

A Community-Led Pathway Toward Maui's Economic Recovery & Future

JULY 22, 2025



Maui
Economic Recovery
Commission

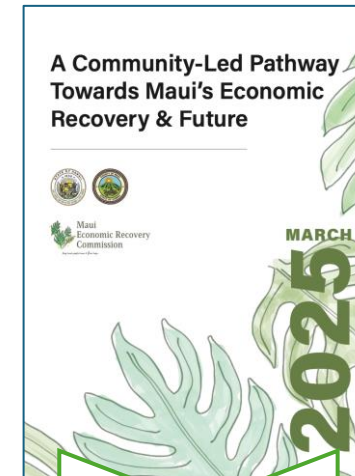
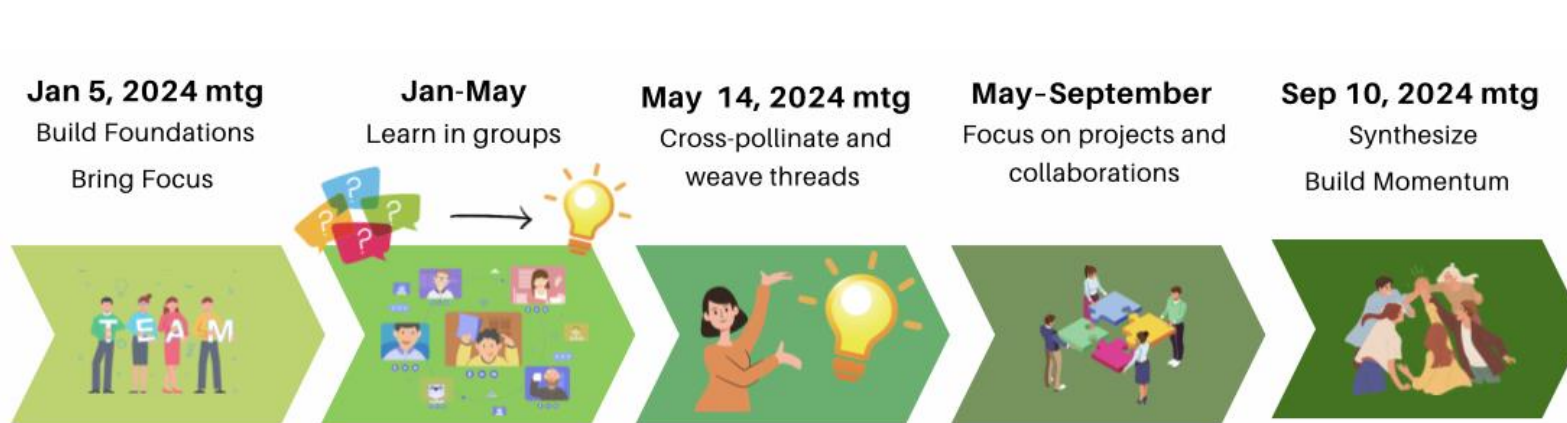
Keep local people home • Steer hope

MAUI ECONOMIC RECOVERY COMMISSION

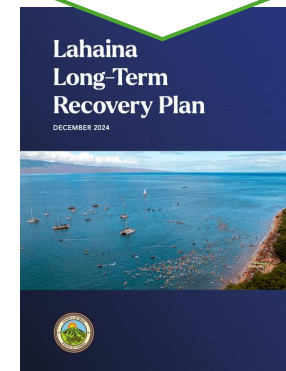
A Lahaina-Led Recovery



Scan or click here to
view full ERC Report



Informed



Implementation

Meeting #1, January 5, 2024



Meeting #3, September 10, 2024



The image features a white background with stylized green leaves in the corners. The leaves are drawn with black outlines and filled with various shades of green, some with yellow highlights. They are arranged in a way that frames the central text.

GROUNDING RECOVERY IN ECONOMIC IMPACTS

At a Glance



Scan or click here to
view full ERC Report



**Loss of
Businesses**



**Loss of
Housing**



Outmigration



**Unemployment
& Job Losses**

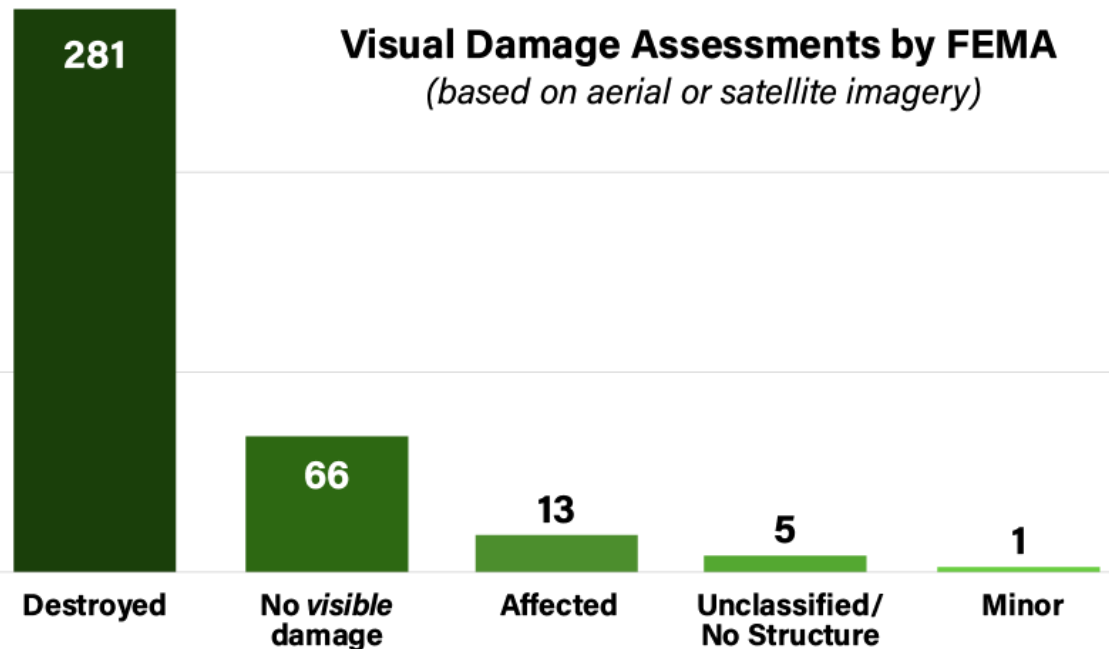


**Decline in
Tourism**

Loss of Businesses

Businesses were not only physically destroyed but also rendered functionally inoperable due to infrastructure damages and the loss of tourism and local markets

Commercial & Industrial Structures Damaged Within Lahaina Burn Area



Source: Visual damage assessments by FEMA (based on aerial or satellite imagery)

Business Profile Within Lahaina



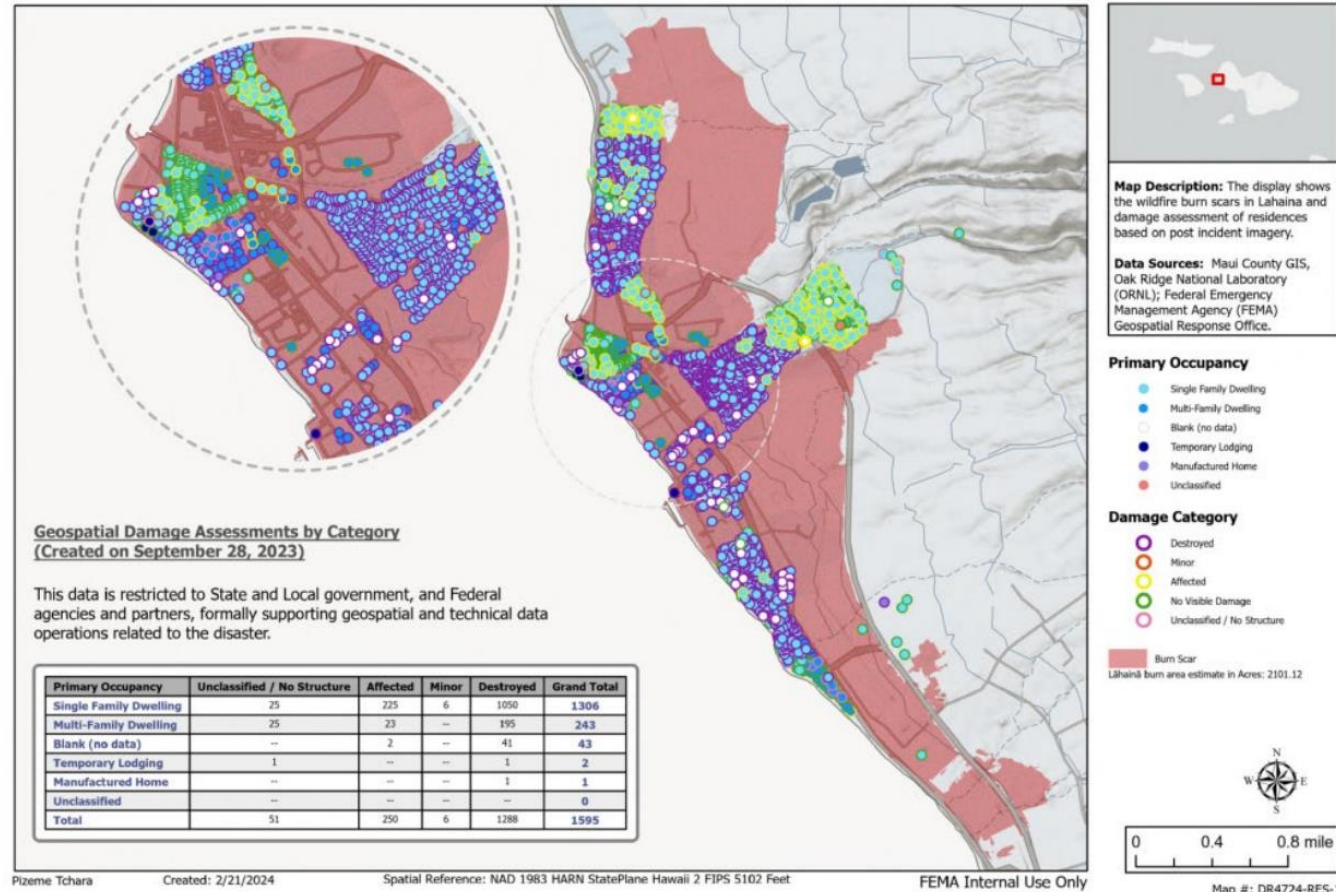
Source: Data Axle; U.S. Census Bureau; FEMA

Housing: Destroyed Structures

1,288 residential structures were destroyed

FEMA-DR-4724-HI | Wildfires

Lāhainā Wildfire - Impacted Residential Structures

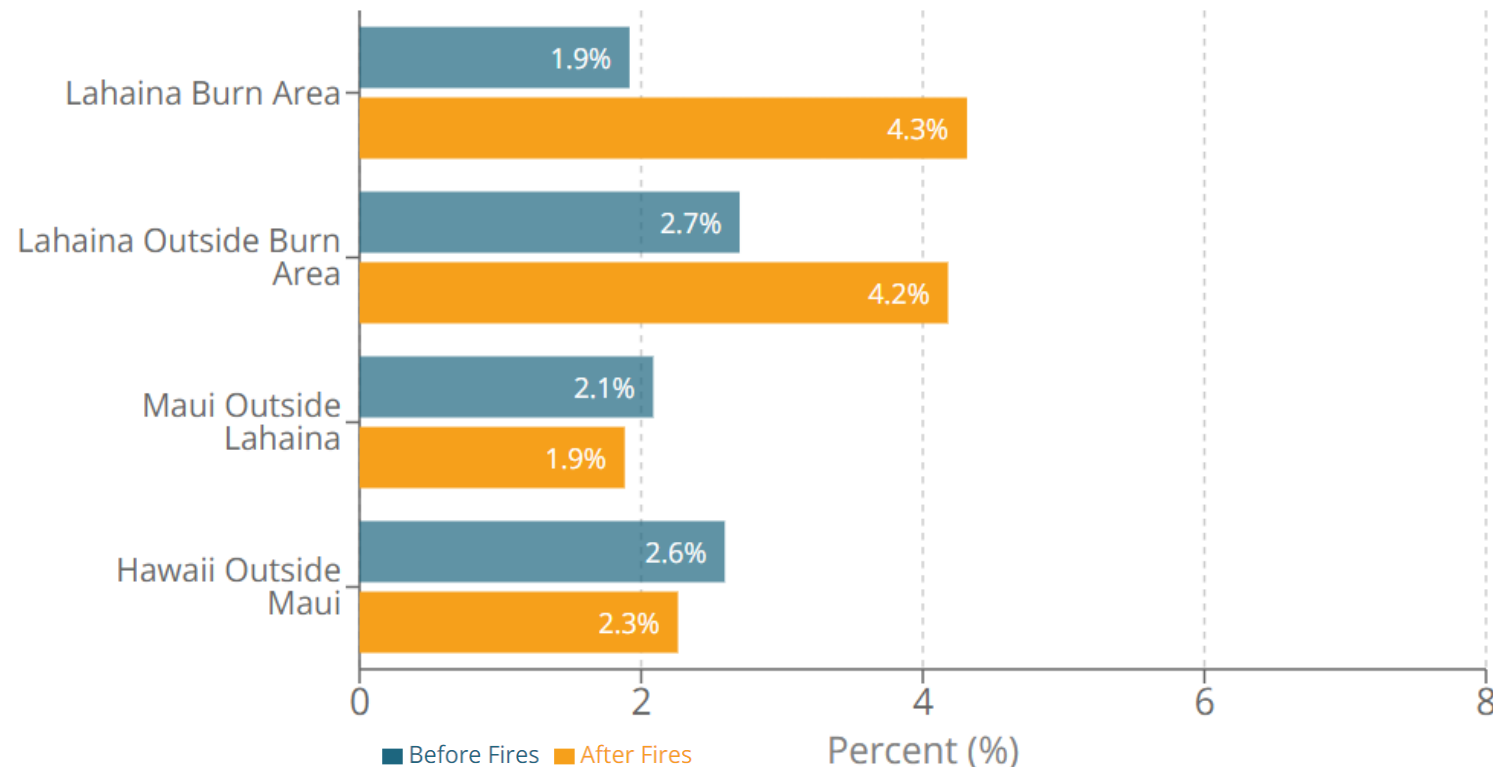


Source: Geospatial damage assessment conducted by Federal Emergency Management Agency

Outmigration: State Tax Returns

The wildfires reduced Maui's population by ~1,000 residents:
160-200 moved within State, 430-510 left the State

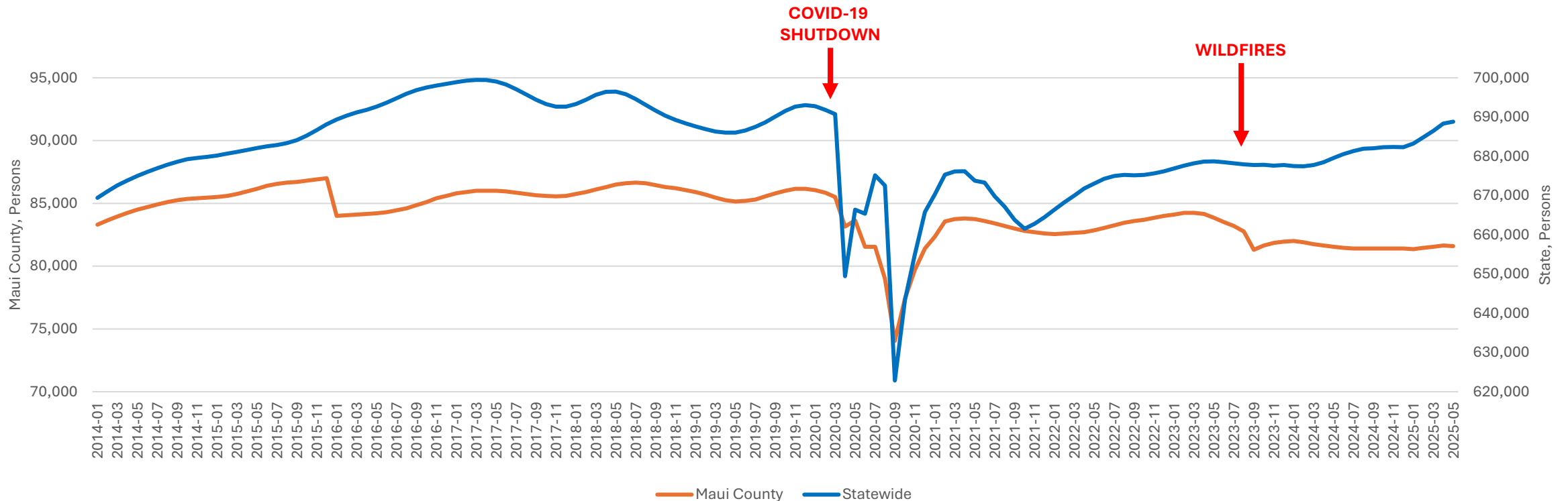
Out-of-State Outmigration Rate by Area



ECONOMIC IMPACTS OF THE MAUI WILDFIRES

Outmigration: Labor Force

Seasonally Adjusted Maui County vs. State Labor Force, Civilian



Source: U.S. Bureau of Labor Statistics and Hawai'i State Department of Business, Economic Development & Tourism, Research & Economic Analysis Division. [Economic Data Warehouse](#). Accessed: 18 July 2025.

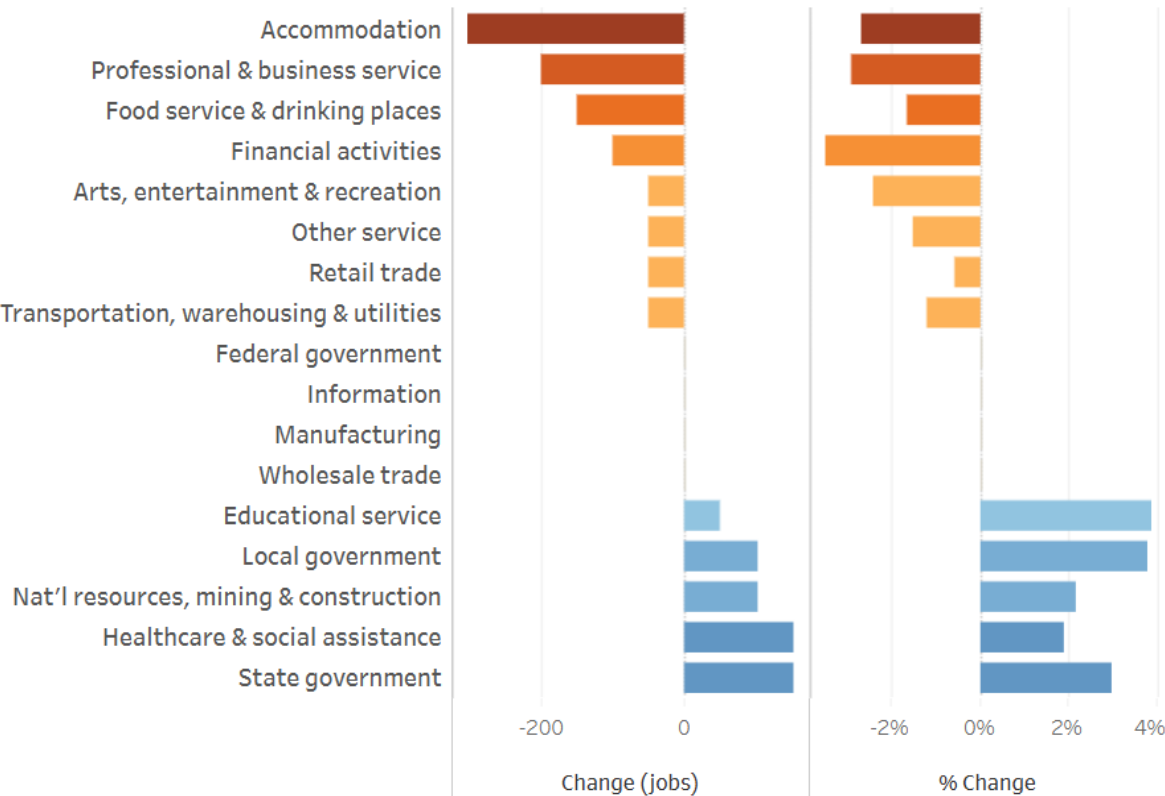
Maui County labor force trended downward following wildfires

ECONOMIC IMPACTS OF THE MAUI WILDFIRES

Job Changes

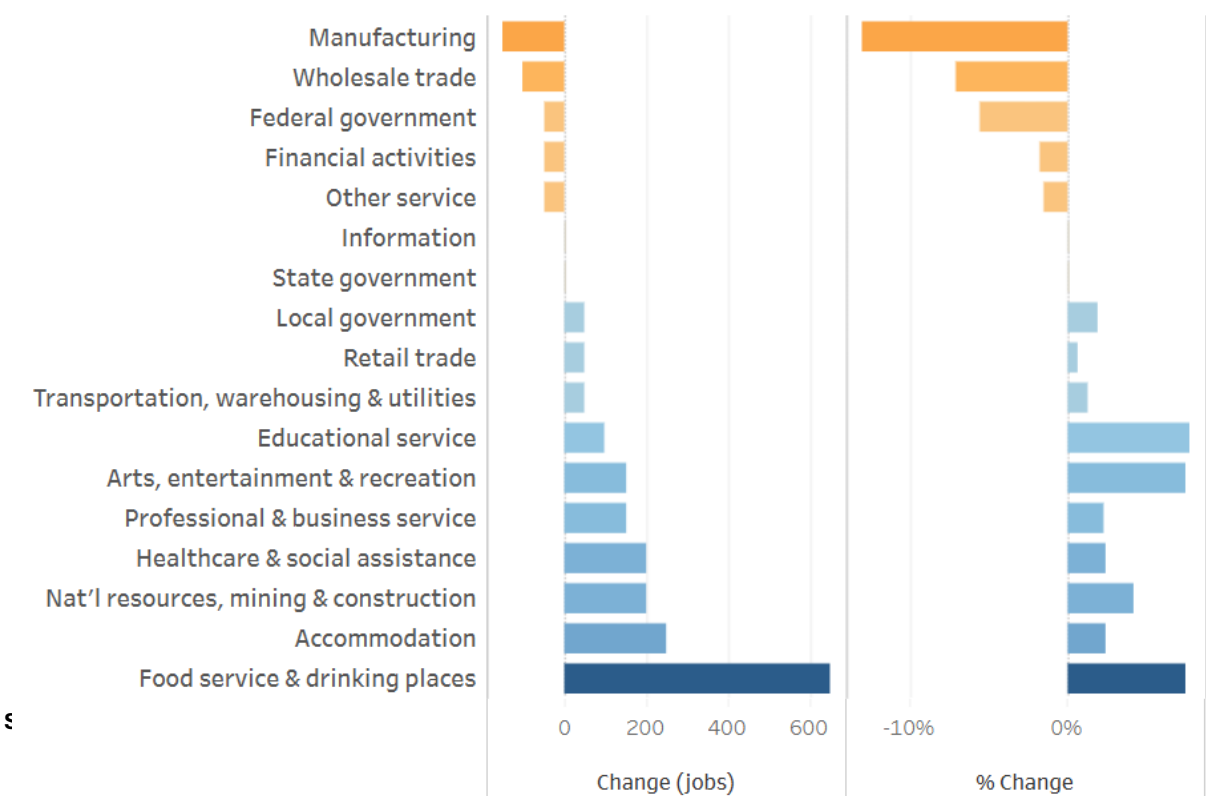
Job losses correlated with the reduction in labor force and employment

Job Change by Industry, 2023



Jobs in tourism-related industries have improved in 2025

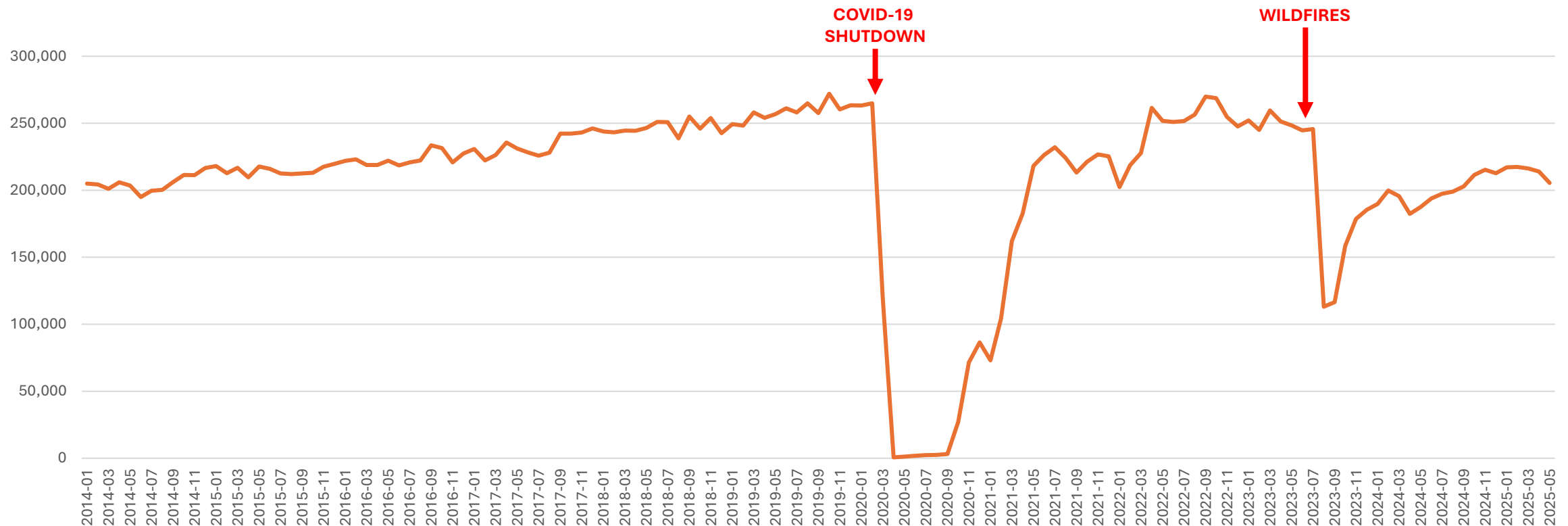
2025 Job Change by Industry, June Year to Date



Decline in Tourism: Visitor Arrivals

Visitor arrivals to Maui County saw major declines, slow to recover; cascading effects

Seasonally Adjusted Maui County Visitor Arrivals



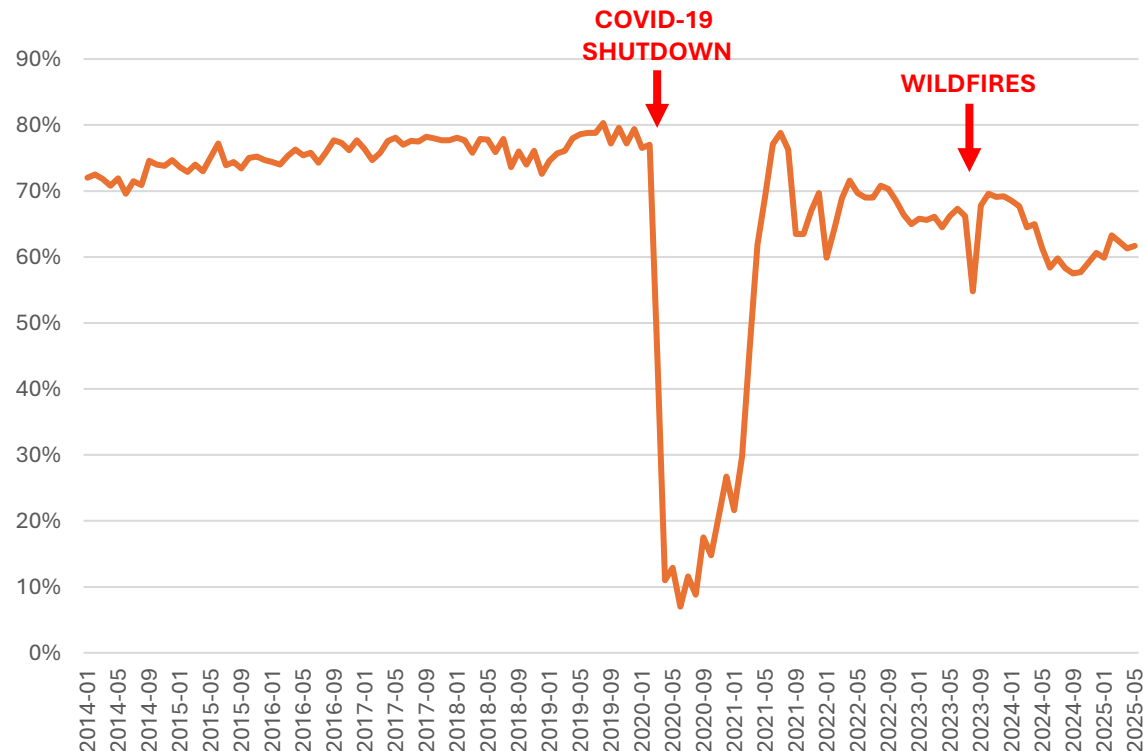
Source: Visitor arrivals by air (seasonally adjusted) from Hawai'i State Department of Business, Economic Development & Tourism, Research & Economic Analysis Division. [Economic Data Warehouse](#). Accessed 18 July 2025.

ECONOMIC IMPACTS OF THE MAUI WILDFIRES

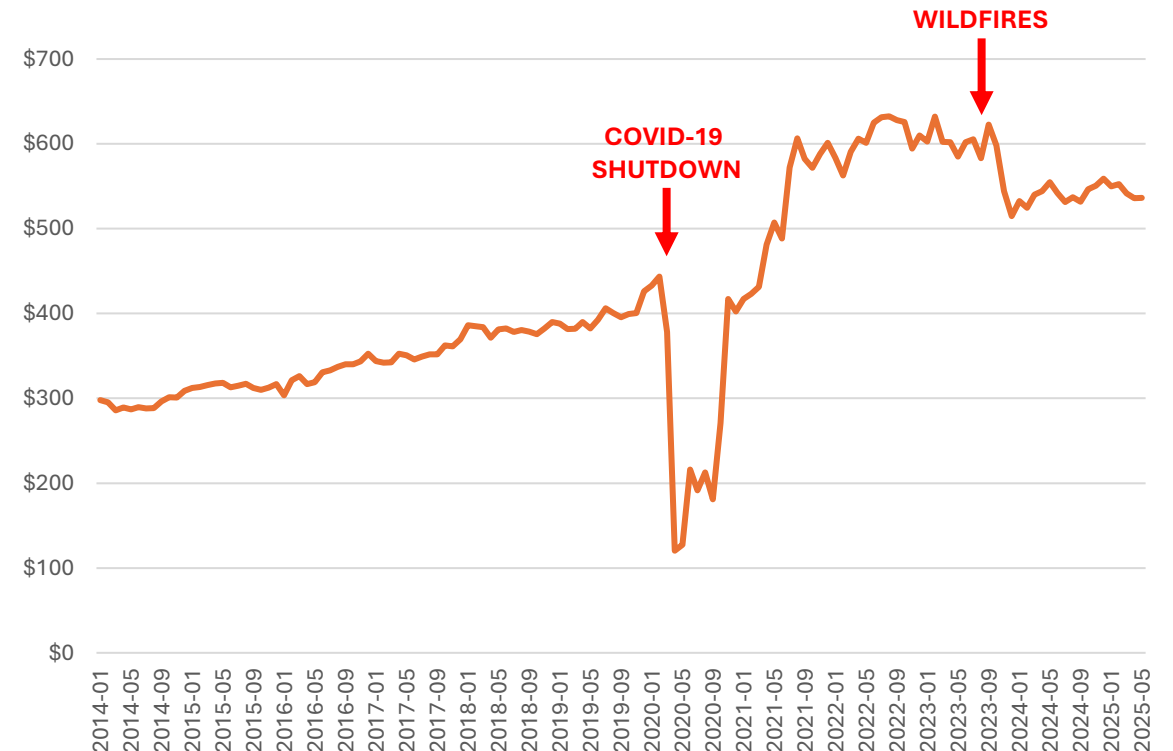
Decline in Tourism: Hotels

Maui County hotels continue to see reduced occupancy, room rates

Seasonally Adjusted Maui County Hotel Occupancy Rate



Seasonally Adjusted Maui County Hotel Average Daily Rate





MAUI ECONOMIC RECOVERY COMMISSION:

COLLECTIVE ACTION FOR MAUI

Vision & Values Word Cloud



MAUI ECONOMIC RECOVERY COMMISSION

Process

Jan 5, 2024 mtg

Build Foundations

Bring Focus



Create Learning Groups around Priority Areas

Jan-May

Learn in groups



Jan-early March:

- Learning groups
- Meet with subject matter experts

Mid-March-early May:

- Generating ideas and recommendations

May 14, 2024 mtg

Cross-pollinate and weave threads



- Present findings and ideas
- Connect and consolidate
- Regroup around potential projects and interests

May-September

Focus on projects and collaborations



- Work on projects
- Connect with federal partners
- Support County of Maui
- Submit for federal funding (if ready)

Sep 10, 2024 mtg

Synthesize
Build Momentum



- Identify key elements for Maui Economic Recovery Framework
- Confirm next steps for continued economic recovery collaborations

A Community-Led Pathway
Towards Maui's Economic
Recovery & Future



MARCH
2025

Lahaina
Long-Term
Recovery Plan

DECEMBER 2024



ERC Project Overview

• Designing Permitting Processes for Accelerated West Maui and Kula Recovery: A Project for Rebuilding



• Systems Mapping Centered on Survivor Housing and Resources



• The Healing Journey: Maui Economic Recovery through Community Healing



• Wai Dashboard



• West Maui Water Management Plan
• Regaining Lahaina's Harbor for Economic Resilience



• Lahaina Business Park



• Advancing an Agricultural, Natural Resource & Food Systems Workforce Task Force

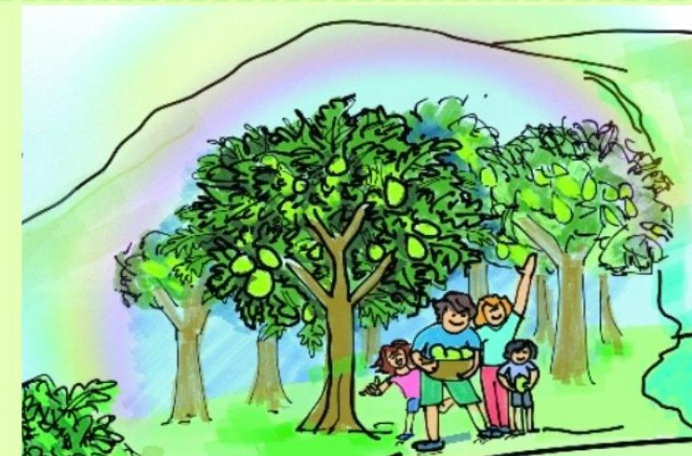


• Expanding R-1 Water System

• Developing and Integrating a Maui Workforce Ecosystem.



• Pathways to Prosperity: Health, Housing, and Economic Diversity for All



MAUI ECONOMIC RECOVERY COMMISSION

Alignment with County Recovery Needs Assessment



Economic Recovery & Resilience Strategy



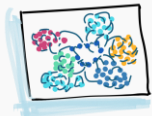
Restore Business Operations



Revitalize & Grow Ag Lands & Businesses



Workforce Resilience & Reintegration



Systems Mapping Centered on Survivor Housing and Resources



Lahaina Business Park



Accelerating Permitting Processes



Regaining Lahaina's Harbor



Expanding R-1 Water System



Agricultural, Natural Resource & Food Systems Workforce Task Force



West Maui Water Management Plan



Wai Dashboard



Pathways to Prosperity








Maui Workforce Ecosystem







Healing Journey



Alignment with County Plans

ERC Projects	Long-Term Recovery Plan (LTRP)	Community Development Block Grant Disaster Recovery (CDBG-DR) Plan
<p>WATER:</p> <p> West Maui Water Management Plan</p> <p> Wai Dashboard</p> <p> Expanding R-1 Water</p>	<p>Lahaina Water Infrastructure Firefighting Capacity and Resilience & Hardening, Stormwater Resilience & Flood Risk Management, Wai & Watershed Planning, R-1 Recycled Water Expansion, Water Source Development</p>	<p>Housing Programs, Infrastructure/Public Facilities, Mitigation</p>
<p>WORKFORCE:</p> <p> Developing & Integrating a Maui Workforce Ecosystem</p> <p> Advancing an Agricultural, Natural Resource & Food Systems Workforce Task Force</p>	<p>Economic Innovation & Development, Green Workforce Development</p>	<p>Public Services</p>

Alignment with County Plans

ERC Projects	Long-Term Recovery Plan (LTRP)	Community Development Block Grant Disaster Recovery (CDBG-DR) Plan
<p>HEALTH & PROSPERITY:</p> <p> The Healing Journey</p> <p> Pathways to Prosperity (Hale Makua)</p>	<p>Ke Ola Hou, Creation of a Lahaina Memorial, Healthcare Service Expansion</p>	<p>Public Services</p>
<p>REBUILD:</p> <p> Regaining Lahaina's Harbor</p> <p> Designing Permitting Processes for Accelerated West Maui & Kula Recovery</p>	<p>Lahaina Harbor Restoration, Inter-Island Ferry System, Rebuild Lahaina Plan, Infrastructure Assessment and Improvement Studies, Building Resilience Incentives</p>	<p>Housing Programs, Infrastructure/Public Facilities, Mitigation</p>

Alignment with County Plans

ERC Projects	Long-Term Recovery Plan (LTRP)	Community Development Block Grant Disaster Recovery (CDBG-DR) Plan
 DATA: Systems Mapping Centered on Survivor Housing and Resources	Potentially all areas	All areas
 BUSINESS: Lahaina Business Park	Lahaina Business Park, West Maui Business Center	Public Services

POTENTIAL TO SUPPORT OTHER COUNTY RECOVERY EFFORTS

Venturing Forward & Value to the County



Builds Bridges. Connects the County and community with State and Federal government agencies, private, nonprofit, academic, and philanthropic organizations



Advocates for Priorities. Develops strategies for and pursues solutions, funding, policies, partnerships



Fills Knowledge Gaps. Obtains and translates data and information, fosters informed decision making



Complements, Coordinates with County. Bolsters County projects, programs, initiatives; allows for nimble pivots; seeks external resources



Empowers Community. Provides a vehicle for uplifting community voices and enabling community action

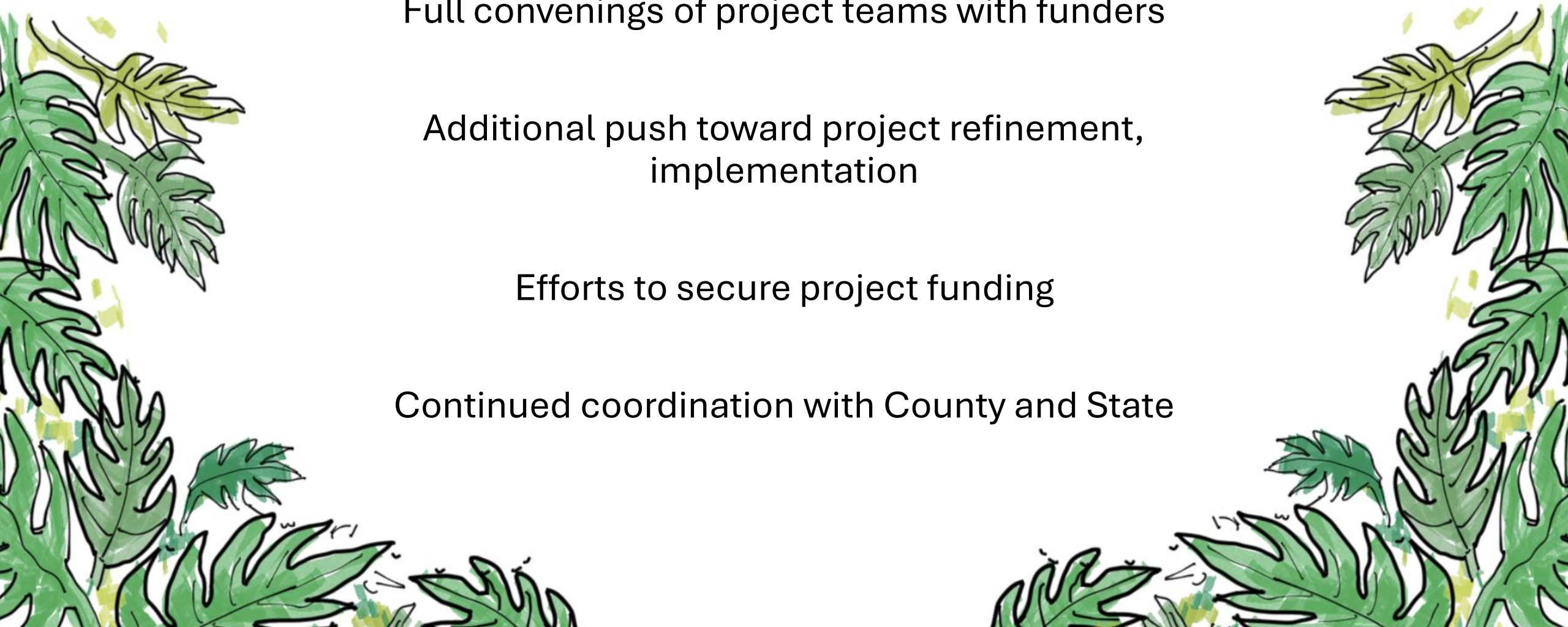
What Next?

Full convenings of project teams with funders

Additional push toward project refinement,
implementation

Efforts to secure project funding

Continued coordination with County and State



Mahalo!

Full ERC Report



ERC Project Updates
Ready on 7/31



Maui
Economic Recovery
Commission

Keep local people home • Steer hope



Acknowledgements:

We would like to thank the Maui Economic Recovery Commission as well as all of the individuals and organizations who have contributed their time and resources toward this mission. Their expertise, unique insights, and dedicated support were instrumental in shaping the Maui Economic Recovery Commission Report and continue to play a vital role in guiding Lahaina's recovery—helping the community rebuild, heal, and move forward.

Kehaunani Abad	Joseph Campos II	Sherry Duong	Tan Hoang	Kaipo Kekona
Douglass Adams	Richard Carosso	Sheri Elliott	Jill Hoggard Green	Momi Kihata-Ball
Lahela Aiwohi	Kamalu Carroll	Mary Alice Evans	Lui Hokoana	Damien Kim
Scott Allen	Kainoa Casco	Stacy Ferreira	Representative Daniel Holt	Kehau Kimokeo
Keith Amemiya	Val Ceria	Ignacio Filippini	Hōkūlani Holt	Alton Kimura
Jay Ana	Selena Ching	Amy Ford Wagner	Kevin Holu	Jeremy Kimura
Amy Asselbaye	Cal Chipchase	Rory Frampton	Tonga Hopoi	Lisa Kimura
Carolyn Auwelo	Randy Chu	Naomi Friedman	Kainoa Horcajo	Shelee Kimura
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Hazel Beck	Denver Coon	Amy Hānaiali'i Gilliom	Peter Iriarte	Dexter Kubota
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Mayor Richard Bissen, Jr.	Amanda Corby Noguchi	Kate Griffiths	Councilmember Gabe Johnson	Keoni Kuoha
Kevin Block	Kawehi Correa Miller	Kauwila Hanchett	Kehau Kahanu	Keanu Lau Hee
Kate Blystone	Paula Daniels	Major General Kenneth Hara	Patience Kahula	Cynthia Lallo
Sesie Bonsi	Senator Lynn DeCoite	Robert Harrison	Archie Kalepa	Lawrence Leahy
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Nalani Brun	Jocelyn Doane	Denise Hayashi-Yamaguchi	Chris Kanazawa	Kūhio Lewis
Mikey Burke	Sam Dorios	Koa Hewahewa	Makalapua Kanuha	Wesley Lo
Debbie Cabebe	Motuki Drake	Curtis Higashiyama	Nālani Kealaiki	Major General Stephen Logan
Giorgio Caldarone	Kaeo Duarte	Amber Hilton Thompson	Brian Keaulana	Elena Lomeli
‘Olu Campbell	Kaheleonolani Dukelow	Peter Ho	Jackie Keefe	Amos Lonokailua-Hewett

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Samuel Lundquest	Savannah Murray	Ada Prieto	John Skenderian	Erin Wade
Luana Mahi	Lauren Nahme	Lauren Primiano	Jeanne Skog	Margaret Wadsworth
Kelly Maluo-Pearson	Rick Nava	Leilani Pulmano	Gino Soquena	Jon Wallenstrom
Lynelle Marble	Autumn Ness	Mapu Quitazol	Dionne Spence	Jim Walsh
Deb Marios	Linn Nishikawa	Race Randall	Emily Stone	Kaimana Walsh
Sarah Marquart	Lori Nishikawa	Jackie Reed	Kalikolehua Storer	Chris West
Chris Martin	Josiah Nishita	Christin Reynolds	Councilmember Yuki Lei Sugimura	Leslie Wilkins
Char Matila	Barbara Nitis	Mike Riedy	Robert Suka	Ronald Williams
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Mark Middleton	Melissa Padilla	Frances Sakaguchi	Ann Teranishi	Justin Yoshino
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Ray Mook	Ku'uhaku Park	Leah Santos	Pamela Tumpap	
Woodrow Moore	Sne Patel	Scott Sattler	Councilmember Nohelani U'u-Hodgins	
Randall Morikawa	Lisa Paulson	Su Shin	Derek Ulehla	
Erika Moritsugu	Barbara Payne	Lindsey Shiroma	Melissa Unemori Hampe	
Casey Morrin	Abigail Perrin	Mish Shishido	Nicolette Van Der Lee	
Theo Morrison	Sheba Person-Whitley	Christopher Shuler	Ray Vara	

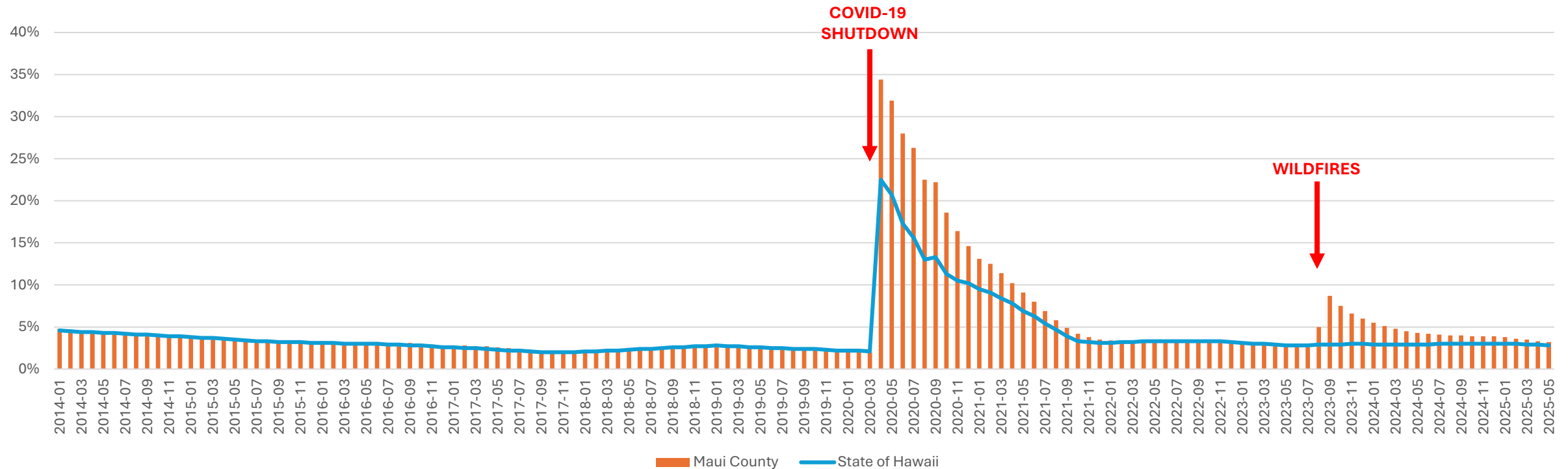
APPENDIX & DATA



Unemployment

Employment in Maui County, especially in West Maui, is highly vulnerable to tourism shocks

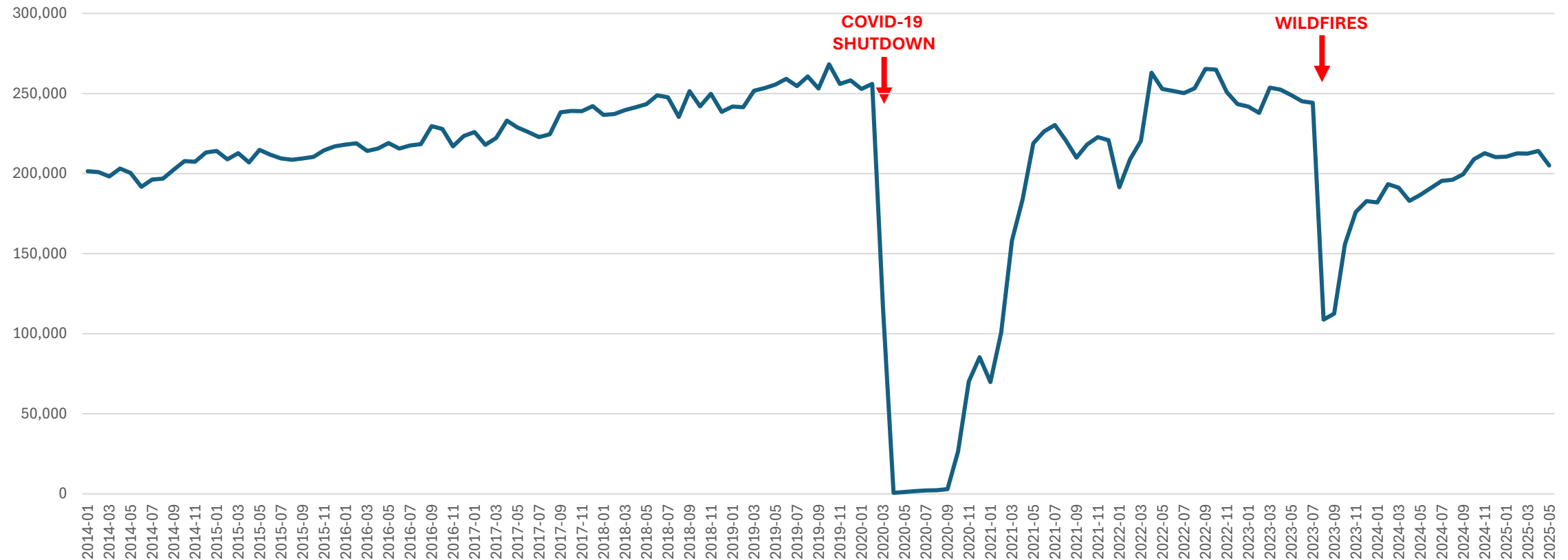
Seasonally Adjusted Maui County vs. State Unemployment Rate, Civilian



Decline in Tourism: Visitor Arrivals

Visitor arrivals to Maui Island saw major declines, slow to recover; cascading effects

Seasonally Adjusted Maui Island Visitor Arrivals



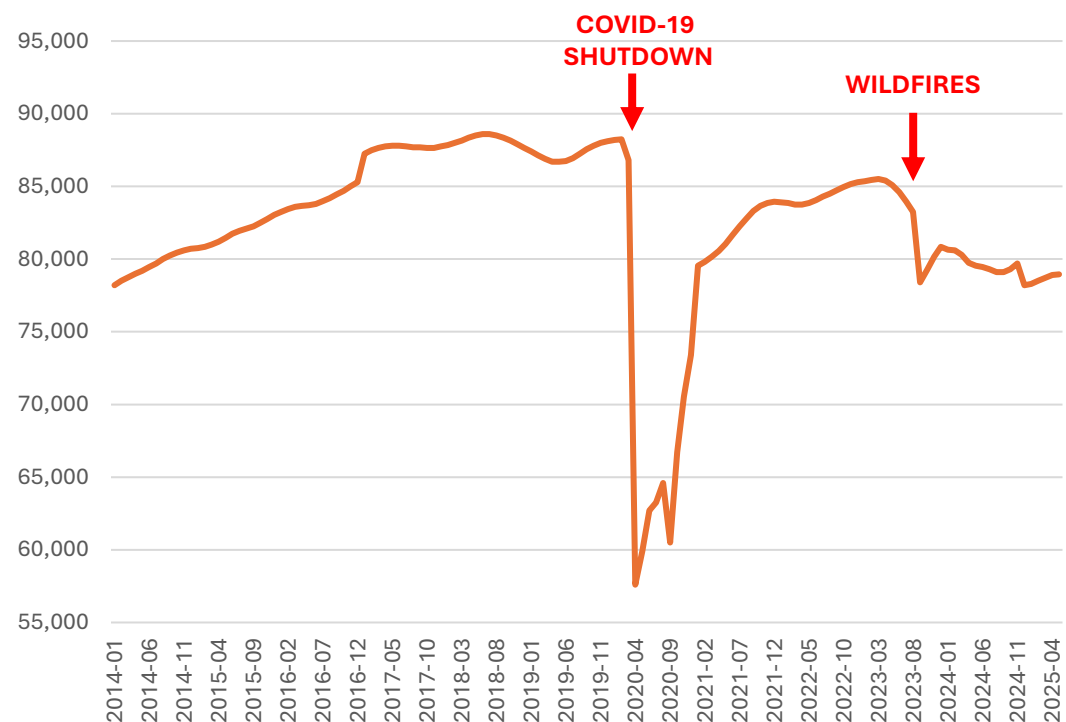
Source: Visitor arrivals by air (seasonally adjusted) from Hawai'i State Department of Business, Economic Development & Tourism, Research & Economic Analysis Division. [Tourism Data Warehouse](#). Accessed 18 July 2025.

ECONOMIC IMPACTS OF THE MAUI WILDFIRES

Job Losses

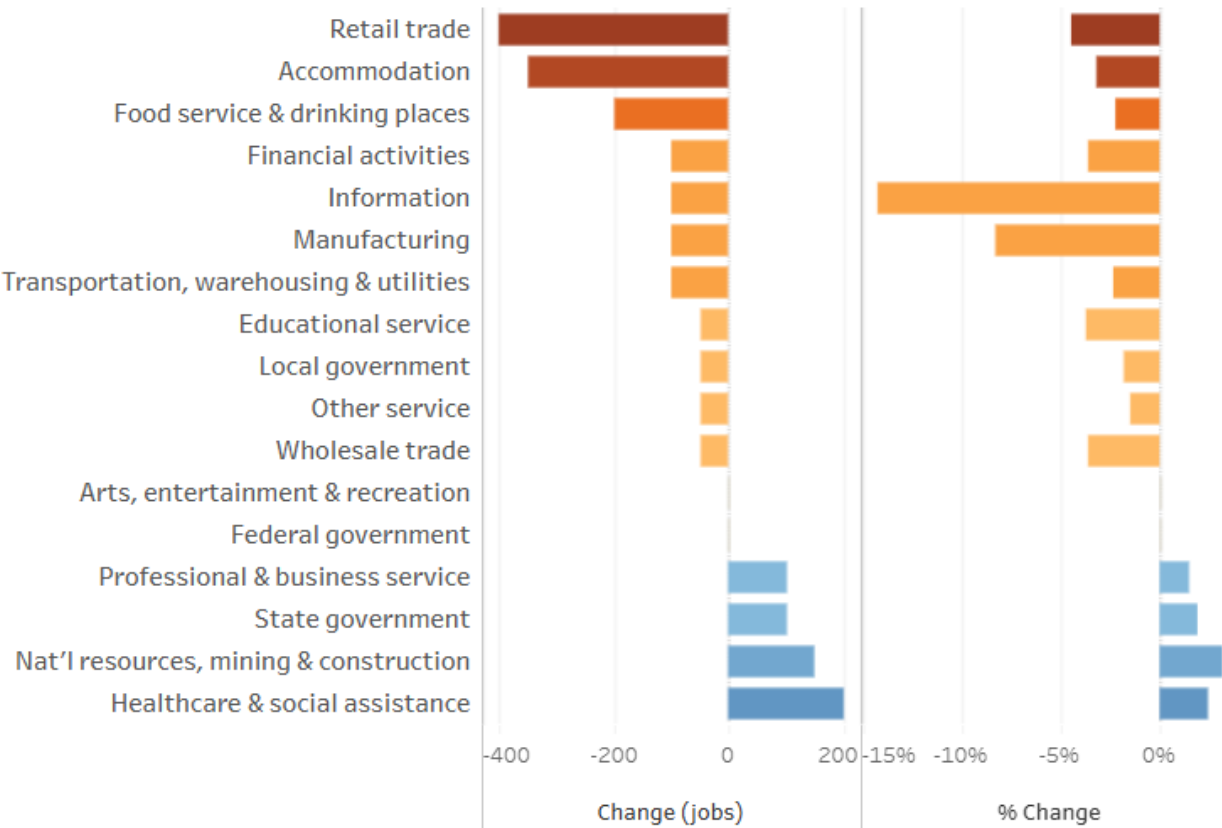
Job losses correlate with the reduction in labor force and employment

Civilian Employed Seasonally Adjusted, Maui County



Source: Hawai'i State Department of Business, Economic Development & Tourism, Research & Economic Analysis Division. [Economic Data Warehouse](#). Accessed: 18 July 2025.

Job Change by Industry, 2024



Source: Research & Economic Analysis | Labor Market Dashboard

Jobs in tourism-related industries in 2024 were similar to 2023