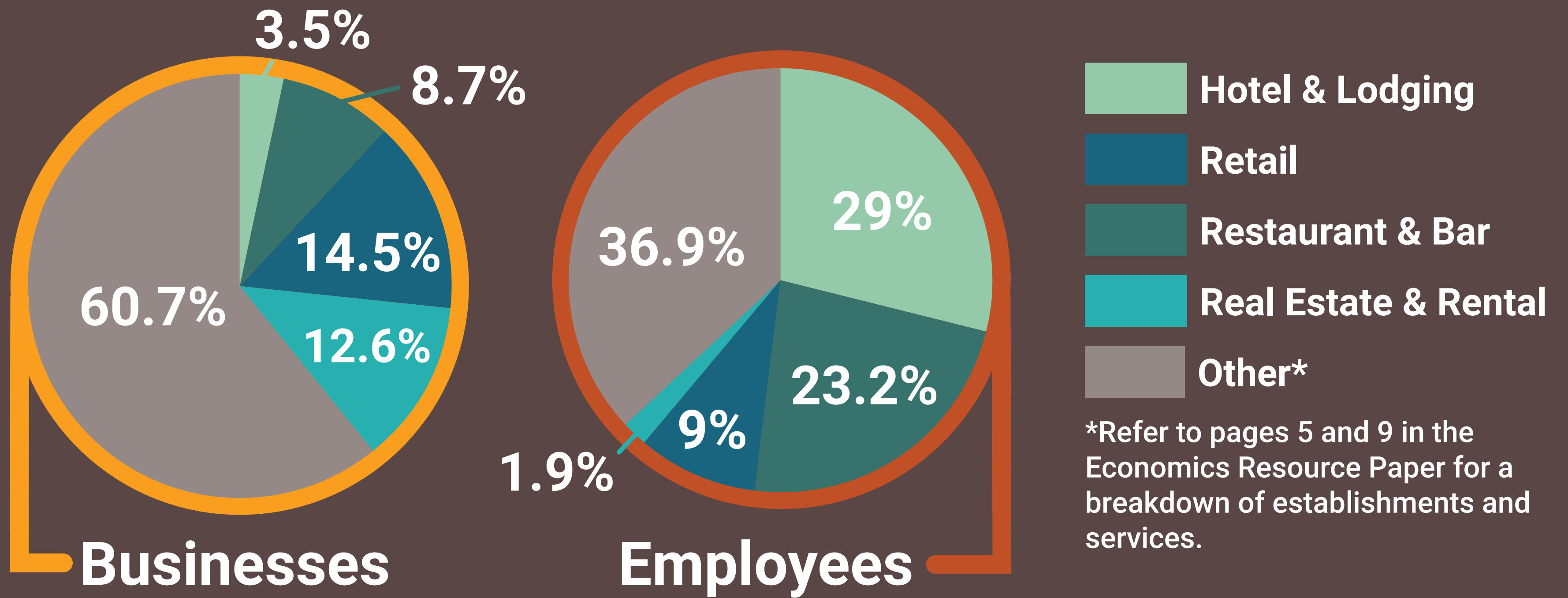


ECONOMIC CONDITIONS

RESOURCE PAPER AT A GLANCE

In South Maui, there are approximately

1,500 businesses employing over **15,000** people.



South Maui relies heavily on the **tourism industry**, with the vast majority of employees working in businesses that cater to visitors. In 2020 (pre-pandemic), **61 percent** of employment in South Maui was attributed to the **Accommodation, Food Service** and **Retail Trade** sectors.

Key Challenges



Tourism-Dependent Economy



Housing Shortage



Traffic Congestion

Economic Strategies

- Avoid duplication of existing policies.
- Implement existing economic development policies through deliberate land use, transportation and housing policies.

More information can be found in our Economic Conditions Resource Paper at <https://southmaui.wearemaui.org>.