻimaile CDP	850	7	361	482	422	60	7.1%
Hāna CDP	734	0	322	412	337	75	10.2%
Kāʻanapali CDP	1,075	0	592	483	394	89	8.3%
Kahului CDP	22,413	0	8,368	14,045	13,449	596	2.7%
Kapalua CDP	339	0	172	167	159	8	2.4%
Kēōkea CDP	2,303	7	799	1,497	1,386	111	4.8%
Kīhei CDP	18,526	133	5,670	12,723	11,871	852	4.6%
Kula CDP	5,290	0	2,136	3,154	3,046	108	2.0%
Lahaina CDP	9,269	8	2,531	6,730	6,342	388	4.2%
Launiupoko CDP	577	2	266	309	276	33	5.7%
Maʻalaea CDP	238	3	134	101	87	14	5.9%
Mahinahina CDP	833	0	204	629	598	31	3.7%
Makawao CDP	5,713	7	2,313	3,393	3,280	113	2.0%
Mākena CDP	114	0	72	42	40	2	1.8%
Nāpili-Honokōwai CDP	5,631	61	1,291	4,279	3,995	284	5.0%
Olinda CDP	917	0	315	602	585	17	1.9%
Olowalu CDP	43	0	7	36	36	0	0.0%
Pāʻia CDP	2,135	7	506	1,622	1,438	184	8.6%
Pukalani CDP	7,252	59	2,626	4,567	4,276	291	4.0%
Waiheʻe-Waiehū CDP	8,937	79	3,163	5,695	5,504	191	2.1%
Waikapū CDP	2,673	4	779	1,890	1,847	43	1.6%
Wailea CDP	5,912	17	2,765	3,130	2,936	194	3.3%
Wailuku CDP	12,591	31	4,698	7,862	7,605	257	2.0%
Molokaʻi							
Kaunakakai CDP	2,679	0	1,119	1,560	1,483	77	2.9%
Kualapuʻu CDP	1,737	21	828	888	829	59	3.4%
Maunaloa CDP	185	0	45	140	137	3	1.6%
Ualapuʻe CDP	388	0	181	207	198	9	2.3%
Lānaʻi							
Lānaʻi City CDP	2,515	13	839	1,663	1,625	38	1.5%
Manele CDP	50	0	39	11	11	0	0.0%

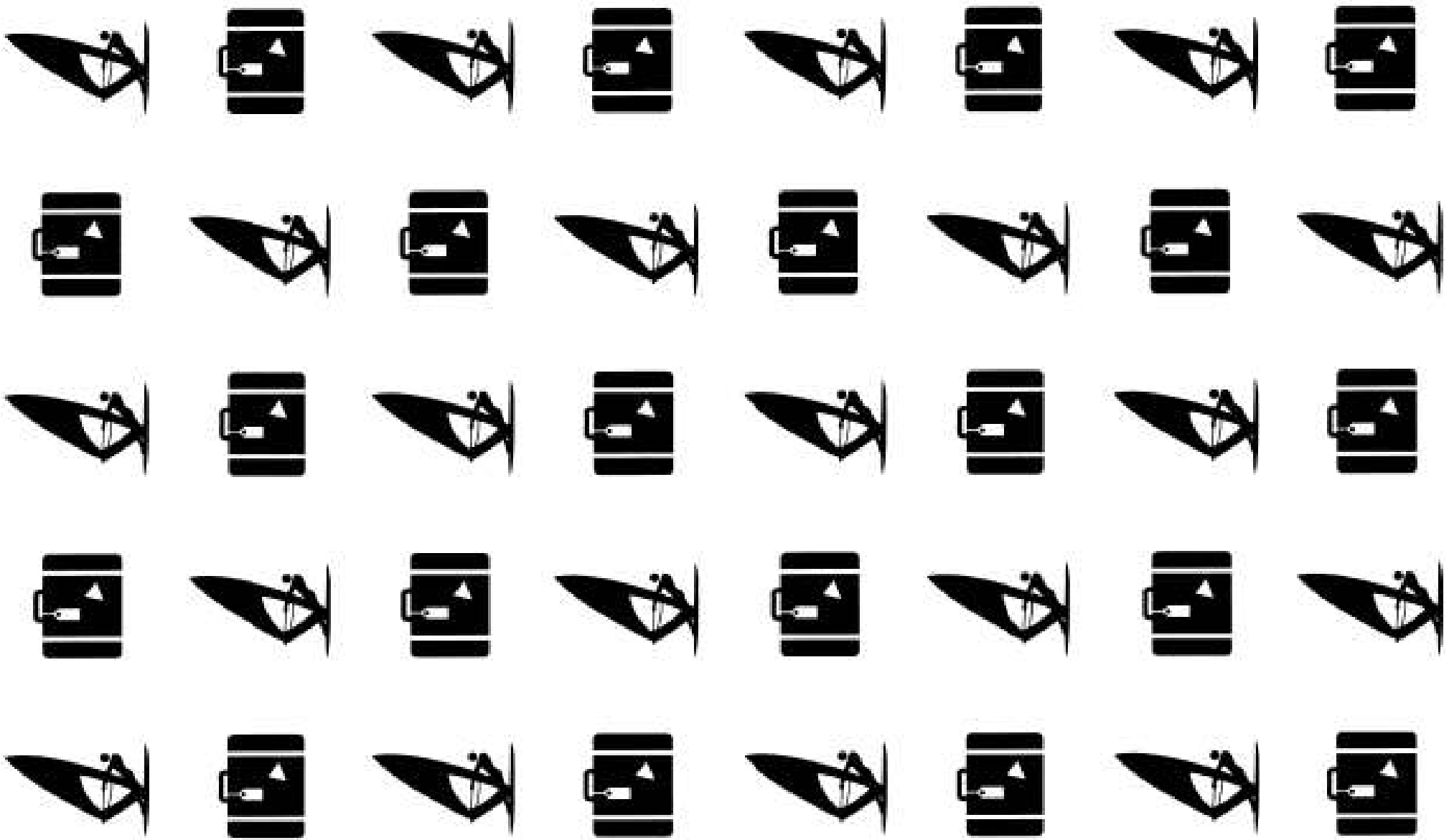
SOURCE: U.S. CENSUS BUREAU, AMERICAN COMMUNITY SURVEY 2019-2023 FIVE-YEAR ESTIMATES.

WORKERS' COMPENSATION STATISTICS
MAUI COUNTY

	2015	2016	2017	2018	2019
Maui					
Reported	2,816	2,732	2,686	2,785	2,822
Processed	5,679	5,353	5,123	5,204	5,313
With cost	4,080	4,005	3,708	3,778	3,812
Cost	$35,527,485	$38,148,063	$38,252,727	$41,298,645	$40,978,912
Days lost	125,178	121,896	113,135	111,827	124,245
Molokaʻi					
Reported	65	58	52	46	59
Processed	140	125	109	110	123
With cost	83	85	72	64	85
Cost	$844,884	$745,304	$731,548	$524,128	$731,963
Days lost	2,601	2,549	2,098	2,288	4,273
Lānaʻi					
Reported	98	99	78	117	139
Processed	195	182	163	181	217
With cost	153	144	114	122	144
Cost	$2,284,220	$1,648,290	$2,019,567	$1,310,617	$1,122,347
Days lost	4,869	4,711	4,640	4,498	4,163
Maui County					
Reported	2,979	2,889	2,816	2,948	3,020
Processed	6,014	5,660	5,395	5,495	5,653
With cost	4,316	4,234	3,894	3,964	4,041
Cost	$38,656,589	$40,451,657	$41,003,842	$43,133,390	$42,833,222
Days lost	132,648	129,156	119,873	118,613	132,681
Reported fatality	3	2	3	3	3

SOURCE: HAWAIʻI STATE DEPARTMENT OF LABOR AND INDUSTRIAL RELATIONS, RESEARCH AND STATISTICS OFFICE, WORKERS' COMPENSATION DATA BOOK (ANNUAL).

Visitor Industry & Recreation



Section 10

VISITOR INDUSTRY & RECREATION

This section presents statistics on numbers of visitors, visitor plant inventory, and visitor expenditures. In addition you will find information about recreation on the islands including attendance at recreational events, and visitors to Maui County attractions.

Information on tourism is supplied primarily by the Hawai‘i Tourism Authority. They have assumed the collection and analysis of visitor data since 2009.

There were 2,531,196 visitor arrivals in Maui County in 2023.

10.1.1

VISITORS TO MAUI COUNTY BY MONTH

Arrivals by air

2023	Maui	Molokaʻi	Lānaʻi	Maui County
All Visitors				
January	231,644	3,030	4,356	234,630
February	220,988	2,346	3,932	223,606
March	279,014	3,197	5,125	282,035
April	245,080	2,716	5,156	248,666
May	241,293	2,552	5,113	244,298
June	278,654	2,960	4,808	281,464
July	297,082	3,988	6,246	300,128
August	113,771	2,101	4,476	118,201
September	93,027	1,932	3,223	95,831
October	134,493	2,145	2,950	136,928
November	162,470	3,566	4,358	164,941
December	197,520	2,691	4,128	200,468
Total	**2,495,038**	**33,224**	**53,870**	**2,531,196**
Domestic Visitors				
January	200,110	2,630	3,588	202,718
February	193,535	2,060	3,479	195,981
March	239,301	2,420	4,268	242,010
April	221,660	2,121	3,813	224,099
May	223,863	2,170	3,998	226,362
June	257,015	2,451	4,364	259,694
July	271,092	2,577	4,378	273,916
August	102,768	1,689	2,652	105,329
September	84,005	1,283	2,518	86,501
October	120,936	1,686	2,478	123,234
November	136,671	1,698	2,327	138,782
December	172,516	2,094	3,097	175,097
Total	**2,223,473**	**24,878**	**40,958**	**2,253,722**
International Visitors				
January	31,534	400	767	31,912
February	27,453	286	453	27,625
March	39,713	776	858	40,026
April	23,420	595	1,343	24,567
May	17,430	382	1,115	17,936
June	21,639	510	444	21,770
July	25,990	1,411	1,869	26,212
August	11,003	412	1,824	12,872
September	9,022	649	705	9,330
October	13,558	459	472	13,694
November	25,799	1,868	2,030	26,159
December	25,004	597	1,031	25,371
Total	**271,565**	**8,346**	**12,912**	**277,475**

SOURCE: HAWAIʻI TOURISM AUTHORITY, ANNUAL VISITOR RESEARCH REPORT.

10.1.2

LENGTH OF STAY AND AVERAGE DAILY CENSUS BY ISLAND, MAUI COUNTY

Arrivals by air

	2019	2020	2021	2022	2023
Length of Stay (days)					
All Visitors					
Maui	7.92	9.53	8.69	8.16	8.09
Molokaʻi	4.54	6.93	7.09	5.92	5.45
Lānaʻi	3.20	4.64	4.91	4.11	3.58
Domestic					
Maui	8.02	9.57	8.59	8.05	8.01
Molokaʻi	5.70	8.37	7.13	6.25	6.42
Lānaʻi	3.95	5.04	4.94	4.31	4.19
International					
Maui	7.32	9.23	14.46	9.35	8.76
Molokaʻi	1.79	2.27	3.61	3.15	2.56
Lānaʻi	1.47	2.13	2.47	2.51	1.66
Average Daily Census					
All Visitors					
Maui	66,363	20,637	54,866	65,287	55,300
Molokaʻi	783	322	500	703	496
Lānaʻi	738	227	644	766	529
Domestic					
Maui	57,341	18,131	53,209	58,924	48,781
Molokaʻi	691	297	498	664	438
Lānaʻi	636	213	640	713	470
International					
Maui	9,022	2,506	1,656	6,364	6,519
Molokaʻi	92	25	2	39	58
Lānaʻi	102	14	4	53	59

SOURCE: HAWAIʻI TOURISM AUTHORITY, ANNUAL VISITOR RESEARCH REPORT.

AVERAGE DAILY VISITOR CENSUS BY COUNTY

Average number of visitors present in each county on any given day
Arrivals by air

Year	Maui	Hawai'i	Kaua'i	O'ahu	State
1991	37,060	17,535	17,720	75,008	147,323
1992	41,854	19,297	13,516	77,999	152,666
1993	42,132	18,974	8,283	78,108	147,498
1994	42,933	18,902	13,268	81,526	156,630
1995	42,751	18,547	14,439	81,362	157,098
1996	42,724	19,337	15,615	81,054	158,730
1997	43,383	21,656	15,999	76,150	157,188
1998	42,864	23,993	17,909	72,623	157,389
1999	43,992	22,736	18,214	79,497	164,439
2000	43,854	21,831	18,041	84,911	168,637
2001	40,651	21,064	16,830	79,702	158,247
2002	41,795	21,811	17,046	79,545	160,195
2003	44,510	21,934	17,828	76,776	161,048
2004	45,517	23,376	18,869	83,718	171,481
2005	48,414	27,768	19,675	89,588	185,445
2006	51,034	28,336	20,903	89,167	189,441
2007	51,222	27,891	22,207	88,092	189,412
2008	46,038	24,842	19,855	81,751	172,487
2009	42,864	23,204	18,690	80,324	165,082
2010	47,421	24,773	19,548	86,207	177,949
2011	49,481	26,550	20,814	88,979	185,824
2012	52,401	28,559	22,318	97,989	201,267
2013	54,233	29,255	23,334	96,054	202,876
2014	55,988	30,172	23,617	96,440	206,217
2015	58,211	31,408	24,533	99,782	213,934
2016	59,982	31,845	24,842	101,006	217,675
2017	61,868	35,412	26,364	105,141	228,785
2018	65,954	35,024	28,463	110,901	240,341
2019	67,885	35,556	27,695	114,596	245,733
2020	21,187	13,641	8,034	35,054	77,915
2021	56,010	30,041	19,194	73,693	178,938
2022	66,756	37,701	28,604	99,092	232,154
2023	56,325	38,405	29,002	110,992	234,724

SOURCE: HAWAI'I TOURISM AUTHORITY, ANNUAL VISITOR RESEARCH REPORT.

10.1.4

DOMESTIC VISITOR ARRIVALS FROM TOP U.S. CBSAS
MAUI COUNTY

Arrivals by air

2023	Maui	Molokaʻi	Lānaʻi	County	State
Anchorage	15,771	586	147	16,196	68,309
Atlanta	18,528	271	526	18,829	66,998
Austin	19,429	222	463	19,695	63,843
Bakersfield	5,454	54	85	5,520	21,604
Baltimore	7,425	92	186	7,534	30,979
Bellingham	5,184	56	53	5,240	16,292
Boise City	13,504	129	236	13,654	44,684
Boston	17,979	172	425	18,257	60,364
Bremerton	5,723	82	78	5,823	22,956
Charlotte	7,184	96	219	7,273	22,431
Chicago	49,187	468	1,138	49,914	139,811
Cincinnati	7,347	87	127	7,439	21,561
Cleveland	5,977	83	105	6,051	17,485
Colorado Springs	7,012	80	144	7,132	27,573
Dallas	45,159	395	1,022	45,766	141,019
Denver	42,605	377	749	43,117	135,368
Detroit	14,964	138	311	15,146	41,332
Eugene	6,137	76	59	6,222	19,679
Fresno	10,551	83	133	10,639	36,451
Houston	27,888	287	691	28,300	97,058
Indianapolis	8,655	95	195	8,761	24,509
Kansas City	13,019	160	270	13,162	39,187
Las Vegas	30,374	381	624	30,887	121,592
Los Angeles	217,530	1,433	3,963	220,643	858,538
Miami	12,791	143	440	12,985	39,163
Minneapolis	28,346	244	463	28,572	76,682
Modesto	6,817	56	93	6,883	23,571
New York	49,819	636	1,442	50,802	174,599
Ogden	9,936	107	125	10,044	39,054
Olympia	5,747	89	52	5,823	21,443

CONTINUES ON THE NEXT PAGE

10.1.4

CONTINUED

2023	Maui	Molokaʻi	Lānaʻi	County	State
Orlando	7,009	99	160	7,108	25,869
Oxnard	17,337	124	248	17,551	60,168
Philadelphia	15,490	172	407	15,712	49,060
Phoenix	62,542	501	1,016	63,245	206,491
Pittsburgh	6,496	99	135	6,584	18,638
Portland	64,391	740	801	65,233	218,441
Provo	11,330	140	205	11,511	50,310
Reno	10,357	99	141	10,492	34,547
Riverside-San Bernardino	48,965	429	815	49,528	198,862
Sacramento	61,366	432	764	61,849	205,053
Salem	6,736	79	99	6,836	22,677
Salinas	5,788	57	93	5,873	22,815
Salt Lake City	20,879	192	331	21,160	75,892
San Antonio	9,864	141	248	10,041	42,390
San Diego	69,158	589	1,059	70,067	289,733
San Francisco	159,786	1,201	2,343	161,700	602,697
San Jose	68,265	409	859	68,836	271,757
San Luis Obispo	6,196	64	97	6,268	19,894
Santa Cruz	8,312	119	121	8,438	28,902
Santa Maria	7,150	62	223	7,305	26,192
Santa Rosa	14,525	101	188	14,694	44,065
Seattle	117,362	1,163	1,519	118,839	427,112
Spokane	10,863	159	190	11,039	33,715
St. Louis	12,878	164	247	13,028	38,018
Stockton	11,337	130	151	11,496	44,662
Tampa	8,312	105	187	8,409	28,277
Tucson	7,740	84	141	7,870	30,147
Vallejo	9,566	104	141	9,684	38,629
Virginia Beach	3,294	63	110	3,364	20,246
Washington D.C.	23,783	368	534	24,139	102,006

CBSA: Core Based Statistics Area

SOURCE: HAWAIʻI TOURISM AUTHORITY, ANNUAL VISITOR RESEARCH REPORT, AND U.S. CENSUS BUREAU.

10.1.5

VISITOR ARRIVALS
MAUI COUNTY

Year	International	Domestic	By Ship[1]	Total
1998	527,950	1,776,165	33,093	2,304,115
1999	480,471	1,866,531	41,840	2,347,002
2000	470,035	1,834,631	32,288	2,336,954
2001	418,518	1,685,960	41,288	2,145,766
2002	369,324	1,770,103	58,853	2,198,280
2003	296,273	1,900,174	43,514	2,239,961
2004	270,029	1,937,797	69,427	2,277,253
2005	265,749	2,080,731	43,514	2,389,994
2006	299,679	2,198,555	106,039	2,567,136
2007	297,230	2,224,813	125,331	2,638,809
2008	278,532	1,850,510	105,148	2,234,190
2009	243,909	1,688,448	95,056	2,027,413
2010	294,572	1,828,063	99,483	2,222,118
2011	342,427	1,868,986	121,382	2,332,795
2012	400,611	1,952,718	264,113	2,617,442
2013	442,842	1,958,891	275,066	2,676,799
2014	445,057	2,011,878	228,992	2,456,935
2015	463,377	2,115,934	228,674	2,579,311
2016	470,232	2,207,858	216,250	2,678,089
2017	482,997	2,303,733	255,846	2,786,729
2018	490,187	2,473,377	251,749	2,963,564
2019	460,345	2,650,787	273,050	3,111,131
2020	100,810	706,499	50,449	807,308
2021 [2]	42,007	2,298,908	0	2,340,915
2022	251,587	2,717,808	145,879	2,969,395
2023	277,475	2,253,722	222,677	2,531,196

1. Visitor arrivals by ships until 2011. Visitor arrivals by ships and by air starting in 2012.
2. Due to the “Condtional Sail” order enforced by the U.S. Centers for Disease Control (CDC), there were no cruise ships in Hawaii in 2021.

Source: Hawai'i Tourism Authority, Annual Visitor Research Report.

10.1.6

NATION OF RESIDENCE OF VISITORS TO MAUI COUNTY

Arrivals by air

2023	Maui	Molokaʻi	Lānaʻi
Total	**2,495,038**	**33,224**	**53,870**
United States	**2,091,414**	**22,705**	**38,299**
Canada	**215,713**	**2,582**	**3,688**
Asia	**29,814**	**3,026**	**1,124**
China	11,383	587	489
Hong Kong	5,232	78	75
Japan	744	4	15
Korea	10,518	284	528
Singapore	682	5	7
Taiwan	1,255	71	10
Oceania	**24,736**	**1,863**	**2,391**
Australia	19,735	1,593	2,095
New Zealand	5,001	270	296
Europe	**38,675**	**1,164**	**1,846**
United Kingdom	9,693	104	239
France	4,276	65	60
Germany	14,664	527	182
Italy	3,482	49	391
Switzerland	6,561	420	973
Latin America	**8,713**	**127**	**466**
Argentina	2,369	22	80
Brazil	2,310	45	86
Mexico	4,034	60	299
Other	**85,974**	**3,753**	**6,057**

SOURCE: HAWAIʻI TOURISM AUTHORITY, ANNUAL VISITOR RESEARCH REPORT.

10.1.7

TOTAL AIR SEATS OPERATED TO KAHULUI AIRPORT

	2020	2021	2022	2023
TOTAL SEATS	**1,102,166**	**3,020,388**	**3,290,742**	**2,819,178**
Scheduled	1,090,974	2,997,073	3,287,123	2,817,311
Charter	11,192	23,315	3,619	1,867
DOMESTIC SEATS	**1,015,080**	**2,955,085**	**3,065,230**	**2,625,759**
Scheduled Seats	1,008,976	2,931,944	3,061,611	2,623,892
Charter Seats	6,104	23,141	3,619	1,867
US West	**912,989**	**2,690,125**	**2,782,144**	**2,442,360**
Anchorage	11,448	23,850	9,063	15,155
Denver	38,235	69,370	146,531	105,249
Las Vegas	8,694	101,437	109,403	155,358
Los Angeles	220,612	648,204	674,078	534,925
Oakland	80,031	180,271	193,662	177,205
Phoenix	37,240	149,425	163,210	133,473
Portland	54,735	132,792	120,607	120,648
Sacramento	47,271	120,134	123,899	101,773
Salt Lake City	18,760	50,210	30,756	23,792
San Diego	41,556	180,889	155,851	118,881
San Francisco	147,730	341,349	400,231	349,809
San Jose	66,471	213,190	214,268	190,027
Seattle	140,206	348,466	326,356	327,067
US East	**95,987**	**241,819**	**279,467**	**181,532**
Atlanta	0	0	11,280	22,842
Chicago	23,894	57,465	76,116	35,721
Dallas	72,093	169,491	173,868	119,796
INTERNATIONAL SEATS	**87,086**	**65,303**	**225,512**	**193,419**
Canada	**81,998**	**65,129**	**225,512**	**193,419**
Calgary	30,964	8,590	49,203	38,068
Edmonton	0	0	2,610	4,002
Toronto	0	1,490	8,599	5,066
Vancouver	51,034	55,049	165,100	146,283

SOURCE: HAWAI'I TOURISM AUTHORITY, ANNUAL VISITOR RESEARCH REPORT.

10.1.8

HOTEL OCCUPANCY AND ROOM RATES
MAUI ISLAND

Month, 2023	Occupancy	Average Daily Rate ($)	Revenue per Available Room ($)
January	67.6%	635.21	429.38
February	71.0%	655.19	465.29
March	70.5%	645.61	454.93
April	65.4%	609.10	398.47
May	63.3%	539.11	341.47
June	67.2%	623.00	418.74
July	67.4%	656.16	442.33
August	52.2%	563.62	294.02
September	62.7%	533.86	334.60
October	66.5%	505.96	336.35
November	68.6%	497.47	341.35
December	68.7%	611.97	420.36
Total	**66.1%**	**$591.09**	**$390.46**

SOURCE: HAWAI'I TOURISM AUTHORITY, ANNUAL VISITOR RESEARCH REPORT.

10.2.1

CLASS OF VISITOR ACCOMMODATION UNITS BY ISLAND

	2019	2020	2021	2022	2023
Maui					
Budget (up to $100)	0.8%	0.7%	0.7%	0.7%	0.7%
Standard ($101 to $250)	18.1%	18.5%	17.0%	15.6%	16.1%
Deluxe ($251 to $500)	25.2%	26.1%	28.1%	31.7%	29.0%
Luxury (over $500 per night)	55.9%	54.7%	54.2%	52.0%	54.2%
Molokaʻi					
Budget (up to $100)	2.2%	0.6%	0.6%	0.7%	1.1%
Standard ($101 to $250)	93.5%	94.8%	95.9%	95.3%	95.8%
Deluxe ($251 to $500)	3.8%	4.0%	3.5%	4.0%	3.2%
Luxury (over $500 per night)	0.5%	0.6%	0.0%	0.0%	0.0%
Lānaʻi					
Budget (up to $100)	0.0%	0.0%	0.0%	0.0%	0.0%
Standard ($101 to $250)	2.6%	1.2%	1.2%	1.2%	1.2%
Deluxe ($251 to $500)	3.9%	29.7%	29.7%	29.7%	3.1%
Luxury (over $500 per night)	93.4%	69.1%	69.1%	69.1%	95.7%
Hawaiʻi Island					
Budget (up to $100)	10.6%	10.7%	8.4%	7.8%	6.9%
Standard ($101 to $250)	23.4%	24.5%	25.4%	22.0%	21.5%
Deluxe ($251 to $500)	35.3%	32.7%	33.0%	20.6%	30.6%
Luxury (over $500 per night)	30.7%	32.0%	33.2%	49.6%	41.0%
Kauaʻi					
Budget (up to $100)	2.4%	2.4%	1.5%	1.6%	1.5%
Standard ($101 to $250)	32.5%	32.6%	31.6%	24.2%	26.7%
Deluxe ($251 to $500)	23.4%	22.1%	23.4%	29.1%	25.7%
Luxury (over $500 per night)	41.8%	43.0%	43.5%	45.1%	46.2%
Oʻahu					
Budget (up to $100)	2.4%	2.4%	3.2%	1.7%	1.3%
Standard ($101 to $250)	29.6%	29.8%	28.5%	29.1%	24.7%
Deluxe ($251 to $500)	33.5%	34.8%	36.1%	34.1%	36.0%
Luxury (over $500 per night)	34.5%	33.0%	32.1%	35.2%	37.9%
Statewide					
Budget (up to $100)	3.2%	3.2%	3.2%	2.2%	1.9%
Standard ($101 to $250)	26.5%	26.7%	25.8%	24.6%	22.4%
Deluxe ($251 to $500)	30.7%	31.2%	32.6%	31.2%	32.6%
Luxury (over $500 per night)	39.7%	38.9%	38.5%	42.0%	43.1%

Note: Totals may not sum to 100% due to rounding.

SOURCE: HAWAIʻI TOURISM AUTHORITY, VISITOR PLANT INVENTORY.

VISITOR PLANT INVENTORY
BY ISLAND AND TYPE, MAUI COUNTY

	2020		2021		2022		2023	
	Prop	Units	Prop	Units	Prop	Units	Prop	Units
Maui								
Apartment/Hotel	0	15	0	15	0	15	0	0
Bed & Breakfast	58	192	62	197	72	221	74	195
Condo Hotel	52	4,112	47	3,726	44	3,501	38	3,069
Hostel	3	62	3	62	3	62	2	44
Hotel	29	7,251	29	7,361	28	7,372	27	7,343
Vacation Rental Unit	229	6,056	202	6,334	195	6,750	208	6,924
Timeshare	27	3,679	27	3,679	26	3,643	32	3,652
Other	2	40	2	40	2	40	2	40
Total	**400**	**21,407**	**372**	**21,414**	**370**	**21,604**	**383**	**21,267**
Molokaʻi								
Apartment/Hotel	0	0	0	0	0	0	0	0
Bed & Breakfast	1	1	1	1	1	1	1	1
Condo Hotel	2	95	2	80	2	80	2	80
Hostel	0	0	0	0	0	0	0	0
Hotel	0	0	0	0	0	0	0	0
Vacation Rental Unit	24	175	22	196	20	236	12	236
Timeshare	1	7	1	7	1	7	1	7
Other	0	0	0	0	0	0	0	0
Total	**28**	**278**	**26**	**284**	**24**	**324**	**16**	**324**
Lānaʻi								
Apartment/Hotel	0	0	0	0	0	0	0	0
Bed & Breakfast	0	0	0	0	0	0	0	0
Condo Hotel	0	0	0	0	0	0	0	0
Hostel	0	0	0	0	0	0	0	0
Hotel	3	320	3	320	3	320	3	320
Vacation Rental Unit	1	4	1	4	2	6	2	6
Timeshare	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0
Total	**4**	**324**	**4**	**324**	**5**	**326**	**5**	**326**

Prop: Number of properties

SOURCE: HAWAIʻI TOURISM AUTHORITY, VISITOR PLANT INVENTORY.

10.2.3

SUMMARY OF VISITOR PLANT INVENTORY BY AREA AND TYPE, MAUI ISLAND

Area/Type, 2023	Properties	Units
Hāna		
Bed & Breakfast	4	5
Condo Hotel	1	17
Hotel	1	75
Vacation Rental Unit	4	6
Other	1	4
Kahului-Wailuku		
Bed & Breakfast	12	30
Hostel	2	44
Hotel	5	487
Vacation Rental Unit	14	44
Kula-Makawao		
Bed & Breakfast	27	78
Hotel	1	5
Vacation Rental Unit	10	13
Other	1	24
West Maui		
Bed & Breakfast	3	10
Condo Hotel	26	2,380
Hotel	9	3,524
Vacation Rental Unit	65	2,559
Timeshare	19	3,091
Other	0	12
Ma‘alaea		
Vacation Rental Unit	12	383
Wailea-Kīhei		
Bed & Breakfast	28	72
Condo Hotel	11	672
Hotel	11	3,252
Vacation Rental Unit	103	3,919
Timeshare	13	561

SOURCE: HAWAIʻI TOURISM AUTHORITY, VISITOR PLANT INVENTORY.

10.2.4

VISITOR PLANT INVENTORY
MAUI COUNTY

Year	Available Units
1991	18,702
1992	19,290
1993	19,127
1994	18,804
1995	NA
1996	17,824
1997	18,552
1998	18,650
1999	18,609
2000	18,270
2001	18,234
2002	17,992
2003	18,303
2004	18,445
2005	19,220
2006	19,571
2007	19,879
2008	19,653
2009	20,151
2010	20,383
2011	21,745
2012	20,441
2013	18,691
2014	18,694
2015	21,413
2016	21,899
2017	21,723
2018	21,829
2019	21,773
2020	22,009
2021	22,022
2022	22,254
2023	21,917

NA: Not available

SOURCE: HAWAI'I TOURISM AUTHORITY, VISITOR PLANT INVENTORY.

10.3.1

DAILY EXPENDITURES PER PERSON BY ISLAND

Arrivals by air

2023	Maui	Molokaʻi	Lānaʻi	Hawaiʻi	Kauaʻi	Oʻahu
Total Spending	**$287.08**	**$188.28**	**$626.11**	**$216.06**	**$263.80**	**$219.44**
Lodging	**151.12**	**91.24**	**316.17**	**95.97**	**133.11**	**97.85**
Total Food and Beverage	**55.86**	**21.07**	**111.48**	**45.71**	**50.70**	**45.89**
Restaurants	34.65	8.72	87.68	29.95	32.23	29.91
Dinner shows and cruises	7.17	0.60	3.05	3.44	5.31	6.28
Groceries and snacks	14.04	11.75	20.75	12.32	13.15	9.70
Entertainment & Recreation	**23.73**	**10.16**	**75.82**	**19.88**	**24.70**	**21.75**
Total Transportation	**26.03**	**34.33**	**40.63**	**29.74**	**28.92**	**17.51**
Interisland airfare	1.64	7.17	16.54	3.65	2.26	1.32
Ground transportation	1.05	0.57	3.25	1.01	0.87	2.60
Rental vehicles	21.82	26.05	19.97	22.97	24.71	12.33
Gasoline, parking, etc.	1.52	0.54	0.87	2.12	1.08	1.25
Total Shopping	**21.11**	**26.64**	**40.68**	**16.97**	**17.75**	**27.91**
Fashion and clothing	8.59	5.70	16.60	5.82	7.13	9.36
Jewelry and watches	2.91	17.11	11.47	1.93	3.18	2.86
Cosmetics, perfume	0.25	0.04	0.13	0.26	0.18	1.11
Leather goods	1.53	0.00	0.00	0.19	0.17	5.56
Hawai'i food products	2.78	1.34	5.63	4.50	3.04	3.74
Souvenirs	5.06	2.45	6.86	4.28	4.04	5.28
All Other Expenses	**9.22**	**4.84**	**41.32**	**7.78**	**8.62**	**8.53**

Note: Sums may not add up to total due to rounding.

SOURCE: HAWAIʻI TOURISM AUTHORITY, ANNUAL VISITOR RESEARCH REPORT.

10.3.2

CRUISE VISITOR PER PERSON PER DAY SPENDING BY ISLAND

2023	Maui	Hawai‘i	Kaua‘i	O‘ahu	State
Total Spending	**$77.11**	**$83.12**	**$74.56**	**$153.99**	**$295.19**
Lodging	**12.88**	**8.96**	**11.85**	**48.27**	**24.94**
Total Food and Beverage	**10.93**	**12.85**	**9.27**	**29.71**	**18.29**
Restaurants	8.48	9.39	6.75	21.17	13.26
Dinner shows	0.85	0.67	1.17	4.76	2.32
Groceries and snacks	1.60	2.78	1.35	3.78	2.72
Entertainment and Recreation	**3.73**	**4.44**	**4.32**	**9.72**	**6.30**
Shore Tour	**25.07**	**26.11**	**26.91**	**19.76**	**23.82**
Total Transportation	**8.13**	**8.42**	**7.86**	**16.32**	**11.27**
Interisland airfare	1.22	1.24	1.36	1.74	1.45
Ground transportation	2.54	3.15	2.09	8.05	4.68
Rental car, moped	3.83	3.50	3.83	5.68	4.47
Other transportation	0.55	0.53	0.57	0.84	0.66
Total Shopping	**13.74**	**19.20**	**12.05**	**25.23**	**19.41**
Fashion and clothing	4.88	5.51	4.31	10.04	6.97
Jewelry and watches	2.39	2.05	1.90	3.11	2.51
Cosmetics, perfume	0.38	0.38	0.16	1.01	0.60
Leather goods	0.48	0.38	0.18	1.31	0.71
Hawai‘i food products	1.33	4.97	1.46	3.07	3.01
Souvenirs	4.28	5.90	4.03	6.69	5.62
All Other Spending Outside Ship	**2.62**	**3.15**	**2.31**	**5.00**	**3.64**
Unallocated and On Ship Spending[1]	**-**	**-**	**-**	**-**	**187.53**

1. Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.

SOURCE: HAWAI'I TOURISM AUTHORITY, ANNUAL VISITOR RESEARCH REPORT.

10.3.3

SUMMARY VISITOR CHARACTERISTICS
MAUI COUNTY

Arrivals by air

2023	Total	Domestic	International
Islands Visited			
Oʻahu	610,196	491,190	119,006
Maui County	2,531,196	2,253,722	277,475
Maui	2,495,038	2,223,473	271,565
Maui Only	1,708,416	1,565,776	142,640
Molokaʻi	33,224	24,878	8,346
Molokaʻi Only	5,387	5,203	184
Lānaʻi	53,870	40,958	12,912
Lānaʻi Only	9,489	9,114	375
Kauaʻi	278,616	240,187	38,429
Hawaiʻi Island	310,394	264,726	45,668
Kona	269,897	229,225	40,672
Hilo	175,994	145,627	30,367
Visit Status			
First-Time (%)	29.1	27.3	43.4
Repeat (%)	70.9	72.7	56.6
Average Number of Trips	5.65	5.93	3.35
Party Size			
Average Party Size	2.32	2.30	2.45
Accommodations			
Hotel	1,220,928	1,081,122	139,806
Hotel Only	926,523	831,948	94,575
Condo	689,443	588,930	100,513
Condo Only	556,212	480,521	75,691
Timeshare	263,861	245,100	18,761
Timeshare Only	206,935	193,193	13,742
Rental House	291,993	260,860	31,133
Hostel	25,238	18,644	6,594
Camp Site, Beach	24,841	18,884	5,958
Bed & Breakfast	29,536	25,663	3,872
Cruise Ship	107,216	97,541	9,674
Friends or Relatives	207,749	194,484	13,265

SOURCE: HAWAIʻI TOURISM AUTHORITY, ANNUAL VISITOR RESEARCH REPORT.

10.3.4

SUMMARY VISITOR CHARACTERISTICS BY ISLAND, MAUI COUNTY

Arrivals by air

2023	Maui	Molokaʻi	Lānaʻi
Islands Visited			
Oʻahu	593,957	20,355	26,376
Maui County	2,495,038	33,224	53,870
Maui	2,495,038	19,748	30,626
Molokaʻi	19,748	33,224	9,479
Lānaʻi	30,626	9,479	53,870
Kauaʻi	272,074	12,108	17,979
Hawaiʻi Island	305,083	13,245	16,707
Kona	265,374	12,139	15,568
Hilo	173,657	10,722	12,627
Island only	1,708,416	5,387	9,489
Visit Status			
First-Time (%)	29.1	40.2	40.9
Repeat (%)	70.9	59.8	59.1
Average Number of Trips	5.64	5.34	4.61
Party Size			
Average Party Size	2.32	2.07	2.20
Accommodations			
Hotel	1,199,929	15,201	33,103
Hotel Only	909,275	8,216	24,781
Condo	684,041	8,731	9,704
Condo Only	552,478	5,929	7,127
Timeshare	261,832	1,589	3,180
Timeshare Only	205,413	797	2,415
Rental House	287,582	4,194	5,037
Hostel	24,834	686	610
Camp Site, Beach	24,467	1,081	1,076
Bed & Breakfast	29,165	813	675
Cruise Ship	106,769	3,854	5,080
Friends or Relatives	201,865	5,809	4,868

SOURCE: HAWAIʻI TOURISM AUTHORITY, ANNUAL VISITOR RESEARCH REPORT.

TOTAL CRUISE PASSENGERS BY MMA
MAUI COUNTY

	Visitors	US West	US East	Canada	Oceania	Europe	Other	Hawai'i Residents	Total
2018									
Maui	237,713	62,181	103,067	23,882	20,583	9,239	18,760	3,808	241,521
Moloka'i	2,911	1,396	944	114	112	101	244	0	2,911
Lāna'i	4,551	1,980	1,548	292	111	104	515	73	4,624
2019									
Maui	255,221	70,325	101,460	30,203	19,314	11,365	22,553	4,008	259,229
Moloka'i	3,647	1,397	1,440	240	118	219	231	14	3,661
Lāna'i	5,697	2,470	1,993	371	158	202	502	14	5,711
2020 [1]									
Maui	50,132	15,871	23,387	4,523	1,325	2,586	2,440	313	50,445
Moloka'i	785	367	300	0	6	23	89	0	785
Lāna'i	1,186	431	556	68	6	59	66	0	1,186
2021 [2]									
Maui	0	0	0	0	0	0	0	0	0
Moloka'i	0	0	0	0	0	0	0	0	0
Lāna'i	0	0	0	0	0	0	0	0	0
2022									
Maui	144,810	43,722	64,349	20,625	4,114	6,118	5,882	1,069	145,879
Moloka'i	1,340	496	520	73	0	52	199	0	1,340
Lāna'i	2,649	986	1,091	149	33	52	338	0	2,649
2023									
Maui	222,317	57,562	104,264	20,290	17,892	9,822	12,487	3,610	225,927
Moloka'i	3,779	1,435	1,368	313	305	116	242	17	3,796
Lāna'i	6,085	2,351	1,840	483	795	243	373	17	6,102

1. Cruise data are from January - March 2020. Due to the "No Sail" order enforced by the U.S. Centers for Disease Control (CDC), there were no cruise ships in Hawaii from April - December 2020.
2. Due to the "Conditional Sail" order enforced by the U.S. Centers for Disease Control (CDC), there were no cruise ships in Hawaii in 2021.
MMA: Major Market Area

SOURCE: HAWAI'I TOURISM AUTHORITY, ANNUAL VISITOR RESEARCH REPORT.

10.3.6

CRUISE AND PASSENGER SHIP SCHEDULE
KAHULUI AND LAHAINA HARBORS

	Ships Scheduled			
	2020	2021	2022	2023 [1]
Kahului Harbor				
January	4	0	NA	6
February	5	0	NA	5
March	5	0	NA	4
April	10	0	NA	7
May	3	5	NA	6
June	4	4	NA	4
July	4	4	NA	5
August	5	5	NA	4
September	8	5	NA	7
October	8	8	NA	11
November	5	7	NA	9
December	5	5	1	7
Total	**66**	**43**	**NA**	**75**
Lahaina Small Boat Harbor				
January	3	0	NA	8
February	5	0	NA	10
March	8	0	NA	8
April	9	0	NA	12
May	7	4	NA	7
June	1	1	NA	1
July	0	0	NA	1
August	0	0	NA	1
September	7	4	NA	0
October	7	6	NA	2
November	6	4	NA	2
December	4	3	1	6
Total	**57**	**22**	**NA**	**58**

1. Source: CruiseMapper.com

NA: Not available

Note: Schedules are tentative.

SOURCE: HAWAIʻI STATE DEPARTMENT OF TRANSPORTATION, HARBORS DIVISION, MAUI PASSENGER AND CRUISE VESSELS SCHEDULE; HAWAIʻI STATE DEPARTMENT OF LAND AND NATURAL RESOURCES, DIVISION OF BOATING & OCEAN RECREATION, SCHEDULE OF PASSENGER/CRUISE VESSELS; HAWAII.PORTCALL.COM, CRUISEMAPPER.COM

ACTIVITY PARTICIPATION BY VISITOR CATEGORY
MAUI ISLAND

2023	US West	US East	Japan	Canada
All Sightseeing	**96.8%**	**98.8%**	**93.7%**	**98.9%**
On own (self-guided)	83.8%	83.2%	62.6%	87.3%
Helicopter / airplane	2.3%	5.0%	0.0%	3.0%
Boat / submarine / whale	34.8%	43.4%	12.4%	28.6%
Visit towns	55.2%	59.0%	37.5%	58.9%
Limo / van / bus tour	4.1%	10.0%	6.3%	5.5%
Scenic views / natural landmarks	54.3%	67.9%	25.1%	62.9%
Movie / TV film location	0.8%	0.9%	12.4%	0.4%
All Recreation	**97.1%**	**96.7%**	**87.4%**	**98.6%**
Beach / sunbathing	86.7%	88.4%	49.9%	91.9%
Bodyboarding	12.3%	8.3%	0.0%	14.5%
Stand up paddle boarding	5.0%	3.4%	12.4%	4.6%
Surfing	6.5%	6.1%	0.0%	10.0%
Canoeing / kayaking	4.2%	5.0%	12.4%	4.6%
Swimming in the ocean	70.4%	67.9%	31.1%	77.8%
Snorkeling	51.9%	47.0%	18.5%	55.3%
Freediving	2.2%	1.2%	0.0%	1.4%
Windsurfing / kitesurfing	0.4%	0.3%	6.3%	0.7%
Jet skiing / parasailing	0.8%	1.0%	0.0%	0.4%
Scuba diving	3.6%	2.9%	0.0%	2.6%
Fishing	3.1%	2.8%	0.0%	1.9%
Golf	8.5%	9.4%	0.0%	10.2%
Run / jogging / fitness walk	32.8%	28.2%	18.8%	33.6%
Cycling	1.6%	2.9%	0.0%	3.7%
Spa	9.3%	10.1%	6.3%	4.0%
Hiking	39.6%	47.6%	25.0%	43.2%
Backpacking / camping	1.2%	1.6%	6.3%	1.9%
Agritourism	9.7%	9.7%	6.3%	6.4%
Sports event / tournament	1.2%	0.8%	0.0%	0.5%
Parks / botanical gardens	30.9%	36.9%	12.6%	31.6%
Zip-lining	4.6%	4.9%	0.0%	2.2%
Horseback riding	0.9%	1.0%	0.0%	0.4%
All Entertainment / Dining	**99.2%**	**98.6%**	**100.0%**	**97.8%**
Lunch / sunset / dinner / evening cruise	23.6%	27.9%	18.7%	19.9%
Live music / stage show	25.1%	28.9%	18.7%	24.0%
Nightclub / dancing / bar / karaoke	6.4%	4.7%	6.1%	6.9%
Fine dining	49.2%	54.6%	18.7%	43.5%

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2023	US West	US East	Japan	Canada
Family restaurant	61.0%	57.6%	25.1%	61.5%
Fast food	27.2%	28.0%	24.8%	36.3%
Food truck	46.1%	45.4%	18.8%	45.9%
Café / coffee house	47.9%	46.2%	25.1%	52.0%
Ethnic dining	21.8%	25.2%	31.2%	16.0%
Prepared own meal	56.9%	45.8%	25.0%	68.0%
All Shopping	**97.0%**	**96.0%**	**100.0%**	**96.8%**
Mall / department store	40.6%	38.9%	68.8%	50.4%
Designer boutique	18.0%	20.2%	6.3%	18.6%
Hotel / resort store	31.2%	36.1%	18.8%	23.0%
Swap meet / flea market	17.6%	13.2%	12.6%	17.7%
Discount / outlet store	16.4%	16.6%	0.0%	19.3%
Supermarket	71.7%	63.9%	56.3%	73.4%
Farmer's market	33.0%	26.4%	18.7%	36.6%
Convenience store	49.2%	47.8%	37.5%	51.0%
Duty free store	3.1%	2.6%	18.8%	4.5%
Hawaii-made products	45.1%	48.1%	6.1%	45.2%
Local shop / artisan	61.2%	63.7%	37.5%	64.2%
All Culture	**58.2%**	**69.0%**	**68.8%**	**59.0%**
Historic Hawaiian site	21.4%	26.6%	12.6%	20.5%
Other historic site	8.8%	11.4%	6.3%	10.1%
Art gallery	13.7%	14.2%	6.3%	13.5%
Luau / Polynesian show / hula show	20.1%	34.5%	0.0%	22.3%
Lessons, ukulele / hula / canoeing	3.2%	5.6%	12.6%	3.1%
Play / concert / theatre	3.2%	2.6%	12.6%	4.1%
Art / craft fair	12.9%	12.7%	18.8%	12.9%
Festival / event	4.0%	3.9%	24.8%	3.1%
All Transportation	**94.5%**	**94.8%**	**87.6%**	**96.8%**
Airport shuttle	7.1%	9.5%	0.0%	10.4%
Trolley	3.9%	4.2%	12.4%	4.5%
Tour bus / tour van	3.5%	9.0%	12.4%	6.2%
Taxi / limousine	3.9%	5.1%	37.5%	7.1%
Rental car	83.1%	80.3%	43.9%	81.9%
Ride share	10.6%	13.4%	0.0%	13.2%
Car share	5.3%	3.7%	0.0%	2.7%
Bicycle rental	1.0%	1.5%	0.0%	1.7%

SOURCE: HAWAIʻI TOURISM AUTHORITY, VISITOR SATISFACTION AND ACTIVITY REPORT.

10.4.2

EXCELLENT SATISFACTION RATINGS BY ISLAND
U.S. AND JAPAN VISITORS

	Maui	Molokaʻi	Lānaʻi	Hawaiʻi	Kauaʻi	Oʻahu
U.S. Visitors						
2019	90.3%	83.4%	87.0%	89.8%	91.3%	80.1%
2020	86.1%	84.5%	86.0%	85.2%	83.8%	74.6%
2021	85.9%	84.9%	84.4%	87.4%	82.4%	80.2%
2022	89.4%	74.0%	90.0%	87.7%	90.0%	83.4%
2023	88.3%	76.0%	88.5%	89.0%	90.0%	83.5%
Japan Visitors						
2019	82.1%	82.8%	65.8%	85.8%	80.3%	76.6%
2020	83.5%	82.3%	0.0%	83.0%	90.6%	76.3%
2021	NA	NA	NA	NA	NA	NA
2022	79.2%	0.0%	0.0%	81.1%	90.4%	74.0%
2023	63.0%	0.0%	100.0%	92.4%	80.0%	78.1%

NA: Not available

SOURCE: HAWAIʻI TOURISM AUTHORITY, VISITOR SATISFACTION AND ACTIVITY REPORT.

10.4.3

OVERALL ISLAND EXPERIENCE BY MMA AND ISLAND
MAUI COUNTY

2023	US Total	US West	US East	Japan	Canada
Maui					
Excellent	88.5%	88.3%	89.0%	63.0%	87.5%
Above Average	9.0%	9.2%	8.8%	37.0%	11.1%
Below Average	1.7%	1.9%	1.5%	0.0%	1.3%
Poor	0.7%	0.7%	0.7%	0.0%	0.1%
Molokaʻi					
Excellent	76.0%	70.9%	87.1%	0.0%	72.4%
Above Average	12.9%	16.1%	6.3%	0.0%	27.6%
Below Average	8.7%	9.6%	6.6%	0.0%	0.0%
Poor	2.3%	3.4%	0.0%	0.0%	0.0%
Lānaʻi					
Excellent	88.5%	90.2%	85.8%	100.0%	73.6%
Above Average	7.4%	3.9%	12.8%	0.0%	20.9%
Below Average	2.9%	3.9%	1.4%	0.0%	5.6%
Poor	1.3%	2.1%	0.0%	0.0%	0.0%

MMA: Major Market Area NA: Not available

SOURCE: HAWAIʻI TOURISM AUTHORITY, VISITOR SATISFACTION AND ACTIVITY REPORT.

10.4.4

VISITORS BY INCOME LEVEL AND MMA
MAUI COUNTY

Income[1]	US West	US East	Canada
Under $40,000	4.2%	5.0%	4.3%
$40,000 to $59,999	5.2%	6.5%	6.4%
$60,000 to $79,999	8.3%	9.2%	9.6%
$80,000 to $99,999	8.6%	8.4%	10.8%
$100,000 to $124,999	12.8%	13.4%	12.0%
$125,000 to $149,999	11.7%	11.8%	12.9%
$150,000 to $174,999	10.6%	10.2%	10.2%
$175,000 to $199,999	7.5%	6.7%	8.3%
$200,000 to $249,999	10.0%	8.8%	10.2%
$250,000 or more	21.1%	20.1%	15.2%

Income[1]	Europe	Oceania
Under $40,000	NA	5.7%
$40,000 to $59,999	NA	8.0%
$60,000 to $79,999	NA	9.0%
$80,000 to $99,999	NA	9.1%
$100,000 to $124,999	NA	13.6%
$125,000 to $149,999	NA	10.8%
$150,000 to $174,999	NA	10.3%
$175,000 to $199,999	NA	7.0%
$200,000 to $249,999	NA	10.1%
$250,000 or more	NA	16.2%

1. All in U.S. dollars.

MMA: Major Market Area

NA: Not available

SOURCE: HAWAIʻI TOURISM AUTHORITY, 2023 VISITOR SATISFACTION AND ACTIVITY REPORT.

10.4.5

VISITATION DECISION TIMETABLE
MAUI COUNTY

Visitors, 2023	Less than 1 month	1 to 2 months	2 to 3 months	3 to 6 months	6 to 12 months	More than 1 year
U.S. West						
Decide to take vacation/pleasure trip	11.2%	9.2%	12.4%	23.7%	28.5%	15.0%
Decide to visit Hawai‘i	13.1%	9.5%	12.3%	22.5%	26.4%	16.3%
Decide on which islands to visit	17.5%	10.0%	12.3%	21.2%	24.7%	14.3%
Set date for the trip	15.1%	10.9%	14.0%	23.6%	26.5%	9.9%
Begin booking your trip	14.5%	11.6%	15.5%	25.7%	25.5%	7.2%
U.S. East						
Decide to take vacation/pleasure trip	8.4%	6.9%	10.1%	21.3%	31.8%	21.4%
Decide to visit Hawai‘i	9.8%	7.2%	9.9%	20.7%	30.2%	22.3%
Decide on which islands to visit	14.9%	8.0%	10.4%	20.2%	29.0%	17.5%
Set date for the trip	12.3%	8.3%	12.3%	22.3%	31.4%	13.4%
Begin booking your trip	12.1%	9.4%	14.0%	25.0%	30.2%	9.3%
Canada						
Decide to take vacation/pleasure trip	10.0%	8.8%	10.4%	21.0%	29.8%	20.0%
Decide to visit Hawai‘i	11.8%	9.8%	11.1%	20.4%	26.6%	20.3%
Decide on which islands to visit	16.8%	9.8%	11.3%	20.4%	24.4%	17.3%
Set date for the trip	14.4%	10.6%	12.6%	22.2%	27.4%	12.9%
Begin booking your trip	14.4%	11.9%	14.1%	24.3%	26.0%	9.3%
Europe						
Decide to take vacation/pleasure trip	NA	NA	NA	NA	NA	NA
Decide to visit Hawai‘i	NA	NA	NA	NA	NA	NA
Decide on which islands to visit	NA	NA	NA	NA	NA	NA
Set date for the trip	NA	NA	NA	NA	NA	NA
Begin booking your trip	NA	NA	NA	NA	NA	NA

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Visitors, 2023	Less than 1 month	1 to 2 months	2 to 3 months	3 to 6 months	6 to 12 months	More than 1 year
Japan						
Decide to take vacation/pleasure trip	10.9%	10.9%	14.9%	24.0%	25.2%	14.0%
Decide to visit Hawai‘i	11.3%	12.6%	14.8%	25.0%	23.1%	13.1%
Decide on which islands to visit	13.5%	12.0%	16.2%	23.9%	21.6%	12.7%
Set date for the trip	12.3%	15.3%	17.0%	26.4%	23.3%	5.7%
Begin booking your trip	14.2%	15.8%	18.6%	27.0%	21.4%	2.9%
Korea						
Decide to take vacation/pleasure trip	8.4%	9.0%	14.9%	25.2%	28.2%	14.4%
Decide to visit Hawai‘i	10.5%	11.4%	18.3%	27.7%	25.2%	7.0%
Decide on which islands to visit	16.4%	13.7%	18.5%	26.3%	19.9%	5.0%
Set date for the trip	12.1%	12.6%	19.8%	26.4%	23.9%	5.3%
Begin booking your trip	15.7%	16.6%	20.4%	26.4%	17.2%	3.6%
China						
Decide to take vacation/pleasure trip	26.3%	24.2%	20.5%	15.6%	7.5%	6.0%
Decide to visit Hawai‘i	30.1%	25.3%	18.7%	14.4%	5.8%	5.7%
Decide on which islands to visit	49.7%	18.7%	13.9%	9.7%	4.6%	3.5%
Set date for the trip	43.5%	25.1%	13.5%	12.8%	1.1%	4.0%
Begin booking your trip	47.7%	27.6%	10.3%	8.4%	2.6%	3.5%
Oceania						
Decide to take vacation/pleasure trip	5.7%	5.2%	7.8%	19.6%	37.6%	24.1%
Decide to visit Hawai‘i	6.3%	6.6%	9.2%	19.8%	37.6%	20.5%
Decide on which islands to visit	11.2%	7.5%	9.5%	20.0%	34.5%	17.3%
Set date for the trip	8.3%	7.1%	9.9%	20.5%	37.3%	17.0%
Begin booking your trip	7.4%	7.6%	11.1%	23.0%	38.3%	12.6%

SOURCE: HAWAI‘I TOURISM AUTHORITY, VISITOR SATISFACTION AND ACTIVITY REPORT.

10.5.1

ATTENDANCE AT MUSEUMS AND OTHER CULTURAL ATTRACTIONS MAUI COUNTY

Attraction	2021	2022	2023
Maui			
Alexander & Baldwin Sugar Museum	4,743	8,086	8,978
Aquarium Maui / Maui Ocean Center	257,570	334,073	NA
Haleakala National Park	853,181	1,087,616	791,292
Halekiʻi-Pihana Heiau State Historical Site	NA	NA	NA
Hāna Cultural Center	150	NA	NA
Hawaiian Islands Humpback Whale Sanctuary	-	NA	NA
ʻĪao Valley State Monument	NA	NA	NA
Kula Botanical Garden	NA	NA	NA
Lahaina Restoration Foundation[1]	7,039	17,509	NA
Baldwin Missionary Home Museum	6,060	12,819	NA
Hale Paʻi Printing House	-	345	NA
Wo Hing Temple Museum	979	4,345	NA
Maui Historical Society Bailey House Museum	NA	NA	NA
The Whale Center of Hawaiʻi	NA	NA	NA
Molokaʻi			
Kalaupapa National Historical Park	25,252	38,771	46,781
Lanaʻi			
LanaʻI Culture & Heritage Center	NA	NA	NA

1. Attendance records for the museums under the Lahaina Restoration Fund were destroyed by the wildfires in 2023.

NA: Not available

SOURCE: HAWAIʻI STATE DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT AND TOURISM, RESEARCH AND ECONOMIC ANALYSIS DIVISION, STATE OF HAWAIʻI DATA BOOK.

10.5.2

NATIONAL AND STATE HISTORIC SITES
MAUI COUNTY

2023	Maui	Kahoʻolawe	Lānaʻi	Molokaʻi
Listed Hawaiʻi Register	78	1	1	158
Listed National Register	62	1	2	4
Nominated Hawaiʻi Register	0	0	0	0

As of May 13, 2024. Categories are not exclusive. A site may be listed on both Hawaiʻi Register and National Register.

SOURCE: HAWAIʻI STATE DEPARTMENT OF LAND AND NATURAL RESOURCES, STATE HISTORIC PRESERVATION DIVISION.

10.5.3

NATIONAL, STATE, AND COUNTY PARKS
MAUI COUNTY

	2019	2020	2021	2022	2023
National Parks					
Number	2	2	2	2	2
Acreage	44,044	44,044	44,044	44,260	44,268
Visits*	1,063,795	334,994	878,433	1,126,387	838,273
State Parks and Historic Sites					
Number	10	9	10	10	10
Acreage	560	560	560	560	560
County Parks					
Number	159	159	160	163	163
Acreage	2,543	2,543	2,543	2,586	2,635

* Disruption caused by the COVID-19 pandemic in 2020.

SOURCE: U.S. DEPARTMENT OF THE INTERIOR, NATIONAL PARK SERVICE, PACIFIC ISLANDS SUPPORT OFFICE; HAWAIʻI STATE DEPARTMENT OF LAND AND NATURAL RESOURCES, DIVISION OF STATE PARKS; COUNTY PARKS AND RECREATION DEPARTMENTS. COMPILED BY THE HAWAIʻI STATE DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT AND TOURISM.

10.5.4

COMMUNITY CENTERS
MAUI COUNTY

Name	Location	Maximum Capacity	Tables	Chairs	Kitchen	Public Parking
Eddie Tam Memorial	Makawao	380	33	390	yes	39
Haʻikū	Haʻikū	272	40	242	yes	48
Hāliʻimaile Annex	Hāliʻimaile	60	9	58	yes	2
Hāna	Hāna	140	15	74	yes	Unmarked
Helene Hall	Hāna	304	20	300	no	20
Kahului	Kahului	200	8	64	yes	30
Kalama Park Extension	Kīhei	250	12	12	yes	Unmarked
Kenolio	Kīhei	175	13	62	yes	64
Kēōkea	Kula	108	11	80	yes	37
Kīhei	Kīhei	600	38	30	yes	149
Kilohana	Kaunakakai	150	5	20	yes	20
Kualapuʻu	Kualapuʻu	97	9	72	yes	100
Kula	Kula	180	61	134	yes	64
Lahaina Civic Center	Lahaina	322	23	322	yes	150
Lānaʻi	Lānaʻi City	200	26	100	yes	64
Maunaloa	Maunaloa	170	25	170	yes	Unmarked
Mayor Hannibal Tavares	Pukalani	755	50	506	yes	141
Mitchell Pauʻole	Kaunakakai	246	22	160	yes	21
Old Kalama Park Pavilion	Kīhei	80	12	0	no	79
Pāʻia	Pāʻia	324	29	221	yes	37
Waikapū	Waikapu	100	8	80	yes	8
Wailuku	Wailuku	500	8	96	yes	84

SOURCE: COUNTY OF MAUI, DEPARTMENT OF PARKS AND RECREATION.

10.5.5

SEATING CAPACITIES OF SELECTED FACILITIES
MAUI COUNTY

Facility	Capacity
Stadiums, Auditoriums, and Gymnasiums	
War Memorial Complex	
Track & Football Stadium	20,000
Gym	2,892
Baseball Stadium	1,200
Kamehameha School Stadium	2,200
Maui High Gym	2,000
Kamahameha High School Gym	1,800
Baldwin High Auditorium	1,183
Kamehameha Middle School Gym	700
Wailuku Gym	600
Seabury Hall Gym	400
Civic Centers and Theaters	
Maui Arts & Cultural Center	
Amphitheater	4,000
Castle Theater	1,200
Gallery	400
Theater Stage	400
McCoy Theater	248
Community Hall	230
Classroom C	16
Lahaina Civic Center Convention Hall	2,400
Maui Theatre	680
ʻĪao Theater	400
UH Maui College Student Center Lounge	100
Maui Academy of Performing Arts	60
Churches	
First Assembly of God Maui (Puʻunene Avenue)	2,000
First Assembly of God (Kane Street)	500
St. Anthony Church	500
Makawao Union Church	350
First Assembly of God Maui (Kula)	250
First Assembly of God Maui (Molokaʻi)	200
Makawao Union Church Hall	200
St. John Episcopal Church	200
ʻĪao Congegational	175
ʻĪao Congegational Hall	100
St. John Episcopal Church Hall	100

SOURCE: OFFICIALS OF THE FACILITIES.

10.6.1

DOG LICENSES ISSUED BY ISLAND

Year	State Total	Maui[1]	Molokaʻi	Lanaʻi	Hawaiʻi	Kauaʻi	Oʻahu
1994	29,010	3,171	57	26	4,099	2,172	19,485
1995	28,442	1,446	48	82	4,911	1,925	20,030
1996	30,376	699	58	32	5,381	2,961	21,245
1997	28,395	1,378	80	33	5,871	1,320	19,713
1998	28,645	649	83	35	5,777	2,240	19,861
1999	32,137	4,473	84	29	6,311	1,201	20,039
2000	31,147	4,587	25	57	5,627	785	20,066
2001	31,068	4,285	NA	NA	5,919	2,103	18,761
2002	30,909	4,420	30	50	6,809	1,848	17,752
2003	29,519	2,901	47	12	6,786	3,100	16,673
2004	50,180	3,977	30	25	8,085	1,942	36,121
2005	53,415	4,621	30	24	10,454	2,648	35,638
2006	50,440	4,282	27	17	8,836	2,115	35,163
2007	50,403	4,997	27	9	6,504	3,900	34,966
2008	50,919	7,009	32	16	6,186	2,547	35,129
2009	52,623	5,039	36	25	7,881	4,513	35,129
2010	51,072	4,683	61	65	7,353	4,113	34,797
2011	49,763	4,880	24	22	6,647	4,454	33,736
2012	45,803	4,042	NA	NA	6,205	2,664	32,892
2013	42,904	3,978	26	54	2,167	3,709	32,970
2014	44,607	4,034	NA	NA	6,504	1,595	32,474
2015	42,638	3,701	NA	NA	4,609	3,345	30,983
2016	43,653	3,520	NA	NA	8,203	1,370	30,560
2017	46,147	4,758	NA	NA	7,804	2,893	30,692
2018	41,981	4,835	NA	NA	5,738	2,447	28,961
2019	40,228	4,682	NA	NA	6,378	3,025	26,143
2020	27,339	3,878	NA	NA	NA	NA	23,461
2021	5,661	3,213	NA	NA	NA	2,448	NA
2022	6,757	4,224	NA	NA	833	1,700	NA
2023	6,261	3,391	NA	NA	916	1,954	NA

1. For the years 1995-1998, the number of registrations issued by the Maui Humane Society was not included in the count.

NA: Not available.

SOURCE: COMPILED BY THE HAWAII STATE DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT AND TOURISM; MAUI HUMANE SOCIETY.

10.6.2

ANIMAL ACQUISITIONS AND DISPOSITIONS
MAUI HUMANE SOCIETY

	FY 2020-2021			FY 2021-2022		
	Dogs	**Cats**	**Other**	**Dogs**	**Cats**	**Other**
Area						
Haʻikū	122	234	12	145	222	32
Hāna	48	41	0	122	48	0
Kahului	192	642	54	201	751	103
Kīhei	123	612	67	167	578	108
Kula	71	154	6	73	199	15
Lahaina	113	336	18	86	370	45
Lānaʻi	0	8	0	1	13	0
Makawao	106	222	31	137	201	58
Molokaʻi	1	3	0	4	0	0
Pāʻia	55	44	4	21	74	7
Wailuku	259	685	44	281	724	96
Other	38	62	13	30	85	15
Total	**1,128**	**3,043**	**249**	**1,268**	**3,265**	**479**
Intake	**1,183**	**3,355**	**264**	**1,341**	**3,794**	**491**
Owner Surrender	373	589	98	326	482	221
Stray	728	2,410	147	862	2,764	257
Seized	20	21	2	11	3	1
Other Live Intake	7	23	2	69	16	0
Total Live Intake	**1,128**	**3,043**	**249**	**1,268**	**3,265**	**479**
Dead on arrival	14	224	2	22	469	7
Owner requested euthanasia	41	88	13	51	60	5
Live Release	**1,048**	**2,354**	**163**	**1,173**	**2,585**	**256**
Adoption	416	1,159	124	468	1,198	185
Return to field	0	609	0	1	854	3
Return to owner	504	147	38	485	191	28
Transfer	128	439	1	219	342	40
Outcome	**1,096**	**2,968**	**233**	**123**	**661**	**186**
Euthanasia	41	549	65	108	630	173
Other Outcome	7	65	5	15	31	13

SOURCE: MAUI HUMANE SOCIETY.

10.6.3

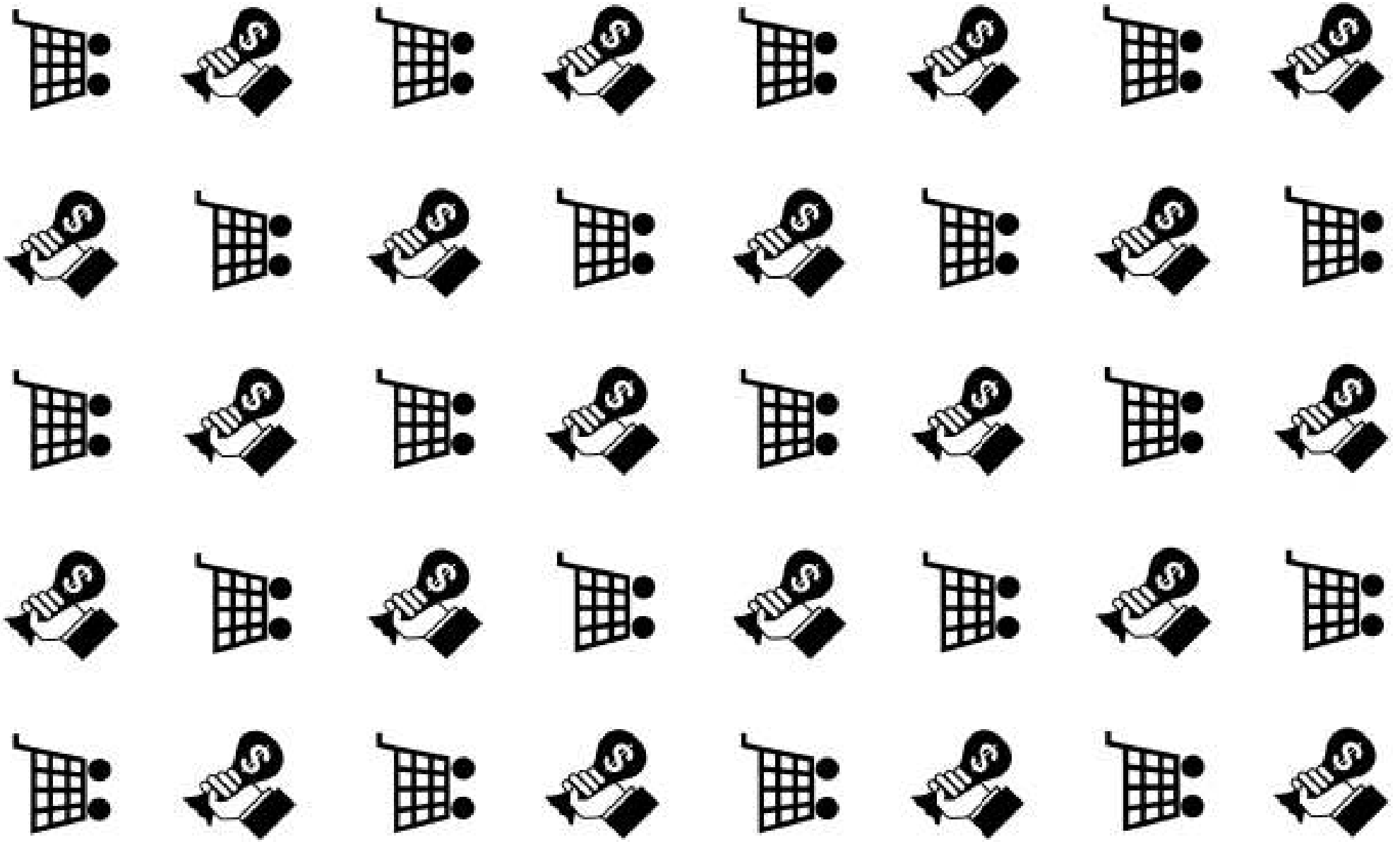
INCIDENTS, INVESTIGATIONS, AND VIOLATIONS
MAUI HUMANE SOCIETY

FY 2021-22	Haʻikū	Hāna	Kahului	Kīhei	Kula	Lahaina	Makawao	Pāʻia	Wailuku	Total
Enforcement	45	19	38	67	21	38	60	10	72	370
Livestock	7	0	4	1	2	0	7	1	8	30
Protective Custody	1	0	0	3	0	3	0	0	1	8
Stray	113	41	482	294	116	226	230	66	430	1,998
Transport	12	19	113	14	8	32	30	4	170	402
Total Incidents	**178**	**79**	**637**	**379**	**147**	**299**	**327**	**81**	**681**	**2,808**
Bite / Scratch	22	4	18	23	11	17	17	10	41	163
Cruelty / Neglect	57	13	96	67	33	59	69	22	120	536
Welfare Check	4	0	5	2	4	4	7	0	11	37
Total Investigations	**83**	**17**	**119**	**92**	**48**	**80**	**93**	**32**	**172**	**736**
Abandonment	0	0	0	0	0	0	0	0	1	1
Cruelty to Animals	0	0	1	1	0	2	1	0	5	10
DDNC*	0	0	0	0	0	6	0	0	4	10
Dog Attack	0	0	8	5	0	9	2	0	12	36
Excessive Barking	0	0	0	0	0	0	0	0	1	1
Inhumane Manner	3	0	3	0	0	0	0	0	1	7
Leash Law	15	2	21	19	10	13	27	4	35	146
License	6	0	2	0	0	5	0	1	6	20
Livestock at Large	0	0	0	0	0	0	0	0	1	1
Nuisance	0	0	0	0	0	0	0	0	0	0
Total Violations	**24**	**2**	**35**	**25**	**10**	**35**	**30**	**5**	**66**	**232**

* DDNC: Dangerous Dog (Non-Compliance) - Mandatory Training.

Source: Maui Humane Society.

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	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: HAWAI‘I 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

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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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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.

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