



## Maui Fact Sheet

**Size:** Maui is the second largest of the Hawaiian Islands with a land area of 729 square miles. It is 48 miles long and 26 miles across at its widest point.

**Population:** 131,531. Ethnic mix: 39% Caucasian, 30% Asian, 10% Hawaiian/Pacific Islander, 9% Hispanic/Latino, followed by Black/African American and American Indian/Alaska Native.

**Biggest Towns:**

1. Kahului
2. Wailuku
3. Lāhaina

**Major Economic Sectors** (based on job count):

1. Leisure & hospitality
2. Trade, transportation & utilities
3. State & local government
4. Professional & business services
5. Natural resources & construction
6. Agriculture

**Average Temperature:** 75-85 degrees Fahrenheit

**Miles of Shoreline:** 120 linear miles

**Number of Beaches:** 81 accessible beaches. 39 have public facilities. Sands may be white, gold, black, salt-and-pepper, green or garnet, due to ancient volcanic activity.

**Principal Resort Areas:** In West Maui, the principal resort areas are Kā'anapali and Kapalua. South Maui's prime resorts are Mākena and Wailea. Hāna, Kīhei, Ma`alaea, Nāpili, Honokōwai, Lāhaina, Wailuku and Upcountry are also visitor destinations.

**Highest Peak:** Haleakalā Volcano (dormant), 10,023 feet. The summit depression is 21 miles around and 3,000 feet deep.

**Number of Accommodation Units:** 18,469 (inclusive of hotels, timeshares, condominiums and B&Bs)

**Number of Visitors Annually:** Approximately 2.3 million visitors visit Maui each year.



**Number of Whales Annually:** Approximately 10,000 whales winter in Hawaiian waters each year, more than double the number a few years ago, thanks to successful conservation efforts. An adult whale is 45 feet long and weighs 40 tons. Baby whales born in Maui waters weigh a mere 2,000 pounds.

**Most Popular Visitor Attractions:** The attractions and places consistently drawing the most visitors are Haleakalā National Park, Lāhaina Town, `Īao Valley State Park, Hāna and the Maui Ocean Center.

**Parks:** There are 8 state parks, 95 county parks and community centers, and one national park, Haleakalā National Park.

**Golf Courses:** Maui has 16 golf courses.

**Superlatives:**

1. Maui has been voted “Best Island in the World” 14 times by the readers of *Conde Nast Traveler Magazine*, and six times as the “World’s Best Island” by the readers of *Travel + Leisure Magazine*.
2. Maui has more miles of swimmable beach than any other Hawaiian island.
3. Maui has the largest dormant volcano in the world, Haleakalā.
4. Maui has the second highest waterfall in the United States.
5. Maui has the lowest temperature ever recorded in the Hawaiian Islands, 11 degrees in 1961, atop Haleakalā.

**Airports:** The main airport is in Kahului at the center of Maui. There is also a smaller airport in Kapalua (West Maui), and a commuter airport in Hāna. All major airlines offer service from the U.S. and Canada to Maui.