



# 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 largest private corporation on Maui is Four Seasons Resort Maui at Wailea with 750 employees, and sales of \$163 million in 2016.

## 11.1.1

## MANUFACTURING MAUI COUNTY AND STATE OF HAWAI'I

2012	Maui County		State of Hawai'i	
	All	Food	All	Food
<b>Number of establishments</b>	<b>99</b>	<b>34</b>	<b>796</b>	<b>240</b>
20 employees or more	7	3	126	48
<b>All employees</b>	<b>997</b>	<b>607</b>	<b>11,440</b>	<b>4,796</b>
Annual payroll (\$1,000)	41,107	23,170	465,024	155,511
<b>Production workers</b>	<b>623</b>	<b>362</b>	<b>7,396</b>	<b>3,122</b>
Hours (1,000)	1,261	786	13,640	5,646
Wages (\$1,000)	25,641	14,000	257,974	86,992
<b>Value added (\$1,000)</b>	<b>172,964</b>	<b>120,292</b>	<b>1,101,021</b>	<b>533,962</b>
<b>Total cost of materials (\$1,000)</b>	<b>104,138</b>	<b>72,361</b>	<b>6,740,826</b>	<b>541,091</b>
<b>Total value of shipments (\$1,000)</b>	<b>D</b>	<b>194,348</b>	<b>D</b>	<b>1,079,586</b>
<b>Total capital expenditures (\$1,000)</b>	<b>12,318</b>	<b>10,608</b>	<b>108,404</b>	<b>27,689</b>

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

SOURCE: U.S. CENSUS BUREAU, 2012 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
Maui Research and Technology Park	Kihei	430	40	20	10
Maui Business Park II	Kahului	179	122	NA	NA
Wailuku Industrial Park	Wailuku	34	34	NA	80
Lahaina Business Park	Lahaina	33	30	NA	NA
Molokai Industrial Park	Kaunakakai	16.5	NA	NA	NA

SOURCE: HAWAII STATE DATA BOOK 2014; PACIFIC BUSINESS NEWS, BOOK OF LISTS (2014) VOL. 51, No. 43 (DECEMBER 20, 2013), P. 76.

11.2.1

**GENERAL EXCISE TAX BASE, MAUI COUNTY**

	2012	2013	2014	2015	2016	2017
Retailing	1,967,334,775	1,884,142,625	1,837,209,175	1,856,498,225	1,654,676,975	1,906,907,850
Services	870,113,025	894,327,625	962,630,575	1,022,536,950	994,537,025	1,134,632,275
Contracting	584,092,725	603,158,925	662,255,275	747,761,100	801,753,300	796,437,725
Theater, Amusement, Radio	19,169,350	17,563,175	14,639,350	16,686,025	19,008,275	31,919,125
Interest*	29,325	30,075	16,275	12,700	99,698,200	128,489,650
Commissions	132,802,675	150,842,525	157,432,650	158,065,475	155,660,350	180,880,475
Hotel Rentals	521,309,225	517,916,900	442,081,650	391,458,950	374,253,300	532,656,375
All Other Rentals	367,632,475	368,320,475	390,790,600	453,676,025	424,663,375	479,516,250
Use (4%)	18,642,025	13,397,450	13,474,200	15,075,975	23,057,275	40,429,825
All Others (4%)	123,253,850	128,713,725	118,138,025	108,408,675	-	-
<b>SUB-TOTAL</b>	<b>4,604,379,450</b>	<b>4,578,413,500</b>	<b>4,598,667,775</b>	<b>4,770,180,100</b>	<b>4,547,308,075</b>	<b>5,231,869,550</b>
Insurance Solicitors	12,704,001	9,889,333	12,266,667	11,032,666	12,531,333	17,570,000
Producing	29,610,600	29,086,600	25,855,600	26,157,600	19,779,800	28,591,400
Manufacturing	34,223,400	34,453,200	33,170,400	42,598,400	37,928,600	53,740,400
Wholesaling	457,636,400	470,972,000	464,085,000	463,741,800	407,245,000	472,097,800
Services (Intermediary)	83,847,000	70,324,400	72,190,200	74,669,400	73,635,800	82,540,400
Use (1/2%)	426,603,200	424,074,800	402,538,800	349,976,200	221,583,600	114,675,000
<b>SUB-TOTAL</b>	<b>1,044,624,601</b>	<b>1,038,800,333</b>	<b>1,010,106,667</b>	<b>968,176,066</b>	<b>772,704,133</b>	<b>769,215,000</b>
<b>GRAND TOTAL</b>	<b>5,649,004,051</b>	<b>5,617,213,833</b>	<b>5,608,774,442</b>	<b>5,738,356,166</b>	<b>5,320,012,208</b>	<b>6,001,084,550</b>

\* Category changed to Interest and All Others, starting in 2016

SOURCE: HAWAII STATE DEPARTMENT OF TAXATION, GENERAL EXCISE AND USE TAX BASE, CALENDAR YEARS.

## 11.2.2

## RETAIL ESTABLISHMENTS WITH EMPLOYEES BY TYPE AND LOCATION, 2016

Establishment Type	Location	Number	Location	Number	Location	Number
<b>Motor Vehicles &amp; Parts</b>	Kahului	25	Pukalani	1	Kaunakakai	2
	Kīhei	3	Pu'unēnē	1		
	Lahaina	2	Wailuku	8		
<b>Furniture &amp; Home Furnishings</b>	Ha'ikū	2	Kula	1	Pā'ia	1
	Kahului	16	Lahaina	5	Wailuku	2
	Kīhei	3	Makawao	1		
<b>Electronics &amp; Appliances</b>	Kahului	8	Lahaina	1	Lāna'i City	1
	Kīhei	3	Wailuku	1		
<b>Building Material &amp; Garden Equipment &amp; Supplies</b>	Kahului	16	Lahaina	4	Wailuku	5
	Kīhei	2	Makawao	2	Lāna'i City	1
	Kula	1	Pu'unēnē	1		
<b>Food &amp; Beverage</b>	Ha'ikū	3	Lahaina	25	Kaunakakai	5
	Hāna	1	Makawao	3	Kualapu'u	1
	Kahului	15	Pā'ia	2	Maunaloa	1
	Kīhei	8	Wailuku	12	Lāna'i City	1
	Kula	1				
<b>Health &amp; Personal Care</b>	Ha'ikū	1	Kula	1	Pā'ia	1
	Kahului	16	Lahaina	14	Wailuku	6
	Kīhei	8	Makawao	2	Kaunakakai	1
<b>Gasoline Stations</b>	Kahului	11	Lahaina	8	Wailuku	3
	Kīhei	7	Makawao	3	Kaunakakai	1
	Kula	1	Pā'ia	2	Lāna'i City	1

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11.2.2

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Establishment Type	Location	Number	Location	Number	Location	Number
<b>Clothing &amp; Clothing Accessories</b>	Ha'ikū	2	Lahaina	125	Kaunakakai	3
	Hāna	1	Makawao	8	Lāna'i City	1
	Kahului	34	Pā'ia	13		
	Kīhei	50	Wailuku	4		
<b>Sporting Goods, Hobby, Musical Instruments &amp; Books</b>	Kahului	19	Makawao	1	Wailuku	4
	Kīhei	7	Pā'ia	2	Kalaupapa	1
	Lahaina	11				
<b>General Merchandise</b>	Hana	1	Lahaina	2	Kaunakakai	2
	Kahului	9	Makawao	1	Lāna'i City	1
<b>Miscellaneous</b>	Haiku	1	Kula	4	Wailuku	12
	Hāna	2	Lahaina	60	Kaunakakai	3
	Kahului	13	Makawao	5	Kualapu'u	1
	Kīhei	18	Pā'ia	7	Lāna'i City	1
<b>Nonstore Retailers</b>	Ha'ikū	7	Lahaina	4	Kaunakakai	1
	Kahului	4	Makawao	5	Lāna'i City	1
	Kīhei	9	Paia	1		
	Kula	1	Wailuku	5		

SOURCE: U.S. CENSUS BUREAU, 2016 ZIP CODE BUSINESS PATTERNS.

### 11.2.3

## CHARACTERISTICS OF MAJOR SHOPPING CENTERS MAUI COUNTY

Shopping Center	Location	Year Opened/ Last Renovated	Gross Leasable Area	Number of Units
Queen Ka'ahumanu Center	Kahului	1972/2005	571,225	110
Maui Marketplace	Kahului	1997	317,000	26
Pu'unēnē Shopping Center	Kahului	2015	263,781	28
Maui Mall	Kahului	1971/1995	182,000	40
The Shops at Wailea	Wailea	2000	160,000	80
Pi'ilani Shopping Center	Kihei	2000	150,000	30
The Outlets of Maui	Lahaina	1990	147,000	38
Lahaina Gateway	Lahaina	2008	137,000	23
Azeka Shopping Center	Kihei	1978	135,645	51
Wailuku Shopping Center	Wailuku	NA	134,557	NA
Lahaina Cannery Mall	Lahaina	1987/1999	130,599	50
Whalers Village	Lahaina	1970/2017	110,700	90
Maui Lani Shopping Center	Wailuku	2013	103,249	NA
Old Lahaina Center	Lahaina	1964	88,000	33
Lahaina Shopping Center	Lahaina	1995	77,000	21
Kahana Gateway	Lahaina	1990	58,902	NA
Marketplace at Lahaina	Lahaina	1974	56,165	46
West Maui Center	Lahaina	NA	54,425	NA
Wailuku Town Center	Wailuku	NA	52,946	9
Lahaina Square	Lahaina	1973	52,000	25
The Wharf	Lahaina	1978/1987	50,000	40
Līpoa Center	Kihei	1989/1991	45,199	10
Kukui Mall	Kihei	1987	40,974	15
Nāpili Plaza	Lahaina	NA	40,058	26
Kihei Town Center	Kihei	NA	36,892	8
Wailea Gateway Center	Wailea	2012	35,000	22
Fairway Shops	Kā'anapali	NA	34,980	21

NA: Not available

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



## 11.2.4

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

NAICS	2016	Businesses	Number of Employees	1st Quarter Payroll (\$1,000)	Annual Payroll (\$1,000)
44-45	Retail Trade	786	9,699	70,725	292,933
4411--	Automobile dealers	16	496	7,280	31,441
4412--	Other motor vehicle dealers	2	b	D	D
4413--	Auto parts, accessories, & tire stores	24	255	1,996	8,572
4421--	Furniture stores	13	58	678	2,858
4422--	Home furnishings stores	18	169	1,387	4,825
4431--	Electronics & appliance stores	14	87	617	2,546
4441--	Building material & supplies dealers	32	677	5,010	21,573
4442--	Lawn & garden equipment & supplies stores	9	60	462	1,850
4451--	Grocery stores	73	2,251	16,198	67,672
4452--	Specialty food stores	12	74	526	2,317
4453--	Beer, wine & liquor stores	5	12	72	319
4461--	Health & personal care stores	51	510	3,407	14,530
4471--	Gasoline stations	37	493	3,177	13,635
4481--	Clothing stores	157	1,420	5,507	23,159
4482--	Shoe stores	18	98	470	2,118
4483--	Jewelry, luggage, & leather good stores	66	280	2,761	10,909
4511--	Sporting goods, hobby & music instr. stores	42	348	1,784	6,383
4512--	Book stores & news dealers	2	b	D	D
4521--	Department stores	5	838	6,834	26,753
4529--	Other general merchandise stores	11	f	D	D
4531--	Florists	12	28	138	687
4532--	Office supplies, stationery, & gift stores	69	417	2,379	10,220
4533--	Used merchandise stores	11	115	479	2,239
4539--	Other miscellaneous store retailers	48	289	2,810	11,437
4541--	Electronic shopping & mail order houses	15	43	638	2,087
4542--	Vending machine operators	1	a	D	D
4543--	Direct selling establishments	23	85	727	3,025

a: 0 to 19 employees

b: 20 to 99 employees

f: 500 to 999 employees

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

NAICS: North American Industry Classification System

SOURCE: U.S. CENSUS BUREAU, 2016 COUNTY BUSINESS PATTERNS.

## 11.2.5

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

2016	Total Stores	Number of Employees					
		1-4	5-9	10-19	20-49	50-99	100-499
<b>Maui Island</b>							
Hai'kū	17	13	2	2	0	0	0
Hāna	5	5	0	0	0	0	0
Kahului	196	53	50	49	25	9	10
Kīhei	125	57	40	18	6	3	1
Kula	13	9	2	2	0	0	0
Lahaina	265	96	102	46	18	2	1
Makawao	34	21	8	3	0	1	1
Pā'ia	31	14	15	1	0	0	1
Pukalani	1	0	1	0	0	0	0
Pu'unēnē	2	1	1	0	0	0	0
Wailuku	64	34	18	4	4	4	0
<b>Moloka'i</b>							
Ho'olehua	1	0	1	0	0	0	0
Kalaupapa	1	0	0	1	0	0	0
Kaunakakai	18	6	5	4	3	0	0
Kualapu'u	2	1	0	1	0	0	0
Maunaloa	1	0	1	0	0	0	0
<b>Lāna'i</b>							
Lāna'i City	8	4	2	1	0	1	0

SOURCE: U.S. CENSUS BUREAU, 2016 ZIP CODE BUSINESS PATTERNS.

11.2.6

**COMMERCIAL LEASE RENTS  
MAUI ISLAND**

Location	Range per Square Foot per Month		
	Retail	Office	Industrial
<b>West Maui</b>			
Lahaina			
Front Street	\$3.00 to \$18.00	\$3.00	NA
Wainee Street	\$1.00 to \$2.00	\$1.00 to \$2.00	NA
Shopping Centers	\$1.50 to \$3.50	\$1.50 to \$3.50	NA
<b>Central Maui</b>			
Kahului	\$1.25 to \$6.00	\$0.75 to \$3.26	\$0.80 to \$1.50
Wailuku	\$0.29 to \$3.50	\$1.00 to \$2.60	\$1.00 to \$1.50
<b>South Maui</b>			
Kihei	\$0.33 to \$30.00	\$0.13 to \$5.00	\$1.35 to \$1.45
Wailea	\$6.00 to \$7.50	NA	NA
<b>Upcountry</b>			
Haiku	\$1.00 to \$2.25	\$1.00 to \$2.25	NA
Makawao	\$1.50 to \$2.75	\$1.50	\$1.10
Paia	\$1.35 to \$6.72	\$1.35 to \$5.00	NA

SOURCE: CURRENT PROPERTY LISTINGS ON LOOPNET.COM AS OF MAY 2, 2018.

## 11.3.1

## CHARACTERISTICS OF BUSINESS ESTABLISHMENTS WITH EMPLOYEES BY SECTOR, MAUI COUNTY

Industry, 2016	Total Establishments	Employees	Annual Payroll (\$1,000)
<b>Agriculture, Forestry, Fishing &amp; Hunting</b>	<b>1</b>	<b>a</b>	<b>D</b>
<b>Mining</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Utilities</b>	<b>16</b>	<b>486</b>	<b>46,942</b>
<b>Construction</b>	<b>505</b>	<b>3,805</b>	<b>228,213</b>
Construction of buildings	172	883	51,363
Heavy & civil engineering construction	22	236	14,780
Specialty trade contractors	311	2,686	162,070
<b>Manufacturing</b>	<b>117</b>	<b>1,146</b>	<b>49,085</b>
Food manufacturing	41	607	18,524
Beverage & tobacco product manufacturing	6	136	5,483
Textile product mills	3	9	479
Apparel manufacturing	5	9	116
Wood product manufacturing	2	a	D
Printing & related support activities	8	41	1,905
Chemical manufacturing	7	25	1,620
Plastics & rubber products manufacturing	1	a	D
Nonmetallic mineral product manufacturing	9	181	13,613
Fabricated metal product manufacturing	4	18	1,086
Machinery manufacturing	1	b	D
Computer & electronic product manufacturing	1	a	D
Furniture & related product manufacturing	6	15	474
Miscellaneous manufacturing	22	41	1,495
<b>Wholesale Trade</b>	<b>161</b>	<b>1,425</b>	<b>71,477</b>
Merchant wholesalers, durable goods	54	366	17,921
Merchant wholesalers, nondurable goods	92	1,027	52,118
Wholesale electronic markets & agents & brokers	15	32	1,438
<b>Retail Trade</b>	<b>786</b>	<b>9,699</b>	<b>292,933</b>
Motor vehicle & parts dealers	42	804	42,039
Furniture & home furnishings stores	31	227	7,683
Electronics & appliance stores	14	87	2,546
Bldg material & garden equipment & supplies	41	737	23,423
Food & beverage stores	90	2,337	70,308
Health & personal care stores	51	510	14,530
Gasoline stations	37	493	13,635
Clothing & clothing accessories stores	241	1,798	36,186
Sporting goods, hobby, music instr. & books	44	390	7,167
General merchandise stores	16	1,338	45,678
Miscellaneous store retailers	140	849	24,583
Nonstore retailers	39	129	5,155
<b>Transportation &amp; Warehousing</b>	<b>153</b>	<b>3,337</b>	<b>117,812</b>
Air transportation	17	652	23,626
Water transportation	3	b	D
Truck transportation	30	428	22,751
Transit & ground passenger transportation	16	255	5,361
Scenic & sightseeing transportation	52	1,167	40,046

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11.3.1  
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Industry, 2016	Total Establishments	Employees	Annual Payroll (\$1,000)
Support activities for transportation	19	553	12,807
Couriers & messengers	12	184	7,168
Warehousing & storage	4	37	1,890
<b>Information</b>	<b>66</b>	<b>610</b>	<b>30,736</b>
Publishing industries (except Internet)	20	147	7,420
Motion picture & sound recording industries	10	84	1,557
Broadcasting (except Internet)	6	68	2,125
Telecommunications	23	286	18,366
Data processing, hosting & related services	4	16	599
Other information services	3	a	D
<b>Finance &amp; Insurance</b>	<b>150</b>	<b>806</b>	<b>40,422</b>
Credit intermediation & related activities	80	581	25,963
Securities, commodity contracts, investments	23	70	6,480
Insurance carriers & related activities	47	155	7,979
<b>Real Estate &amp; Rental &amp; Leasing</b>	<b>317</b>	<b>2,025</b>	<b>86,104</b>
Real estate	230	1,122	52,295
Rental & leasing services	87	903	33,809
<b>Professional, Scientific, &amp; Technical Services</b>	<b>413</b>	<b>1,597</b>	<b>91,639</b>
<b>Management of Companies &amp; Enterprises</b>	<b>14</b>	<b>80</b>	<b>4,814</b>
<b>Administrative Support &amp; Waste Management</b>	<b>295</b>	<b>4,469</b>	<b>139,097</b>
Administrative & support services	281	4,257	133,113
Waste management & remediation services	14	212	5,984
<b>Educational Services</b>	<b>71</b>	<b>836</b>	<b>27,098</b>
<b>Health Care &amp; Social Assistance</b>	<b>421</b>	<b>6,280</b>	<b>340,086</b>
Ambulatory health care services	309	2,733	183,485
Hospitals	2	g	D
Nursing & residential care facilities	16	773	27,332
Social assistance	94	1,377	35,647
<b>Arts, Entertainment, &amp; Recreation</b>	<b>132</b>	<b>2,234</b>	<b>60,582</b>
Performing arts, spectator sports, & related	51	905	22,724
Museums, historical sites, & similar institutions	11	183	5,690
Amusement, gambling, & recreation industries	70	1,146	32,168
<b>Accommodation &amp; Food Services</b>	<b>536</b>	<b>22,460</b>	<b>793,466</b>
Accommodation	102	12,027	545,335
Food services & drinking places	434	10,433	248,131
<b>Other Services (except Public Administration)</b>	<b>459</b>	<b>2,831</b>	<b>88,904</b>
Repair & maintenance	90	392	14,348
Personal & laundry services	93	873	23,905
Religious, grantmaking, civic, professional orgs	276	1,566	50,651
<b>Industries not Classified</b>	<b>5</b>	<b>18</b>	<b>250</b>
<b>Total for All Sectors</b>	<b>4,618</b>	<b>64,146</b>	<b>2,509,664</b>

a: 0 to 19 employees    b: 20 to 99 employees    c: 100 to 249 employees

e: 250 to 499 employees    f: 500 to 999 employees    g: 1,000 to 2,499 employees

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

SOURCE: U.S. CENSUS BUREAU, 2016 COUNTY BUSINESS PATTERNS.

## 11.3.2

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

Industry, 2016	Establishments with Employees	Nonemployer Establishments	Annual Receipts (\$1,000)
<b>Agriculture, Forestry, Fishing &amp; Hunting</b>	<b>1</b>	<b>255</b>	<b>6,523</b>
<b>Mining</b>	<b>0</b>	<b>5</b>	<b>749</b>
<b>Utilities</b>	<b>16</b>	<b>44</b>	<b>3,281</b>
<b>Construction</b>	<b>505</b>	<b>1,357</b>	<b>104,886</b>
Construction of buildings	172	382	35,665
Heavy & civil engineering construction	22	17	948
Specialty trade contractors	311	958	68,273
<b>Manufacturing</b>	<b>117</b>	<b>372</b>	<b>15,393</b>
Food manufacturing	41	56	2,206
Beverage & tobacco product manufacturing	6	D	D
Textile product mills	3	D	D
Apparel manufacturing	5	39	800
Wood product manufacturing	2	37	1,532
Printing & related support activities	8	16	1,230
Chemical manufacturing	7	8	1,133
Plastics & rubber products manufacturing	1	D	D
Nonmetallic mineral product manufacturing	9	20	392
Primary metal manufacturing	0	3	45
Fabricated metal product manufacturing	4	12	432
Machinery manufacturing	1	3	93
Computer & electronic product manufacturing	1	3	44
Transportation equipment manufacturing	0	5	336
Furniture & related product manufacturing	6	20	575
Miscellaneous manufacturing	22	140	5,364
<b>Wholesale Trade</b>	<b>161</b>	<b>393</b>	<b>22,350</b>
Merchant wholesalers, durable goods	54	174	8,497
Merchant wholesalers, nondurable goods	92	174	12,475
Wholesale electronic markets & agents & brokers	15	45	1,378
<b>Retail Trade</b>	<b>786</b>	<b>1,313</b>	<b>66,055</b>
Motor vehicle & parts dealers	42	40	1,249
Furniture & home furnishings stores	31	24	1,923
Electronics & appliance stores	14	12	979
Bldg material & garden equipment & supplies	41	17	1,957
Food & beverage stores	90	49	5,125
Health & personal care stores	51	78	3,763
Gasoline stations	37	D	D
Clothing & clothing accessories stores	241	193	12,608
Sporting goods, hobby, musical instr. & books	44	51	2,259
General merchandise stores	16	22	1,599
Miscellaneous store retailers	140	242	15,642
Nonstore retailers	39	583	18,348
<b>Transportation &amp; Warehousing</b>	<b>153</b>	<b>576</b>	<b>14,140</b>
Air transportation	17	7	79
Water transportation	3	11	405

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## 11.3.2

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Industry, 2016	Establishments with Employees	Nonemployer Establishments	Annual Receipts (\$1,000)
Truck transportation	30	36	2,390
Transit & ground passenger transportation	16	412	7,780
Scenic & sightseeing transportation	52	28	1,342
Support activities for transportation	19	33	945
Couriers & messengers	12	43	981
Warehousing & storage	4	D	D
<b>Information</b>	<b>66</b>	<b>154</b>	<b>4,977</b>
Publishing industries (except Internet)	20	35	1,150
Motion picture & sound recording industries	10	67	3,020
Broadcasting (except Internet)	6	9	120
Telecommunications	23	5	116
Data processing, hosting & related services	4	16	146
Other information services	3	22	425
<b>Finance &amp; Insurance</b>	<b>150</b>	<b>288</b>	<b>15,141</b>
Credit intermediation & related activities	80	16	744
Securities, commodity contracts, investments	23	104	7,668
Insurance carriers & related activities	47	168	6,729
<b>Real Estate &amp; Rental &amp; Leasing</b>	<b>317</b>	<b>2,003</b>	<b>178,820</b>
Real estate	230	1,904	172,447
Rental & leasing services	87	97	6,165
<b>Professional, Scientific, &amp; Technical Services</b>	<b>413</b>	<b>2,230</b>	<b>88,542</b>
<b>Administrative, Support &amp; Waste Management</b>	<b>295</b>	<b>1,830</b>	<b>55,125</b>
Administrative & support services	281	1,825	54,796
Waste management & remediation services	14	5	329
<b>Educational Services</b>	<b>71</b>	<b>378</b>	<b>8,204</b>
<b>Health Care &amp; Social Assistance</b>	<b>421</b>	<b>1,022</b>	<b>45,515</b>
Ambulatory health care services	309	735	37,955
Nursing & residential care facilities	16	39	1,264
Social assistance	94	248	6,296
<b>Arts, Entertainment, &amp; Recreation</b>	<b>132</b>	<b>1,321</b>	<b>53,731</b>
Performing arts, spectator sports, & related	51	1,085	28,017
Museums, historical sites, & similar institutions	11	3	30
Amusement, gambling, & recreation industries	70	233	25,684
<b>Accommodation &amp; Food Services</b>	<b>536</b>	<b>386</b>	<b>29,826</b>
Accommodation	102	106	9,167
Food services & drinking places	434	280	20,659
<b>Other Services (except Public Administration)</b>	<b>459</b>	<b>2,865</b>	<b>100,457</b>
Repair & maintenance	90	629	27,875
Personal & laundry services	93	2,152	71,311
Religious, grantmaking, civic, professional orgs	276	84	1,271
<b>Total for All Sectors</b>	<b>4,618</b>	<b>16,792</b>	<b>813,715</b>

D: Withheld to avoid disclosing data of individual companies; data are included in higher totals.

SOURCE: U.S. CENSUS BUREAU, 2016 NONEMPLOYER STATISTICS.

### 11.3.3

## LARGEST COMPANIES AND NONPROFITS MAUI COUNTY

Company	State Rank		Sales (\$million)		Employees
	2017	2016	2016	2015	
Four Seasons Resort Maui at Wailea	48	55	163.0	159.0	750
VIP Foodservice	84	86	91.2	92.6	180
Maui Land & Pineapple Co. Inc.	130	202	47.0	23.0	17
Maui Medical Group Inc.	143	151	39.0	40.0	285
Hale Makua Health Services	151	166	34.7	33.4	456
Haleakala Solar Inc.	152	148	33.5	42.0	124
Maui Clothing Co. Inc.	204	216	18.7	19.1	117
Wailea Golf LLC	209	241	16.9	14.3	122
Employers Options	225	243	12.4	13.2	9
Maui County Federal Credit Union	230	NA	9.2	8.8	48

NA: Not available

SOURCE: "TOP 250." *HAWAII BUSINESS*, AUGUST 2017.

### 11.3.4

## CHARACTERISTICS OF BUSINESS ESTABLISHMENTS WITH EMPLOYEES, MAUI COUNTY

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

Characteristic	2015		2016	
	Maui County	State	Maui County	State
Number of businesses	4,545	31,915	4,618	32,350
Employees	61,991	523,677	64,146	528,415
First quarter payroll (\$1,000)	572,765	5,326,980	594,368	5,472,006
Annual payroll (\$1,000)	2,389,725	22,068,393	2,509,664	22,892,445

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



### 11.3.5

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

Year	Maui County	State Total
1985	2,528	25,742
1986	2,656	26,212
1987	2,867	27,281
1988	2,958	27,938
1989	3,096	28,443
1990	3,239	29,313
1991	3,367	29,736
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

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

## 11.3.6

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

<b>Geography, 2012</b>	<b>Number of Establishments</b>	<b>Revenue (\$1,000)</b>	<b>Number of Employees</b>	<b>Annual Payroll (\$1,000)</b>
<b>Professional, Scientific, and Technical Services</b>				
Ha'ikū-Pa'uwela	24	4,635	24	892
Kahului	43	27,726	258	9,515
Kaunakakai	N	N	N	N
Kīhei	51	44,605	258	19,721
Kula	29	7,451	60	2,689
Lahaina	21	7,122	80	1,646
Lāna'i City	2	D	0-19	D
Makawao	13	3,568	25	987
Nāpili-Honokōwai	4	969	4	293
Pukalani	13	2,243	37	895
Waihe'e-Waiehū	1	D	0-19	D
Wailea	22	4,353	25	886
Wailuku	129	71,070	524	26,081
<b>Administrative, Support, and Waste Management</b>				
Ha'ikū-Pa'uwela	18	5,880	54	1,698
Kahului	53	97,251	2,052	56,866
Kaunakakai	3	1,439	11	143
Kīhei	41	28,642	307	11,969
Kula	11	7,564	109	2,542
Lahaina	20	46,539	969	27,982
Lāna'i City	4	D	20-99	D
Makawao	11	5,630	175	3,207
Nāpili-Honokōwai	8	4,747	56	1,721
Pukalani	9	D	100-249	D
Waihe'e-Waiehū	3	D	0-19	D
Wailea	12	9,449	57	1,086
Wailuku	48	70,854	746	20,474
<b>Educational Services</b>				
Ha'ikū-Pa'uwela	2	D	0-19	D
Kahului	10	2,106	39	738
Kaunakakai	N	N	N	N
Kīhei	9	2,332	45	682
Kula	1	D	0-19	D
Lahaina	5	4,154	31	1,214
Lāna'i City	N	N	N	N
Makawao	4	3,031	27	726
Nāpili-Honokōwai	N	N	N	N
Pukalani	3	139	3	37
Waihe'e-Waiehū	1	D	0-19	D
Wailea	3	D	20-99	D
Wailuku	3	D	0-19	D
<b>Health Care and Social Assistance</b>				
Ha'ikū-Pa'uwela	6	5,304	37	1,613
Kahului	96	170,232	1,533	76,084
Kaunakakai	19	23,794	265	9,780
Kīhei	42	31,997	307	13,593
Kula	13	D	20-99	D
Lahaina	24	20,704	194	8,802
Lāna'i City	9	4,605	45	1,954

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**11.3.6**  
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<b>Geography</b>	<b>Number of Establishments</b>	<b>Revenue (\$1,000)</b>	<b>Number of Employees</b>	<b>Annual Payroll (\$1,000)</b>
Makawao	16	D	20-99	D
Nāpili-Honokōwai	2	D	0-19	D
Pukalani	6	D	20-99	D
Waihe'e-Waiehū	1	D	0-19	D
Wailea	6	1,207	4	230
Wailuku	122	448,085	3,326	181,612
<b>Arts, Entertainment, and Recreation</b>				
Ha'ikū-Pa'uwela	9	3,486	39	1,100
Kahului	13	19,370	478	6,839
Kaunakakai	1	D	0-19	D
Kīhei	14	9,403	185	3,539
Kula	7	2,875	16	398
Lahaina	14	D	250-499	D
Lāna'i City	N	N	N	N
Makawao	3	1,123	28	326
Nāpili-Honokōwai	3	D	0-19	D
Pukalani	9	D	100-249	D
Waihe'e-Waiehū	N	N	N	N
Wailea	11	17,128	134	4,622
Wailuku	9	4,494	85	1,660
<b>Accommodation and Food Services</b>				
Ha'ikū-Pa'uwela	4	3,625	75	1,152
Kahului	84	123,307	1,703	31,165
Kaunakakai	8	D	100-249	D
Kīhei	91	136,593	1,622	35,137
Kula	5	4,945	82	1,297
Lahaina	93	343,924	3,748	105,653
Lāna'i City	9	D	500-999	D
Makawao	10	10,293	265	4,058
Nāpili-Honokōwai	17	55,210	289	7,734
Pukalani	7	7,026	123	1,310
Waihe'e-Waiehū	1	D	0-19	D
Wailea	31	554,353	4,349	161,090
Wailuku	47	28,023	438	7,098
<b>Other Services (except Public Administration)</b>				
Ha'ikū-Pa'uwela	7	1,400	21	465
Kahului	60	43,119	501	12,823
Kaunakakai	7	5,445	54	1,815
Kīhei	71	29,979	270	7,453
Kula	9	1,690	17	479
Lahaina	45	22,246	191	4,707
Lāna'i City	1	D	0-19	D
Makawao	5	D	0-19	D
Nāpili-Honokōwai	21	D	20-99	D
Pukalani	9	D	20-99	D
Waihe'e-Waiehū	3	D	20-99	D
Wailea	31	35,203	274	9,175
Wailuku	59	31,796	273	7,650

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

SOURCE: U.S. CENSUS BUREAU, 2012 ECONOMIC CENSUS.

## 11.3.7

## SERVICE ESTABLISHMENTS WITH EMPLOYEES BY TYPE AND LOCATION, 2016

Establishment Type	Location	Number	Location	Number	Location	Number
<b>Professional, Scientific, &amp; Technical Services</b>	Ha'ikū	24	Lahaina	40	Wailuku	124
	Kahului	55	Makawao	31	Ho'olehua	1
	Kīhei	89	Pā'ia	13	Kaunakakai	2
	Kula	28	Pukalani	1	Lāna'i City	3
<b>Management of Companies</b>	Haiku	1	Kula	1	Paia	1
	Kahului	3	Lahaina	3	Wailuku	1
	Kīhei	4				
<b>Administrative &amp; Support</b>	Ha'ikū	21	Lahaina	45	Ho'olehua	1
	Kahului	46	Makawao	24	Kaunakakai	3
	Kīhei	67	Pā'ia	7	Lāna'i City	3
	Kula	9	Wailuku	53		
<b>Waste Management &amp; Remediation</b>	Kahului	5	Makawao	2	Wailuku	3
	Kīhei	1	Pu'unēnē	2	Ho'olehua	1
<b>Educational Services</b>	Ha'ikū	5	Lahaina	9	Kalaupapa	1
	Hāna	2	Makawao	13	Kaunakakai	1
	Kahului	11	Pā'ia	2	Maunaloa	1
	Kīhei	17	Wailuku	7	Lāna'i City	1
	Kula	2				
<b>Ambulatory Health Care</b>	Ha'ikū	6	Kula	12	Wailuku	116
	Hāna	2	Lahaina	27	Kaunakakai	9
	Kahului	66	Makawao	23	Kualapu'u	1
	Kīhei	41	Pā'ia	1	Lāna'i City	3
<b>Hospitals</b>	Wailuku	1	Kaunakakai	1		
<b>Nursing &amp; Residential Care</b>	Kahului	1	Makawao	3	Kaunakakai	2
	Kīhei	1	Wailuku	8	Lāna'i City	1
<b>Social Assistance</b>	Haiku	2	Lahaina	10	Ho'olehua	3
	Hāna	3	Makawao	7	Kaunakakai	7
	Kahului	12	Pā'ia	3	Kualapu'u	1
	Kīhei	9	Pu'unēnē	2	Lāna'i City	5
	Kula	2	Wailuku	28		

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## 11.3.7

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Establishment Type	Location	Number	Location	Number	Location	Number
<b>Performing Arts, Spectator Sports, &amp; Related</b>	Ha'ikū	7	Kīhei	11	Makawao	6
	Hāna	1	Kula	3	Pā'ia	2
	Kahului	3	Lahaina	13	Wailuku	5
<b>Museums, Historical Sites, &amp; Related</b>	Ha'ikū	2	Makawao	2	Kualapu'u	1
	Hāna	1	Pu'unēnē	1		
	Lahaina	2	Wailuku	2		
<b>Amusement, Gambling, &amp; Recreation</b>	Ha'ikū	5	Kula	5	Pā'ia	3
	Kahului	10	Lahaina	18	Wailuku	6
	Kīhei	15	Makawao	5	Kaunakakai	2
<b>Accommodation</b>	Ha'ikū	3	Kula	1	Wailuku	3
	Hāna	1	Lahaina	58	Maunaloa	1
	Kahului	2	Makawao	1	Lāna'i City	2
	Kīhei	27	Pā'ia	3		
<b>Food Service &amp; Drinking</b>	Ha'ikū	8	Lahaina	132	Ho'olehua	1
	Hāna	1	Makawao	17	Kaunakakai	9
	Kahului	71	Pā'ia	19	Lāna'i City	4
	Kīhei	107	Pukalani	2		
	Kula	6	Wailuku	58		
<b>Repair &amp; Maintenance</b>	Ha'ikū	2	Kula	3	Pu'unēnē	4
	Kahului	28	Lahaina	9	Wailuku	29
	Kīhei	9	Makawao	5	Ho'olehua	1
<b>Personal &amp; Laundry Services</b>	Ha'ikū	3	Kula	3	Pā'ia	2
	Kahului	17	Lahaina	25	Wailuku	18
	Kīhei	18	Makawao	6	Lāna'i City	1
<b>Religious, Civic, &amp; Professional Organizations</b>	Ha'ikū	6	Lahaina	72	Wailuku	47
	Hāna	2	Makawao	11	Ho'olehua	2
	Kahului	20	Pā'ia	3	Kaunakakai	9
	Kīhei	87	Pukalani	2	Maunaloa	2
	Kula	7	Pu'unēnē	2	Lāna'i City	3

SOURCE: U.S. CENSUS BUREAU, 2016 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	255	6,523
21	Mining, Quarrying, and Oil and Gas Extraction	N	N	5	749
22	Utilities	13	Q	44	3,281
23	Construction	N	N	1,357	104,886
31-33	Manufacturing	99	D	372	15,393
42	Wholesale Trade	140	714,580	393	22,350
44-45	Retail Trade	758	D	1,313	66,055
48-49	Transportation & Warehousing	138	368,121	576	14,140
51	Information	69	N	154	4,977
52	Finance & Insurance	152	N	288	15,141
53	Real Estate & Rental & Leasing	306	454,401	2,003	178,820
54	Professional, Scientific, & Tech. Services	390	186,395	2,230	88,542
55	Management of Companies & Enterprises	N	N	N	N
56	Admin., Support & Waste Management	271	303,209	1,830	55,125
61	Educational Services	47	16,725	378	8,204
62	Health Care & Social Assistance	393	741,499	1,022	45,515
71	Arts, Entertainment, & Recreation	120	141,052	1,321	53,731
72	Accommodation & Food Services	499	2,307,504	386	29,826
81	Other Services (except Public Administration)	383	238,128	2,865	100,457

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

N: Not available or not comparable.

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

NAICS: North American Industry Classification System.

SOURCE: U.S. CENSUS BUREAU, 2012 ECONOMIC CENSUS, 2012 ECONOMIC CENSUS OF ISLAND AREAS, AND 2016 NONEMPLOYER STATISTICS.