
Section 11

DOMESTIC TRADE

This final section covers data on manufacturers, service establishments, professional firms, retail trade, industrial parks and the general excise tax base. Also included is a list of Maui County's largest private corporations.

The largest private corporation based in Maui is Maui Land & Pineapple with 1,275 employees, and sales of \$186.7 million in 2005. Maui County is moving into the high technology development phase, with a public-private partnership working to develop the Maui Research & Technology Park at Kihei to support emerging high technology business.

11.1.1

**MANUFACTURING
MAUI COUNTY AND STATE OF HAWAII**

Includes operating manufacturing establishments and auxiliaries

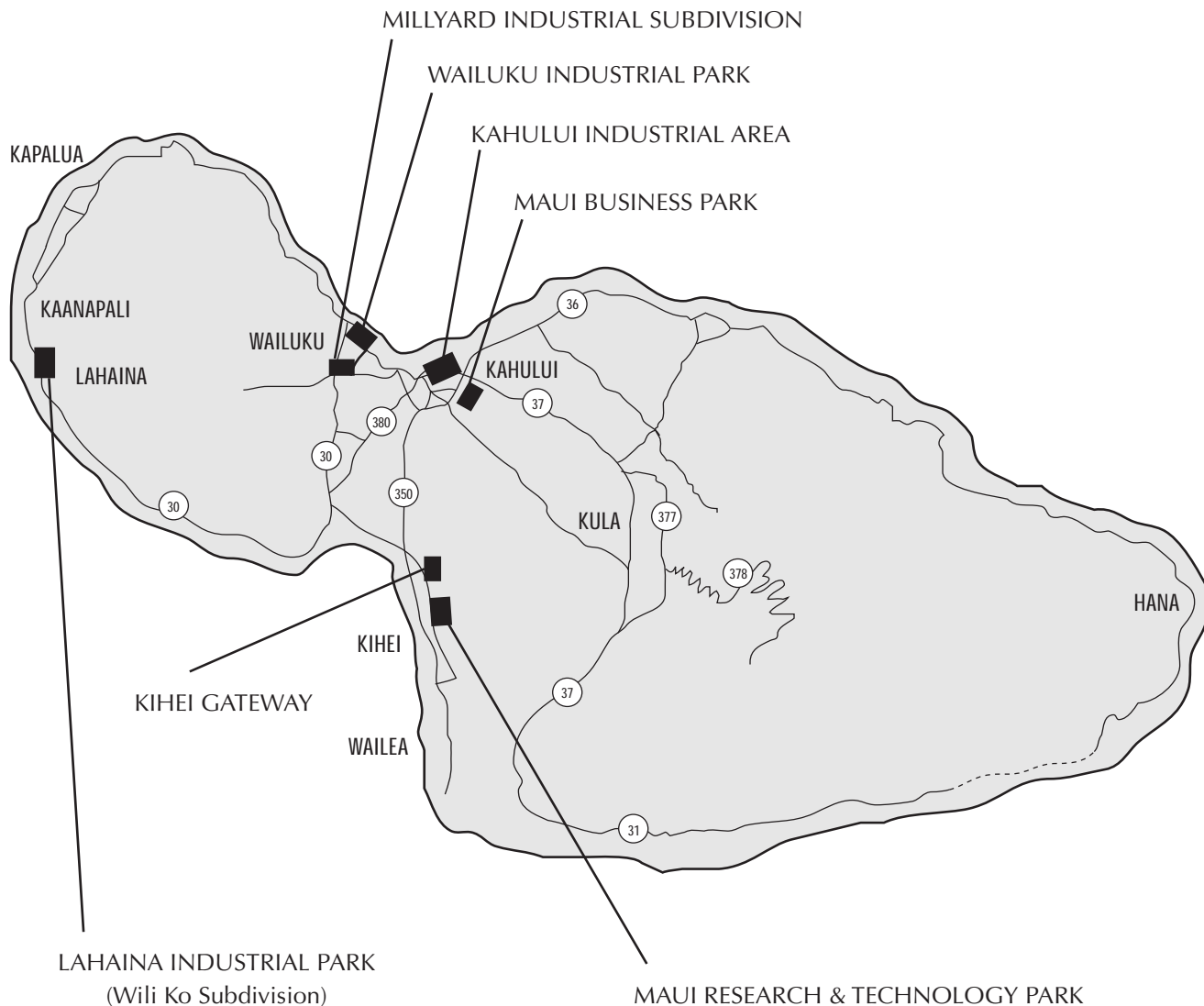
2002	MAUI COUNTY		STATE OF HAWAII	
	All	Food	All	Food
All Establishments				
Total (number)	93	34	929	259
With 20 employees or more (number)	8	4	157	54
All Employees				
Number	1,491	1,159	13,200	5,224
Payroll (\$1,000)	50,232	36,512	421,269	145,699
Production Workers				
Number	1,141	932	8,865	3,597
Hours (1,000)	2,204	1,791	16,837	6,693
Wages (\$1,000)	35,640	27,631	254,713	90,162
Value Added by Manufacture				
(\$1,000)	157,060	116,228	1,217,728	478,098
Cost of Materials				
(\$1,000)	113,889	87,711	2,246,539	427,972
Value of Shipments				
(\$1,000)	270,556	204,002	3,460,199	908,464
Total Capital Expenditures				
(\$1,000)	16,574	10,872	82,960	26,914

SOURCE: U.S. Bureau of the Census, 2002 Economic Census.

11.1.2

INDUSTRIAL PARKS, ISLAND OF MAUI

	Size	Location	Types of industries
Maui Research & Technology Park	330 acres	Kihei	High technology
Kahului Industrial Area	200 acres	Kahului	Light industrial and commercial
Maui Business Park	75 acres	Kahului	Light industrial and commercial
Wailuku Industrial Park	55 acres	Wailuku	Construction base yard, trucking, commercial
Millyard Subdivision	30 acres	Wailuku	Light industry and business commercial
Kihei Gateway	30 acres	Kihei	Light industrial and commercial
Lahaina Industrial Park	10 acres	Lahaina	Commercial



SOURCE: Hawaii State Department of Business, Economic Development and Tourism, *Directory of Industrial and Technology Parks*, 1991.

11.2.1

GENERAL EXCISE TAX BASE, MAUI COUNTY

	1998	1999	2000	2001	2002	2003	2004	2005
Retailing	649,032,400	1,200,011,150	1,357,279,775	1,363,859,275	1,288,265,075	1,416,929,475	1,606,066,500	1,648,035,875
Services	328,849,125	404,622,650	445,827,275	480,773,575	497,605,975	538,502,100	581,463,850	633,851,450
Contracting	193,365,375	259,711,650	326,777,275	360,568,625	364,438,350	425,070,200	452,890,850	560,067,200
Theater, Amusements, Radio, etc.	6,518,225	15,984,275	16,659,825	19,942,250	20,309,700	21,195,600	21,525,925	18,918,075
Interest	7,794,250	11,002,075	12,191,625	16,204,050	18,674,475	18,889,650	14,142,100	12,945,300
Commissions	64,093,175	82,441,600	102,188,000	108,053,925	105,181,525	135,367,700	149,889,375	170,629,750
Hotel Rentals	192,012,700	332,734,900	373,941,925	318,051,550	321,252,400	359,701,525	400,577,025	356,886,975
All Other Rentals	206,840,275	272,953,600	284,930,450	291,789,000	289,637,275	301,241,100	295,148,025	285,637,400
Use (4%)	9,585,650	32,232,375	44,145,100	36,581,075	25,138,275	45,193,250	41,583,950	26,819,875
All Others (4%)	76,290,300	125,497,600	119,762,625	118,982,400	117,366,800	128,484,500	134,171,575	143,625,350
SUB-TOTAL	1,734,381,475	2,737,191,875	3,083,703,875	3,114,805,725	3,047,869,850	3,390,575,100	3,697,459,175	3,857,417,250
Insurance Solicitors	31,336,665	94,902,666	41,309,334	121,564,668	59,276,000	63,635,334	108,120,666	12,608,666
Sugar Processing	6,800	73,000	147,600	57,400	82,000	40,400	11,400	26,200
Pineapple Canning	607,000	2,900,400	2,376,000	2,210,000	1,978,400	4,091,600	1,535,400	1,722,400
Producing	26,281,200	29,412,400	28,193,200	25,924,400	23,407,000	23,037,600	20,054,400	23,375,400
Manufacturing	18,410,800	21,927,400	27,228,200	29,517,200	29,829,600	37,399,400	29,042,400	32,316,200
Wholesaling	209,382,400	328,986,000	367,046,000	384,273,200	358,084,800	365,772,200	386,196,400	424,916,800
Services (Intermediary)	25,449,200	30,991,200	37,430,000	38,642,600	47,747,000	50,574,800	45,863,000	48,675,600
Use (1/2%)	61,979,800	183,129,000	233,743,000	224,557,800	216,882,000	172,571,600	273,048,400	393,934,200
SUB-TOTAL	373,473,865	692,322,066	737,473,334	826,747,268	737,286,800	717,122,934	863,872,066	937,575,466
GRAND TOTAL	2,107,855,340	3,429,513,941	3,821,177,209	3,941,552,993	3,785,156,650	4,107,698,034	4,561,331,241	4,794,992,716

NOTES: This report is on cash basis accounting and reflects tax bases only for allocated collections. The base for unallocated net collections cannot be determined due to differing tax rates which may be applicable. Unallocated collections as percent of total collections: 1995 and before <=5%, 1996=20.7%, 1997=35.3%, 1998=36.3% and 1999=8.4% when the Department of Taxation altered its general excise tax reporting procedures. (Unallocated net collections 2000=5.8%.) The unallocated net collections category includes amounts resulting from collections from electronic fund payments (apparently causing its rise from 1996 to 1998), penalty and interest, assessments and corrections, delinquent collections, refunds, protested payments and settlements, etc. This table will understate the general excise tax base in Maui County for the above reason and also because many businesses operating statewide locate their head office in Honolulu, so all their income is attributed to that county rather than among each county in which they operate.

SOURCE: Hawaii State Department of Taxation, General Excise and Use Tax Base, Calendar Years 1998 to 2005 (annual).

11.2.2

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

Based on primary North American Industrial Classification System (NAICS) code and zip code

2004 Establishment Type		Location / Number		Location / Number		Location / Number		Totals	
Motor vehicle & parts dealers (NAICS 441—)									
	Kahului	23	Makawao	1	Kaunakakai	2			
	Kihei	5	Wailuku	9	Lanai City	1	Maui subtotal		42
	Lahaina	4					Total		45
Furniture & home furnishing stores (NAICS 442—)									
	Kahului	16	Kula	3	Makawao	1			
	Kihei	6	Lahaina	7	Wailuku	5	Total		38
Electronics & appliance stores (NAICS 443—)									
	Kahului	7	Lahaina	5	Wailuku	2			
	Kihei	4	Makawao	1			Total		19
Building material & garden equipment & supplies dealers (NAICS 444—)									
	Haiku	1	Lahaina	4	Hoolehua	1			
	Kahului	20	Makawao	2	Kaunakakai	2			
	Kihei	4	Wailuku	7	Lanai City	1	Maui subtotal		39
	Kula	1					Total		43
Food & beverage stores (NAICS 445—)									
	Haiku	3	Lahaina	25	Kaunakakai	7			
	Kahului	17	Makawao	6	Kualapuu	1			
	Kihei	12	Paia	4	Lanai City	3	Maui subtotal		80
	Kula	3	Wailuku	10			Total		91
Health & personal care stores (NAICS 446—)									
	Haiku	1	Kula	2	Paia	1			
	Kahului	15	Lahaina	14	Wailuku	4			
	Kihei	6	Makawao	3	Kaunakakai	1	Maui subtotal		46
							Total		47
Gasoline stations (NAICS 447—)									
	Haiku	2	Lahaina	8	Wailuku	5			
	Kahului	8	Makawao	1	Kaunakakai	2			
	Kihei	5	Paia	2	Lanai City	1	Maui subtotal		32
	Kula	1					Total		35

11.2.2

CONTINUED

2004 Establishment Type		Location / Number		Location / Number		Totals	
Clothing & clothing accessories stores (NAICS 448—)							
Hana	1	Lahaina	126	Wailuku	10		
Kahului	38	Makawao	5	Kaunakakai	3	Maui subtotal	234
Kihei	49	Paia	5			Total	237
Sporting goods, hobby, book & music stores (NAICS 451—)							
Kahului	18	Makawao	3	Kalaupapa	1		
Kihei	8	Paia	3	Kaunakakai	1		
Lahaina	14	Wailuku	4			Maui subtotal	50
						Total	52
General merchandise stores (NAICS 452—)							
Hana	1	Lahaina	2	Kaunakakai	2		
Kahului	12	Makawao	1	Lanai City	1	Maui subtotal	18
Kihei	1	Wailuku	1			Total	21
Miscellaneous store retailers (NAICS 453—)							
Haiku	1	Kula	3	Wailuku	14		
Hana	2	Lahaina	69	Kaunakakai	3		
Kahului	24	Makawao	13	Lanai City	2	Maui subtotal	164
Kihei	32	Paia	6			Total	169
Nonstore retailers (NAICS 454—)							
Haiku	1	Kula	2	Hoolehua	1		
Kahului	4	Lahaina	1	Kaunakakai	1	Maui subtotal	11
Kihei	2	Paia	1	Lanai City	1	Total	14
						Grand Total	811

NOTE: Pukalani combined with Makawao, and Puunene combined with Kahului.

SOURCE: U.S. Department of Commerce, Bureau of the Census, *Zip Code Business Patterns 2004*.

11.2.3

CHARACTERISTICS OF MAJOR SHOPPING CENTERS, MAUI COUNTY

	Location	Stores	Year Built/ Last Renovated	Gross Leasable Area
Queen Kaahumanu Center	Kahului	87	1972/1995	572,896
Maui Marketplace	Kahului	23	1997	317,000
Maui Mall	Kahului	50	1971/1995	182,000
The Shops At Wailea	Kihei	100	2000	160,000
Piilani Shopping Center	Kihei	30	2000	150,000
Lahaina Center Factory Stores	Lahaina	NA	1990	150,000
Wailuku Shopping Center	Wailuku	NA	NA	134,557
Lahaina Cannery Mall	Lahaina	55	1987/1999	128,000
Kahului Shopping Center	Kahului	35	1951/1960	112,066
Whalers Village	Lahaina	37	1971	79,000
Lahaina Shopping Center	Lahaina	21	1995	77,000
[unnamed]	Lahaina	NA	1997	74,000
Kahana Gateway	Lahaina	NA	1990	58,902
Whaler's Market Place In Lahaina	Lahaina	46	1974	56,165
Lahaina Square	Lahaina	25	1973	52,000
The Wharf	Lahaina	56	1978/1987	50,000
Lipoa Center	Kihei	NA	1989/1991	42,309
Kukui Mall	Kihei	NA	1987	40,073
Pioneer Inn	Lahaina	13	NA	35,632
Dickenson Square	Lahaina	NA	NA	23,500
Kealia Beach Center	Kihei	NA	1983	20,350
Banyan Inn Marketplace	Lahaina	9	1975	20,028
Kai Nani Village	Kihei	14	1975	13,878
Pukalani Square	Pukalani	NA	1986	6,600
Napili Plaza	Lahaina	NA	NA	NA
West Maui Center	Lahaina	NA	NA	NA

SOURCE: National Research Bureau, 2002 database supplied to Claritas, Inc.

11.2.4

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

Sales in thousands of dollars

2002	Estab- lishments	Sales (\$1,000)	Employees	Annual Payroll (\$1,000)
Retail trade (NAICS 44-45)	816	1,772,473	9,201	198,794
Automobile dealers (NAICS 4411—)	13	D	250-499	D
Other motor vehicle dealers (NAICS 4412—)	8	10,989	39	1,270
Automotive parts, accessories & tire stores (NAICS 4413—)	27	D	100-249	D
Furniture stores (NAICS 4421—)	16	18,703	85	2,832
Home furnishings stores (NAICS 4422—)	20	20,557	139	3,858
Electronics & appliance stores (NAICS 4431—)	22	19,569	128	2,526
Building material & supplies dealers (NAICS 4441—)	35	111,213	500	13,106
Lawn & garden equip & supplies stores (NAICS 4442—)	8	10,977	43	1,096
Grocery stores (NAICS 4451—)	68	346,405	1,721	36,070
Specialty food stores (NAICS 4452—)	15	D	100-249	D
Health & personal care stores (NAICS 4461—)	51	111,463	652	12,430
Gasoline stations (NAICS 4471—)	38	109,984	501	9,254
Clothing stores (NAICS 4481—)	132	181,246	1,411	22,708
Shoe stores (NAICS 4482—)	19	12,448	110	1,582
Jewelry, luggage & leather goods stores (NAICS 4483—)	78	65,267	416	11,144
Sporting goods, hobby, musical instrument stores (NAICS 4511—)	36	33,558	317	4,937
Book, periodical & music stores (NAICS 4512—)	18	17,188	149	2,741
Department stores (NAICS 4521—)	4	D	500-999	D
Other general merchandise stores (NAICS 4529—)	16	D	250-499	D
Florists (NAICS 4531—)	14	D	20-99	D
Office supplies, stationery & gift stores (NAICS 4532—)	97	D	250-499	D
Used merchandise stores (NAICS 4533—)	12	D	100-249	D
Other miscellaneous store retailers (NAICS 4539—)	53	41,958	289	7,297
Nonstore retailers (NAICS 454—)	12	19,228	106	2,677

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

SOURCE: U.S. Bureau of the Census, 2002 Economic Census.

11.2.5

MERCHANDISE LINE SALES OF RETAIL ESTABLISHMENTS WITH PAYROLL, FOR THE STATE, OAHU AND THE REST OF THE STATE

Merchandise Line	NUMBER OF ESTABLISHMENTS			SALES (\$1,000)		
	State Total	Oahu	Rest of State	State Total	Oahu	Rest of State
TOTAL Retail Trade ¹	5,088	3,269	1,819	11,317,752	8,264,716	3,053,036
Groceries and other food items	1,298	819	479	1,910,787	1,263,171	647,616
Meals and snacks	430	260	170	119,935	87,075	32,860
Packaged liquor, wine, & beer	743	465	278	280,830	187,484	93,346
Cigars, cigarettes, & tobacco	976	594	382	193,535	131,361	62,174
Drugs, health aids, & beauty aids	1,035	621	414	776,494	575,064	201,430
Soaps, detergents, & household cleaners	547	345	202	95,687	63,240	32,447
Paper and related products	634	383	251	117,699	83,618	34,081
Men's wear	931	548	383	468,259	362,435	105,824
Women's, juniors', & misses' wear	1,113	708	405	936,203	784,649	151,554
Children's wear	511	285	226	139,497	102,878	36,619
Footwear (including accessories)	773	458	315	298,683	249,530	49,153
Sewing, knitting, & needlework goods	154	109	45	21,438	13,077	8,361
Curtains, draperies, and dry goods	185	112	73	63,319	42,421	20,898
Major household appliances	106	62	44	92,644	60,999	31,645
Small electric appliances	180	117	63	30,988	22,220	8,768
Televisions, video equipment/tapes	217	143	74	67,820	50,461	17,359
Audio equipment, musical instruments	320	219	101	119,940	95,304	24,636
Furniture & sleep equipment	214	123	91	125,314	95,291	30,023
Flooring & floor coverings	94	54	40	60,348	42,942	17,406
Computer hardware, software, & supplies	112	81	31	124,338	116,881	7,457
Kitchenware and homefurnishings	609	359	250	132,298	96,102	36,196
Jewelry	1,056	661	395	498,437	404,117	94,320
Books	404	260	144	89,691	64,338	25,353
Photographic equipment & supplies	247	161	86	33,259	24,219	9,040
Toys, hobby goods, & games	453	312	141	116,057	89,859	26,198
Optical goods	278	189	89	45,595	35,890	9,705
Sporting goods	406	239	167	163,942	117,948	45,994
Hardware, tools, plumbing, & elect. suppl.	385	225	160	294,216	210,819	83,397
Lawn and garden equipment	449	274	175	150,684	76,180	74,504
Lumber, millwork, building materials	168	86	82	204,318	141,276	63,042
Paint & related preservatives & supplies	153	71	82	71,393	46,514	24,879
Wallpaper & other flexible wallcoverings	14	7	7	596	254	342
Cars, vans, trucks, powered vehicles	96	60	36	1,274,548	1,005,722	268,826
Automotive fuels	380	241	139	538,555	331,662	206,893
Automotive lubricants (oil, greases, etc)	590	348	242	39,541	26,967	12,574
Automotive tires, batteries, accessories	483	293	190	312,323	211,064	101,259
Household fuels (oil, LP gas, wood, & coal)	44	14	30	34,238	20,173	14,065
Pets, pet foods, & pet supplies	341	205	136	64,066	46,536	17,530
All other merchandise	1,749	1,091	658	699,275	528,980	170,295
Unclassified merchandise	754	447	307	193,773	116,402	77,371
Nonmerchandise receipts	958	586	372	316,673	239,551	77,122

¹ Because some establishments carry more than one merchandise line, the number of establishments for each line will not add to the indicated totals.

X: Not applicable.

SOURCE: U.S. Bureau of the Census, 1997 Economic Census CD-ROM Vol. 1, Release 1F.

11.2.6

COMMERCIAL LEASE RENTS, MAUI ISLAND

Compiled by James M. "Mac" Lawson, CCIM PB,
Lowson and Associates
and
Felix B. Osorno (R), GRI
Felicon Enterprises, Ltd.

Location	YEAR 2006			RANGE PER SQUARE FOOT PER MONTH		
	Retail	Office	Warehouse	Retail	Office	Warehouse
West Maui:						
Lahaina Shopping Centers	\$2.50 to \$3.50	NA	NA			
Off Front Street	\$1.75 to \$5.00	\$1.25 to \$1.75	NA			
Industrial Area	\$1.00 to \$1.55	\$0.80 to \$1.55	\$1.00 to \$1.50			
Front Street	\$10.00 to \$25.00 ¹	\$1.50 to \$2.50	NA			
Kihei	\$1.75 to \$3.00	\$1.75 to \$3.00	\$1.25 to \$1.75			
Wailuku	\$1.50 to \$2.00	\$1.50 to \$2.25	\$1.25 to \$1.45			
Kahului	\$1.50 to \$3.50	\$1.75 to \$3.00	\$1.20 to \$1.45			
Wailea	\$6.50 to \$8.50	\$5.50 to \$6.25	NA			
Common area charges (in addition to rent, per square foot rented, all areas):	\$0.25 to \$1.75	\$0.25 to \$1.10	\$0.10 to \$0.65			

NOTE: Retail rents on Front Street, Lahaina and some other areas are usually a base rent against a percentage of 8% to 12% of gross receipts. The tenant pays whichever is higher (but not both).

¹ Small areas under 500 SF rent more on a minimum price than a per square foot basis.

SOURCE: Lowson and Associates and Felcon Enterprises, records. Current property listings can be found at www.mauicommercial.com, sponsored by members of the Commercial Round Table of Maui.

11.3.1

CHARACTERISTICS OF BUSINESS ESTABLISHMENTS WITH EMPLOYEES BY SECTOR, MAUI COUNTY

Excludes government employees, agricultural production workers and self-employed persons

Industry	Number of Establishments ¹	Number of Employees ²	Annual Payroll (\$1,000)
Forestry, fishing, hunting, and agriculture support	5	0-19	D
Mining	2	20-99	D
Utilities	9	250-499	D
Construction	424	2,950	126,402
Building, developing & general contracting	162	1,068	46,571
Heavy construction	17	181	6,748
Special trade contractors	245	1,701	73,083
Manufacturing	106	1,476	47,232
Food mfg	29	1,029	31,246
Beverage & tobacco product mfg	3	20-99	0
Textile product mills	4	0-19	0
Apparel manufacturing	5	0-19	0
Leather and Allied Product Manufacturing	1	0-19	0
Wood product mfg	2	20-99	0
Printing & related support activities	14	104	2,817
Petroleum and Coal Products mfg	1	0-19	0
Chemical mfg	9	82	2,211
Plastics & rubber products mfg	2	0-19	0
Nonmetallic mineral product mfg	8	100-249	0
Fabricated metal product mfg	2	0-19	0
Machinery mfg	1	0-19	0
Computer & electronic product mfg	3	0-19	0
Furniture & related product mfg	4	0-19	0
Miscellaneous mfg	18	28	609
Wholesale trade	164	1,423	51,852
Wholesale trade, durable goods	61	397	15,579
Wholesale trade, nondurable goods	92	992	35,514
Wholesale Electronic Markets & Agents and Brokers	11	34	759
Retail trade	812	9,998	229,094
Motor vehicle & parts dealers	44	728	32,368
Furniture & home furnishing stores	38	200	7,342
Electronics & appliance stores	19	109	2,613
Bldg material & garden equip & supp dealers	43	604	17,217
Food & beverage stores	91	2,226	41,765
Health & personal care stores	47	501	14,980
Gasoline stations	35	555	9,785
Clothing & clothing accessories stores	239	2,055	39,893
Sporting goods, hobby, book & music stores	52	595	9,203
General merchandise stores	21	1,295	29,806
Miscellaneous store retailers	169	1,021	21,464
Nonstore retailers	14	109	2,658
Transportation & warehousing	135	2,899	79,369
Air transportation	10	500-999	0
Water transportation	8	20-99	0
Truck transportation	25	378	13,921
Transit & ground passenger transportation	14	277	3,514
Scenic & sightseeing transportation	50	1,021	23,547
Transportation support activities	14	152	6,342

11.3.1
CONTINUED

Industry	Number of Establishments ¹	Number of Employees ²	Annual Payroll (\$1,000)
Couriers & messengers	12	116	4,090
Warehousing and Storage	2	20-99	0
Information	82	761	29,540
Publishing industries	26	220	9,742
Motion picture & sound recording industries	15	100-249	0
Broadcasting & telecommunications	8	145	5,395
Internet Publishing and Broadcasting	1	0-19	0
Telecommunications	22	100-249	0
Internet Ser. Providers, Web & Data Services	10	20-99	0
Finance & insurance	162	859	40,969
Credit intermediation & related activities	97	640	31,209
Security, commodity contracts & like activity	20	20-99	0
Insurance carriers & related activities	45	100-249	0
Real estate	290	2,322	78,655
Real estate	209	1,000-2,499	0
Rental & leasing services	79	500-999	0
Lessors of other nonfinancial intangible asset	2	0-19	0
Professional, scientific & technical services	344	1,811	75,515
Management of companies & enterprises	11	160	7,729
Admin, support, waste mgt, remediation services	268	3,861	84,655
Administrative & support services	254	3,712	79,774
Waste management & remediation services	14	149	4,881
Educational services	75	798	18,506
Health care and social assistance	368	5,218	193,959
Ambulatory health care services	274	2,318	107,137
Hospitals	4	500-999	0
Nursing & residential care facilities	13	500-999	0
Social assistance	77	1,305	28,118
Arts, entertainment & recreation	108	1,915	39,301
Performing arts, spectator sports, & related industries	32	795	14,617
Museums, historical sites & like institutions	14	192	4,036
Amusement, gambling & recreation industries	62	928	20,648
Accommodation & food services	503	21,454	571,865
Accommodation	83	12,254	433,170
Food services & drinking places	420	9,200	138,695
Other services (except public administration)	416	2,724	59,315
Repair & maintenance	72	346	9,485
Personal & laundry services	97	918	17,840
Religious, grantmaking, civic, prof & like org.	247	1,460	31,990
Unclassified establishments	11	9	74
Total	4,295	61,020	1,759,991

¹ Data refer to establishments in business at anytime during the year.

² For week including March 12. A range for the number of employees may be given to avoid disclosing data for individual companies.

D: Withheld to avoid disclosing data for individual companies.

SOURCE: U.S. Department of Commerce, Bureau of the Census, *County Business Patterns 2004*.

11.3.2

**CHARACTERISTICS OF BUSINESS ESTABLISHMENTS
BY SECTOR, FOR EMPLOYERS AND
NONEMPLOYERS, MAUI COUNTY.**

Industry	Establishments with Employees	Establishments Non-Employer	Gross Receipts Non-Employer (\$1,000)
Total	4,295	13,055	586,244
Forestry, fishing, hunting, and agriculture support	5	D	D
Mining	2	D	D
Utilities	9	D	D
Construction	424	1,241	84,882
Building, developing & general contracting	162	D	D
Heavy construction	17	D	D
Special trade contractors	245	879	47,607
Manufacturing	106	295	16,063
Food mfg	29	29	4,242
Beverage & tobacco product mfg	3	D	D
Textile product mills	4	D	D
Apparel manufacturing	5	34	602
Leather and Allied Product Manufacturing	1	D	D
Wood product mfg	2	D	D
Printing & related support activities	14	D	D
Petroleum and Coal Products mfg	1	D	D
Chemical mfg	9	D	D
Plastics & rubber products mfg	2	D	D
Nonmetallic mineral product mfg	8	23	1,489
Fabricated metal product mfg	2	D	D
Machinery mfg	1	D	D
Computer & electronic product mfg	3	D	D
Furniture & related product mfg	4	19	1,362
Miscellaneous mfg	18	114	4,843
Wholesale trade	164	333	20,449
Wholesale trade, durable goods	61	179	11,735
Wholesale trade, nondurable goods	92	D	D
Wholesale Electronic Markets & Agents and Brokers	11	D	D
Retail trade	812	1,030	62,404
Motor vehicle & parts dealers	44	24	2,316
Furniture & home furnishing stores	38	25	3,862
Electronics & appliance stores	19	D	D
Bldg material & garden equip & supp dealers	43	17	3,981
Food & beverage stores	91	36	5,617
Health & personal care stores	47	46	1,111
Gasoline stations	35	D	D
Clothing & clothing accessories stores	239	105	10,380
Sporting goods, hobby, book & music stores	52	63	4,408
General merchandise stores	21	D	D
Miscellaneous store retailers	169	223	17,095
Nonstore retailers	14	457	11,325
Transportation & warehousing	135	268	10,026
Air transportation	10	D	D
Water transportation	8	11	594
Truck transportation	25	D	D
Transit & ground passenger transportation	14	163	4,690
Scenic & sightseeing transportation	50	13	447
Transportation support activities	14	13	224
Couriers & messengers	12	D	D
Warehousing and Storage	2	D	D

11.3.2

CONTINUED

Industry	Establishments with Employees	Establishments Non-Employer	Gross Receipts Non-Employer (\$1,000)
Information	82	161	6,939
Publishing industries	26	43	3,010
Motion picture & sound recording industries	15	70	2,070
Broadcasting & telecommunications	8	D	D
Internet Publishing and Broadcasting	1	10	218
Telecommunications	22	D	D
Internet Providers, Web Portals, and Data Proc. Ser.	10	D	D
Other Information Services		14	745
Finance & insurance	162	240	14,964
Credit intermediation & related activities	97	56	3,920
Security, commodity contracts & like activity	20	72	7,245
Insurance carriers & related activities	45	112	3,799
Real estate	290	1,706	123,975
Real estate	209	1,636	118,598
Rental & leasing services	79	D	D
Lessors of other nonfinancial intangible asset	2	D	D
Professional, scientific & technical services	344	1,616	61,852
Management of companies & enterprises	11		
Admin, support, waste mgt, remediation services	268	1,084	28,507
Administrative & support services	254	D	D
Waste management & remediation services	14	D	D
Educational services	75	204	4,395
Health care and social assistance	368	883	29,288
Ambulatory health care services	274	615	24,145
Hospitals	4		
Nursing & residential care facilities	13	38	876
Social assistance	77	230	4,267
Arts, entertainment & recreation	108	1,118	38,697
Performing arts, spectator sports, & related industries	32	909	19,958
Museums, historical sites & like institutions	14	D	D
Amusement, gambling & recreation industries	62	D	D
Accommodation & food services	503	264	12,758
Accommodation	83	89	4,477
Food services & drinking places	420	175	8,281
Other services (except public administration)	416	2,346	66,271
Repair & maintenance	72	676	22,838
Personal & laundry services	97	1,601	42,198
Religious, grantmaking, civic, prof & like organizations	247	69	1,235
Unclassified establishments	11		

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

Source: U.S. Department of Commerce, Bureau of the Census, County Business Patterns 2004.

11.3.3

LARGEST PRIVATE CORPORATIONS, MAUI COUNTY

Company	State Rank		Sales (\$ million)		Employees
	2006	2005	2005	2004	
Maui Land & Pineapple Co. Inc.	46	47	186.7	153.2	1,275
TS Restaurants of Hawaii & Calif.	84	76	101.8	96.7	1,800
Four Seasons Resort	85	80	101.0	90.1	810
Dorvin D. Leis Co. Inc.	111	145	75.7	51.0	375
Valley Isle Motors Ltd.	112	96	75.6	76.1	145
West Maui Resort Partners LP	115	102	74.8	69.7	440
VIP Foodservice	135	120	64.0	63.3	138
Maui Petroleum Inc.	147	158	56.2	43.8	17
Maui Toyota	159	163	47.7	41.3	49
MINIT STOP Stores	173	172	42.7	37.7	166
Hale Makua	223	215	27.8	26.2	450
Maui Medical Group Inc.	238	236	23.4	21.2	237

SOURCE: "Top 250," *Hawaii Business*, August 2006.

11.3.4

CHARACTERISTICS OF BUSINESS ESTABLISHMENTS WITH EMPLOYEES, MAUI COUNTY

Excludes government employees, agricultural production workers and self-employed persons

Characteristics	2003		2004	
	State Total	Maui	State Total	Maui
Number of establishments ¹	31,061	4,203	31,605	4,295
Number of employees ²	459,010	57,337	473,500	61,020
Payroll—First quarter (\$1,000)	3,422,999	380,190	3,552,027	413,146
Payroll—Annual (\$1,000)	14,138,996	1,575,874	15,074,629	1,759,991

¹ Data refer to establishments active anytime during the year.

² For week including March 12.

D: Withheld to avoid disclosing data for individual companies.

SOURCE: U.S. Department of Commerce, Bureau of the Census, *County Business Patterns 2004*.

11.3.5

NUMBER OF BUSINESS ESTABLISHMENTS WITH EMPLOYEES, STATE OF HAWAII AND MAUI COUNTY

Year	State Total	Maui County
1979	20,621	1,858
1980	21,125	1,864
1981	21,264	1,872
1982	21,655	1,988
1983 ¹	24,519	2,257
1984	25,093	2,406
1985	25,742	2,528
1986	26,212	2,656
1987	27,281	2,867
1988	27,938	2,958
1989	28,443	3,096
1990	29,313	3,239
1991	29,736	3,367
1992	30,467	3,482
1993	30,157	3,502
1994	29,995	3,578
1995	29,942	3,639
1996	29,967	3,708
1997	29,991	3,766
1998 ²	29,603	3,746
1999	29,569	3,790
2000	29,853	3,889
2001	30,853	3,955
2002	30,633	4,104
2003	31,061	4,203
2004	31,605	4,295

NOTE: Through 1982, this table includes business establishments with taxable payrolls during the first quarter of the calendar year; for 1983 and later years, it includes those with taxable payrolls anytime during the year.

¹ New definition (see headnote).

² Start of data collection on NAICS basis. NAICS (North American Industry Classification System) replaces the old SIC (Standard Industrial Classification) codes.

SOURCES: Hawaii Department of Business, Economic Development & Tourism, *County and District Trends in Hawaii, 1991*, (Statistical Report 224, January 1992), table 18; U.S. Department of Commerce, Bureau of the Census, *County Business Patterns 2004*.

11.3.6

**SERVICE ESTABLISHMENTS WITH EMPLOYEES FOR
PLACES WITH 2,500 INHABITANTS OR MORE,
MAUI COUNTY**

Geography	Number of establishments	Sales, Shipments, Receipts, or revenue (\$1,000)	Number of employees	Annual Payroll (\$1,000)
Professional, scientific, and technical services (NAICS 54)				
Maui County	310	126,090	1,334	44,348
Haiku-Pauwela	10	1,992	12	279
Kahului	36	16,095	213	5,964
Kaunakakai	4	D	1 to 19	D
Kihei	41	16,541	126	5,163
Lahaina	16	D	20 to 99	D
Lanai	2	D	-	D
Makawao	14	4,827	107	1,892
Napili-Honokowai	2	D	1 to 19	D
Pukalani	10	5,079	79	2,913
Wailea-Makena	14	3,282	30	815
Wailuku	116	57,996	504	19,826
Balance of Maui County	45	D	100 to 249	D
Administrative and support and waste management and remediation services (NAICS 56)				
Maui County	267	230,343	3,775	76,347
Haiku-Pauwela	9	4,055	75	1,139
Kahului	52	61,899	1,618	26,387
Kaunakakai	4	D	1 to 19	D
Kihei	49	13,175	163	3,792
Lahaina	30	26,275	420	8,169
Lanai	6	D	20 to 99	D
Makawao	8	D	20 to 99	D
Napili-Honokowai	6	D	100 to 249	D
Pukalani	7	14,296	267	8,495
Waihee-Waiehu	5	D	1 to 19	D
Wailea-Makena	15	D	20 to 99	D
Wailuku	42	31,474	768	11,466
Balance of Maui County	34	D	500 to 999	D
Educational services (NAICS 61)				
Maui County	50	14,236	243	5,058
Haiku-Pauwela	3	D	1 to 19	D
Kahului	9	2,158	43	811
Kaunakakai	1	D	1 to 19	D
Kihei	8	3,054	38	1,091
Lahaina	3	D	20 to 99	D
Makawao	2	D	1 to 19	D
Napili-Honokowai	2	D	1 to 19	D
Pukalani	2	D	1 to 19	D
Wailea-Makena	6	1,387	14	524
Wailuku	4	D	20 to 99	D
Balance of Maui County	10	D	20 to 99	D
Health care and social assistance (NAICS 62)				
Maui County	336	427,508	5,119	178,295
Haiku-Pauwela	7	D	1 to 19	D
Kahului	84	123,700	1,419	54,961
Kaunakakai	14	24,989	464	10,703
Kihei	34	20,278	274	8,551
Lahaina	22	13,138	126	4,733
Lanai	6	D	20 to 99	D
Makawao	8	D	20 to 99	D

11.3.6
CONTINUED

Geography	Number of establishments	Sales, Shipments, Receipts, or revenue (\$1,000)	Number of employees	Annual Payroll (\$1,000)
Napili-Honokowai	3	D	20 to 99	D
Pukalani	15	5,025	63	1,987
Wailea-Makena	1	D	1 to 19	D
Wailuku	110	211,217	2,220	82,715
Balance of Maui County	32	D	250 to 499	D
Arts, entertainment, and recreation (NAICS 71)				
Maui County	98	123,751	1,626	34,686
Haiku-Pauwela	4	1,071	12	421
Kahului	12	16,715	221	4,228
Kihei	11	10,702	179	3,625
Lahaina	16	33,366	487	11,056
Makawao	1	D	1 to 19	D
Napili-Honokowai	2	D	20 to 99	D
Pukalani	5	4,107	39	1,223
Waihee-Waiehu	1	D	1 to 19	D
Wailea-Makena	10	D	100 to 249	D
Wailuku	10	3,819	71	913
Balance of Maui County	26	D	500 to 999	D
Accommodation and foodservices (NAICS 72)				
Maui County	461	1,379,316	18,932	441,069
Haiku-Pauwela	6	D	1 to 19	D
Kahului	77	85,862	1,620	21,545
Kaunakakai	10	D	100 to 249	D
Kihei	78	71,471	1,285	17,616
Lahaina	94	154,665	2,627	42,979
Lanai	6	D	500 to 999	D
Makawao	8	8,392	263	2,869
Napili-Honokowai	18	29,908	449	6,698
Pukalani	9	5,840	135	1,455
Wailea-Makena	34	371,472	4,687	140,687
Wailuku	52	22,777	471	5,642
Balance of Maui County	69	628,929	7,060	201,578
Other services (except public administration) (NAICS 81)				
Maui County	358	170,658	2,374	48,108
Haiku-Pauwela	4	2,231	35	709
Kahului	59	25,679	477	9,077
Kaunakakai	7	2,435	48	945
Kihei	65	21,334	266	5,285
Lahaina	53	14,625	165	3,717
Lanai	4	D	1 to 19	D
Makawao	4	D	1 to 19	D
Napili-Honokowai	14	6,066	57	1,492
Pukalani	8	D	20 to 99	D
Waihee-Waiehu	1	D	100 to 249	D
Wailea-Makena	28	20,128	246	6,819
Wailuku	66	38,085	609	10,231
Balance of Maui County	45	D	250 to 499	D

D: Withheld to avoid disclosing data for individual companies.

SOURCE: U.S. Bureau of the Census, 2002 Economic Census.

11.3.7

**SERVICE ESTABLISHMENTS WITH EMPLOYEES
BY TYPE AND LOCATION**

Establishment Type, 2004								
	Location / Number	Location / Number	Location / Number				Totals	
Professional, scientific & technical services (NAICS 541—)								
	Haiku 13	Kula 18	Wailuku 115					
	Hana 1	Lahaina 28	Kaunakakai 7					
	Kahului 49	Makawao 27	Lanai City 3		Maui subtotal		335	
	Kihei 72	Paia 12			Total		345	
Management of companies & enterprises (NAICS 551—)								
	Kahului 2	Lahaina 6	Wailuku 1					
	Kihei 2				Total		11	
Administrative & support services (NAICS 561—)								
	Haiku 9	Lahaina 52	Kaunakakai 4					
	Kahului 50	Makawao 20	Lanai City 2					
	Kihei 56	Paia 5			Maui subtotal		248	
	Kula 9	Wailuku 47			Total		254	
Waste management & remediation services (NAICS 562—)								
	Kahului 5	Paia 1	Hoolehua 1					
	Lahaina 1	Wailuku 3	Lanai City 1		Maui subtotal		12	
	Makawao 2				Total		14	
Educational services (NAICS 611—)								
	Haiku 7	Kula 2	Paia 1					
	Hana 3	Lahaina 12	Wailuku 9		Maui subtotal		73	
	Kahului 12	Makawao 9	Kaunakakai 2		Total		75	
	Kihei 18							
Ambulatory health care services (NAICS 621—)								
	Haiku 6	Kula 6	Wailuku 105					
	Hana 1	Lahaina 24	Kaunakakai 7					
	Kahului 67	Makawao 21	Kualapuu 1		Maui subtotal		264	
	Kihei 31	Paia 3	Lanai City 3		Total		275	
Hospitals (NAICS 622—)								
	Wailuku 2	Kaunakakai 1	Lanai City 1		Maui subtotal		2	
					Total		4	
Nursing & residential care facilities (NAICS 623—)								
	Kahului 3	Lahaina 2	Paia 1					
	Kihei 3	Makawao 2	Wailuku 2		Total		13	
Social assistance (NAICS 624—)								
	Haiku 1	Lahaina 6	Hoolehua 1					
	Hana 4	Makawao 5	Kaunakakai 7					
	Kahului 13	Paia 2	Kualapuu 3					
	Kihei 6	Wailuku 24	Lanai City 3		Maui subtotal		62	
	Kula 1				Total		76	
Performing arts, spectator sports, & related industries (NAICS 711—)								
	Haiku 6	Kula 1	Paia 1					
	Kahului 2	Lahaina 10	Wailuku 3		Maui subtotal		31	
	Kihei 4	Makawao 4	Kualapuu 1		Total		32	

11.3.7

CONTINUED

Establishment Type, 2004							
Location / Number		Location / Number		Location / Number		Totals	
Museums, historical sites & like institutions (NAICS 712—)							
Hana	2	Lahaina	2	Wailuku	3		
Kahului	3	Makawao	1	Kualapuu	1	Maui subtotal	13
Kula	2					Total	14
Amusement, gambling & recreation industries (NAICS 713—)							
Haiku	1	Kula	1	Paia	2		
Kahului	10	Lahaina	19	Wailuku	5	Maui subtotal	61
Kihei	20	Makawao	3	Kaunakakai	1	Total	62
Accommodation (NAICS 721—)							
Haiku	3	Lahaina	41	Kaunakakai	2		
Hana	4	Makawao	1	Maunaloa	1		
Kahului	2	Wailuku	3	Lanai City	1	Maui subtotal	79
Kihei	25					Total	83
Food services & drinking places (NAICS 722—)							
Haiku	8	Lahaina	123	Kaunakakai	10		
Hana	1	Makawao	19	Kualapuu	1		
Kahului	75	Paia	13	Maunaloa	1		
Kihei	97	Wailuku	63	Lanai City	5	Maui subtotal	404
Kula	5					Total	421
Repair & maintenance (NAICS 811—)							
Haiku	3	Kula	1	Paia	1		
Kahului	30	Lahaina	4	Wailuku	27		
Kihei	9	Makawao	3	Kaunakakai	1	Maui subtotal	78
						Total	79
Personal & laundry services (NAICS 812—)							
Haiku	3	Kula	3	Wailuku	18		
Kahului	24	Lahaina	22	Lanai City	1		
Kihei	20	Makawao	6			Maui subtotal	96
						Total	97
Religious, grantmaking, civic, professional & like organizations (NAICS 813—)							
Haiku	4	Lahaina	69	Hoolehua	2		
Hana	3	Makawao	9	Kaunakakai	8		
Kahului	28	Paia	5	Maunaloa	1	Maui subtotal	232
Kihei	68	Wailuku	39	Lanai City	4	Total	247
Kula	7						
						Grand Total	2,095

NOTE: Pukalani is combined with Makawao, and Puunene with Kahului.

SOURCE: U.S. Department of Commerce, Bureau of the Census, *Zip Code Business Patterns 2004*.

11.3.8

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

NAICS	Industry	Employer Establishments	Sales (\$1,000)	NonEmployer Establishments	Sales (\$1,000)
----	Total	X	X	11,713	469,599
11	Forestry, fishing & hunting, and agricultural support services			D	D
21	Mining	X	X	D	D
22	Utilities	X	X	D	D
23	Construction	X	X	1,011	54,988
31-33	Manufacturing	93	270,556	326	16,096
42	Wholesale trade	169	562,888	318	16,789
44-45	Retail trade	816	1,772,473	1,011	51,787
48-49	Transportation & warehousing	X	X	D	D
51	Information	81	N	145	5,093
52	Finance & insurance (not published for counties)	X	X	210	28,359
53	Real estate & rental & leasing	261	350,258	1,474	90,098
54	Professional, scientific, & technical services	310	126,090	1,528	49,302
55	Management of companies & enterprises	X	X		
56	Adm. & support & waste mgmt. & remediation service	267	230,343	1,047	24,060
61	Educational services	50	14,236	178	3,194
62	Health care & social assistance	336	427,508	775	22,639
71	Arts, entertainment, & recreation	98	123,751	1,001	35,160
72	Accommodation & food services	461	1,379,316	235	11,767
81	Other services (except public administration)	358	170,658	1,964	50,112

D: Withheld to avoid disclosing data of individual companies.

X: Not published for counties.

SOURCE: U.S. Bureau of the Census, 2002 Economic Census.