

Introduction

- To provide an update on the analysis of the Direct Housing program impacts on the county housing market and economy, this report examines various key data points to understand how the county has changed since the last report (July 2024). This report supplements data provided in the (insert name of the placemat/dashboard).
- The report contains three main sections:
 - Status of FEMA Direct Housing Programs
 - Construction Progress
 - Economic Indicators

Key Takeaways

- **Monthly Market Rent:** Since the last update, the median market rent in Maui County has decreased 8.3%. Inventory listed on publicly available websites increased 142% since the last report.
- **Short-Term Vacation Rental Occupancy:** Occupancy rates of short-term vacation rentals are 10 percentage points below pre-fire rates.
- **Construction Progress:** The United States Army Corps of Engineers has completed debris removal of 92% of residential properties. Maui County has received one hundred and eighty-four (184) residential building permits submissions and issued 68 building permits.
- **Economy:** As of July 2024, Maui County's economy Gross Domestic Product (GDP) is 93% of its pre-wildfire baseline.
- **Tourism:** Compared to July 2023, air travel expenditures and monthly visitor arrivals have fallen 22-25%, while the average length of stay (days) has only changed marginally.

Status of FEMA Direct Housing Programs

ATTHUs

- Site preparation for the Kilohana Group Site is anticipated to cost \$116 million (\$96 million for group site development and \$20 million for a new sewer line).
 - As of September 5, 2024, the USACE reports that 85% of site preparation activities are completed.¹
- 55 homeowners are awaiting license in at Kilohana Group Site.
- As of August 26, 2024, 169 units have been acquired. Zero units have been shipped, installed, or maintained.
- 59 primary and secondary homeowners have requested a private site ATTHU. Discussions on eligibility of secondary homeowners continue.

Direct Lease

- As of August 29, 2024, 1,228 direct lease units are under contract. Throughout the duration of the program, 1,234 households have licensed into a unit. 36 survivors have moved out, and 2 are waiting for licensing to move in.
- As of July 23, 2024, the Maui Planning Commission voted 5-0 in favor of phasing out 7,000 short term rentals.²
 - The next step would be for Maui County Council to review and approve the list. As of August 26, 2024, the Minatoya list review is not on the County Council agenda.³

Short-Term Rental Occupancy Rates⁴

- In July 2024, Maui County reported a short-term rental (STR) occupancy rate of 53.1%, which is 10.5 percentage points less than in July of 2023 and 39.4 percentage points less than in July of 2019.
- The Lahaina area reported a 10.2 percentage point decrease in STR occupancy for July 2024 when compared to July 2023. Figure 1 shows these comparisons.

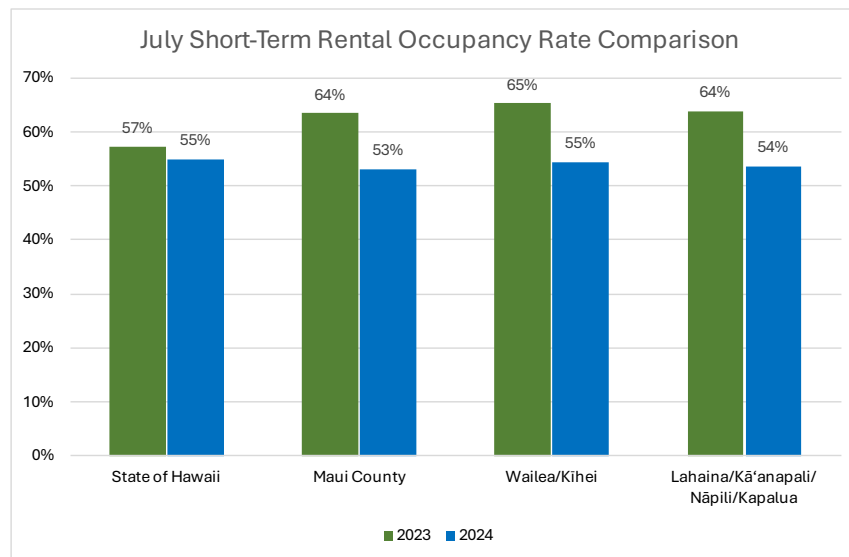
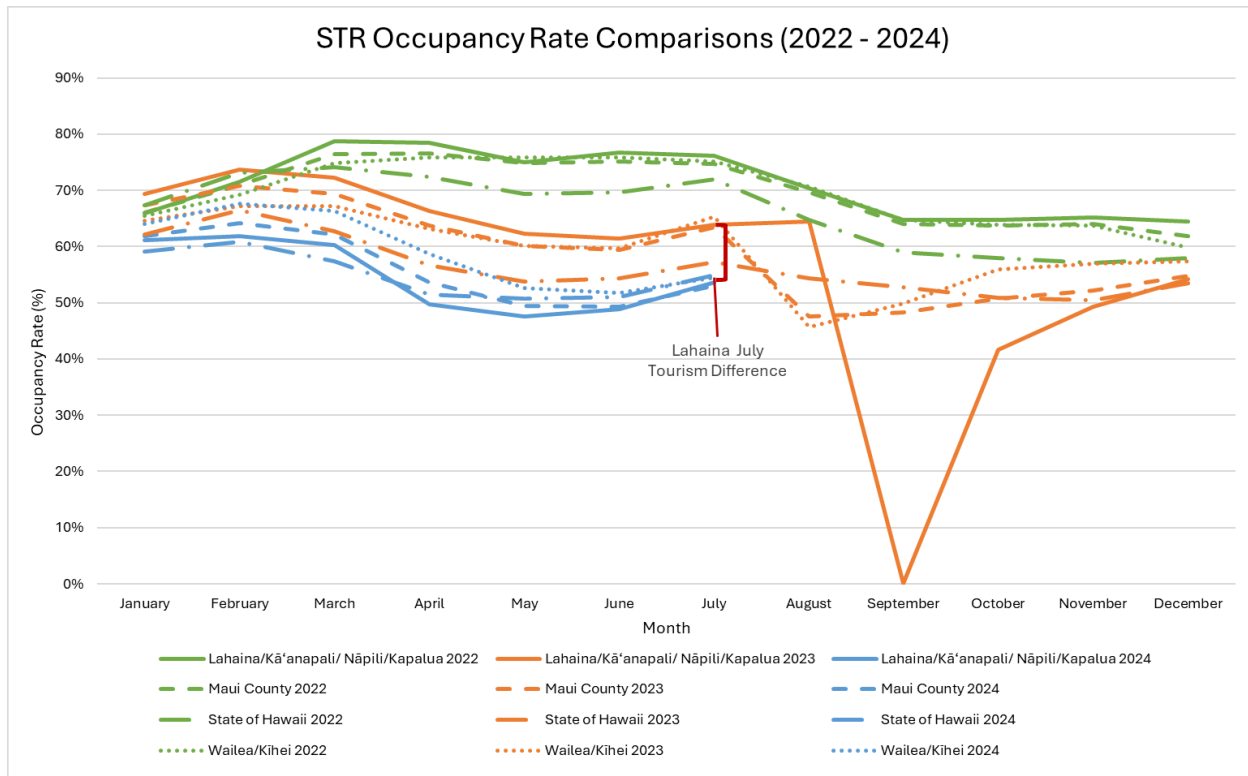


Figure 1. July Short-Term Rental Occupancy Rate Comparison.⁴

- Figure 2 shows STR occupancy rates from January 2022 – July 2024 for the State of Hawaii, Maui County, and two main areas in Maui: Wailea/Kihei and Lahaina/Kā'anapali/ Nāpili/Kapalua.
 - It is clear from Figure 2 that, while Maui County and Lahaina have experienced a decline in STR occupancy since the fire, a cyclical but steady decline has been taking place since 2022 across Hawaii.

Figure 2. Short-Term Rental Occupancy Rate Comparisons (2022 – 2024).⁴

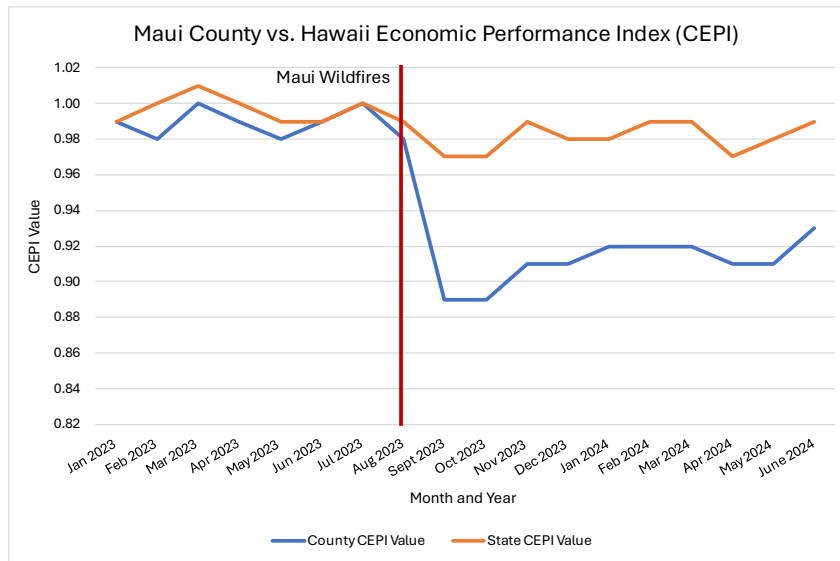
Construction Progress

- For the past year, USACE has been working on debris removal in areas impacted by the wildfire. As of September 5, 2024, they have completed debris removal at 1,278 properties or 92% of all residential properties. All residential lots have been cleared of debris.⁵
- Maui County has received 184 residential building permit submissions for wildfire-affected properties and has issued 68 residential building permits.

Economic Indicators

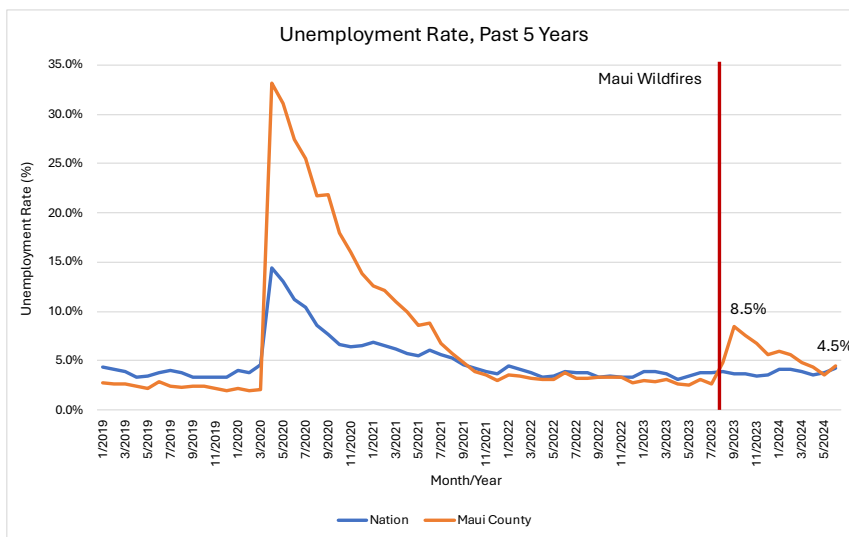
GDP

- As of July 2024, Maui County's GDP is 93% of its pre-wildfire level.⁶ Figure 3 shows the County Economic Performance Index (CEPI) values for Maui County compared to the State of Hawaii for the period January 2023 through June 2024.⁷

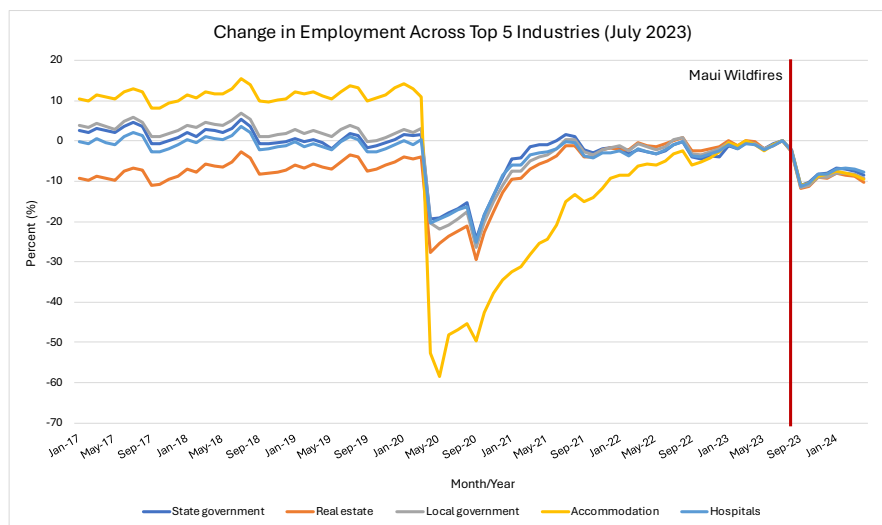
Figure 3. Maui County vs. Hawaii Economic Performance (CEPI).⁷

Unemployment

- In June of 2024, the county unemployment rate was 4.5%, 0.2% higher than the nationwide unemployment rate of 4.3%. Since June of 2023, Maui County's unemployment rate has increased 1.4%. However, the unemployment rate on Maui has dropped 4% since the initial post-fire spike in unemployment, which was 8.5% at its highest. Figure 4 shows the change in employment over the past five years in Maui County compared to the national average.

Figure 4. Unemployment Rate, Past 5 Years.⁷

- Across Maui's top 5 industries in July of 2023 (real estate, state government, local government, accommodation, and hospitals), employment is slowly recovering but remains below pre-fire levels. Immediately post-disaster, all five sectors were down 11 – 12 percentage points. As of April 2024, each sector was down between -7.64 to 10.26 percentage points.⁶ Figure 5 and Table 1 both show these changes with a baseline of July 2023.

Figure 5. Change in Employment Across July 2023 Top 5 Industries.⁷Table 1. Change in Employment Across Top 5 Industries Compared to July 2023.⁶

Month	State Gov't	Real Estate	Local Gov't	Accommodation	Hospitals
August 2023	-2.24%	-2.66%	-2.63%	-2.45%	-2.45%
September 2023	-11.11%	-11.79%	-11.63%	-11.06%	-11.26%
October 2023	-10.17%	-11.24%	-11.03%	-10.51%	-10.52%
November 2023	-8.14%	-9.1%	-9%	-8.68%	-8.25%
December 2023	-8.04%	-9.18%	-8.98%	-8.24%	-8.19%
January 2024	-6.86%	-8.08%	-7.89%	-7.42%	-6.88%
February 2024	-7.04%	-8.52%	-8.09%	-7.96%	-6.87%
March 2024	-7.4%	-8.86%	-8.26%	-8.46%	-6.93%
April 2024	-8.4%	-10.26%	-9.36%	-9.59%	-7.64%

*Tourism*⁸

- In July, Maui Island reported \$510.6 million in air total expenditures. This is a nearly 18% decrease in air travel expenditures for the month of July from 2023 to 2024. Figure 6 documents the monthly change in total air travel expenditures from January 2023 to July 2024.

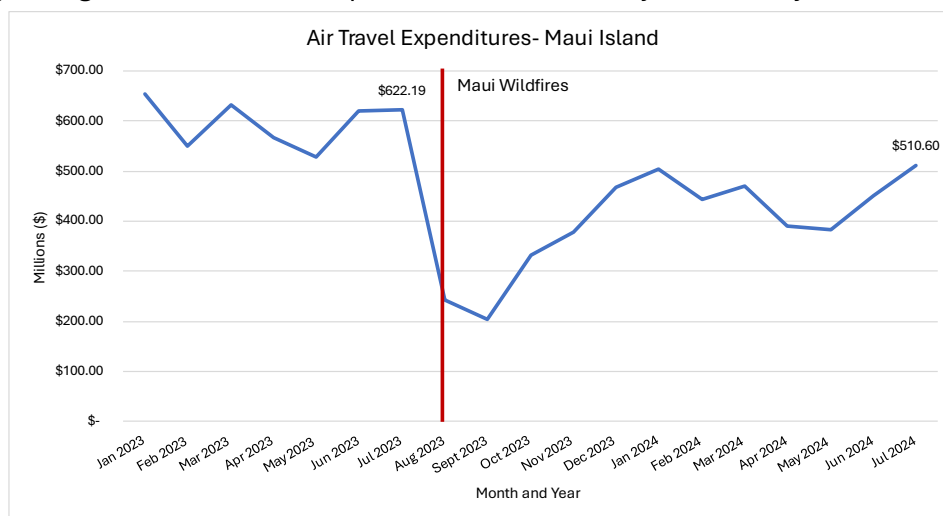


Figure 6. Air Travel Expenditures – Maui Island.

- In July, 237,495 visitors arrived in Maui. This is a 25% decrease compared to July of 2023. Figure 7 shows monthly visitor arrivals from January 2023 through July 2024.

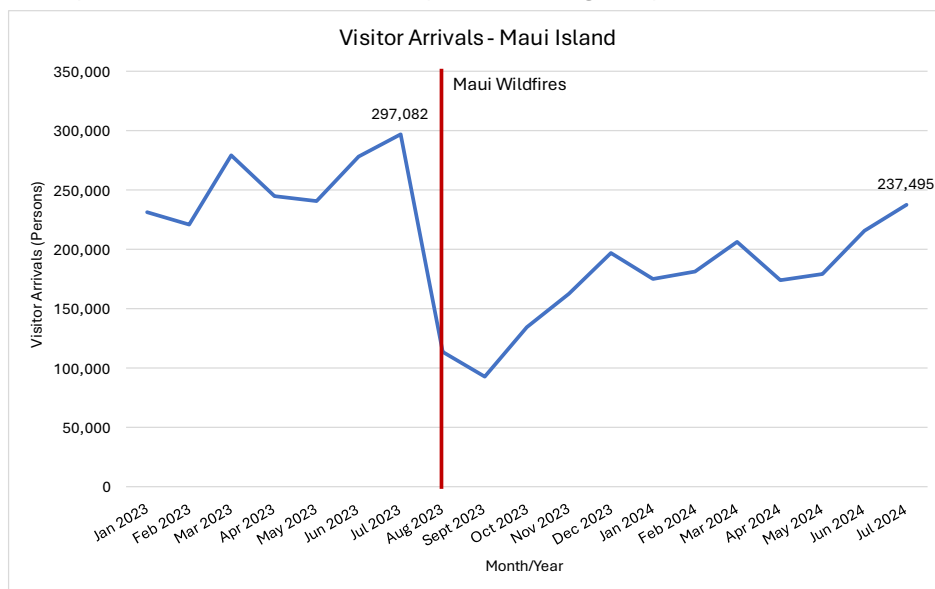
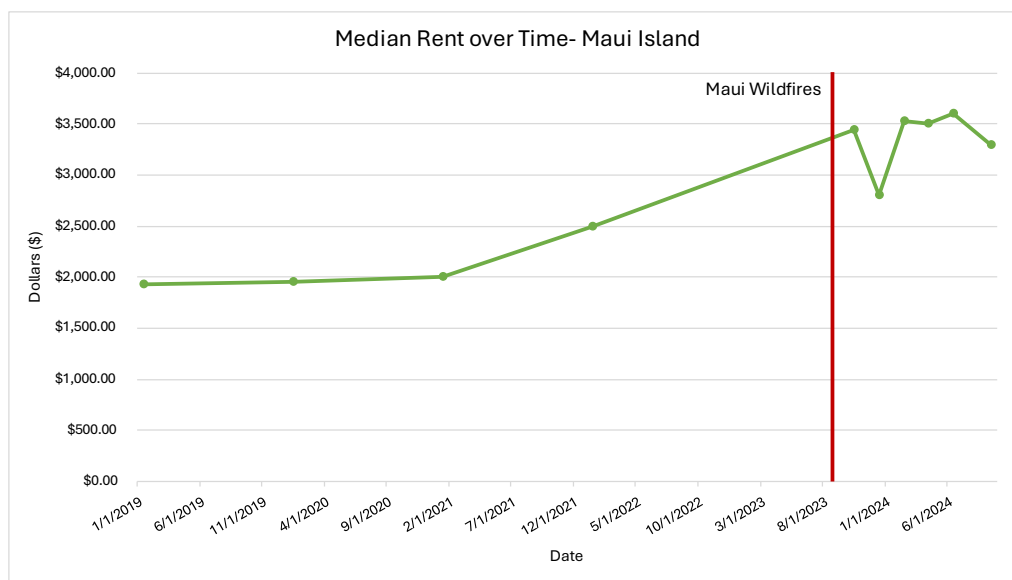


Figure 7. Monthly Visitor Arrivals – Maui Island.

Monthly Market Rent

- As of early September, the median rent in Maui County is \$3,300 per month. This is a decrease of 9.1% since the previous update.⁹ Figure 8 displays the change in median rent for Maui County from 2019 through 2024.

Figure 8. Median Rent over Time – Maui County.⁹

Endnotes

¹ *Recovery Dashboard*. (2024). Retrieved September 6, 2024, from <https://www.mauirecovers.org/recoverydashboard>

² Maui Planning Commission votes 5-0 to phase out nearly 7,000 short term rentals on the Minatoya list. (2024). *Mauinews.Com*. Retrieved September 3, 2024, from <https://www.mauinews.com/news/local-news/2024/07/maui-planning-commission-votes-5-0-to-phase-out-nearly-7000-short-term-rentals-on-the-minatoya-list/>

³ *Agendas*. (2021, October 22). Mauicounty.Us. <https://www.mauicounty.us/agendas/>

⁴ *Vacation Rental Performance*. (2024). Retrieved September 4, 2024, from <https://dbedt.hawaii.gov/visitor/vacation-rental-performance/>

⁵ *Recovery Dashboard*. (2024). Retrieved September 6, 2024, from <https://www.mauirecovers.org/recoverydashboard>

⁶ All CEPI and employment change values are measured based on a ‘baseline’ month and year. In order to compare the current Maui economy with pre-wildfire metrics, a baseline of July 2023 was selected.

⁷ *NERDE*. (2024). Retrieved September 3, 2024, from <https://nerde.anl.gov/data/explorer/counties/15009>

⁸ *Tourism Data Warehouse*. (2024). Retrieved September 3, 2024, from <https://dbedt.hawaii.gov/visitor/tourismdata/>

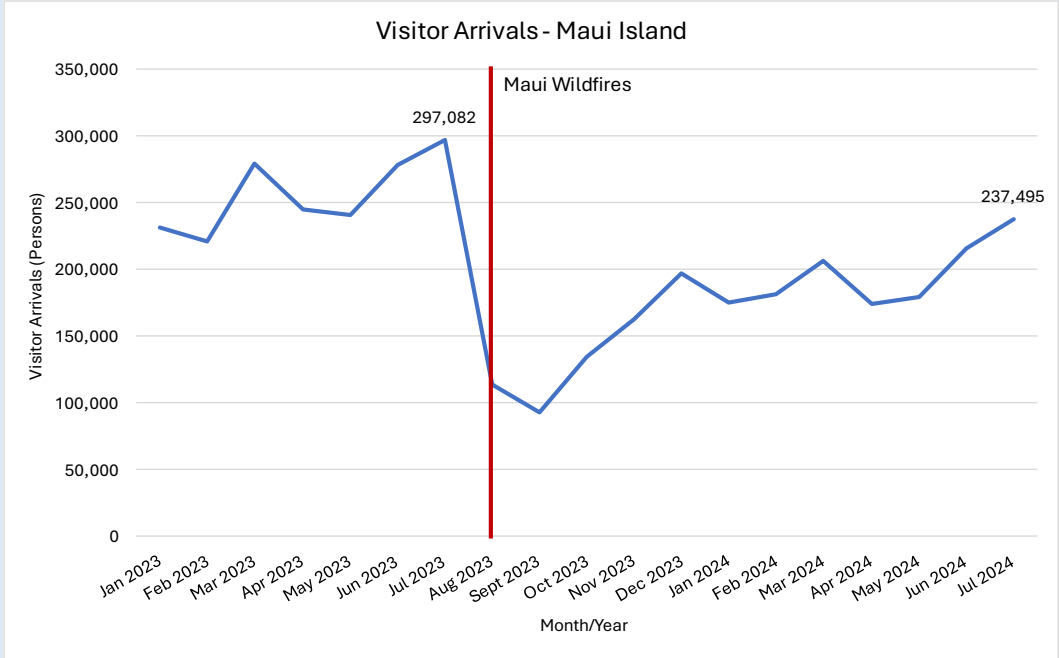
⁹ All rental data was pulled from public sources by the Argonne National Laboratory team.

Tourism

↘ **20%** Decrease in visitor arrivals in Maui County
(July 2024 compared to July 2023)

↗ **108%** Improvement in visitor arrivals since
immediately post-fire
(July 2024 compared to Sept 2023)

↘ **18%** Decrease in air travel expenditures
(July 2024 compared to July 2023)



FEMA Direct Housing

(as of 8/29/2024)

Category	Metric	Value
Kilohana Group Site	Awaiting License	55
	ATTHUs Ordered	169
	Total Site Prep Costs	\$116,000,000
ATTHU (Private Sites)	Expressed Interest	59 (Primary Homeowners)
	Potentially Eligible Secondary Homeowners	1,100
Direct Lease	Units Secured	1,228
	Licensed In	1,234
	Moved Out	36
	Awaiting Placement	2

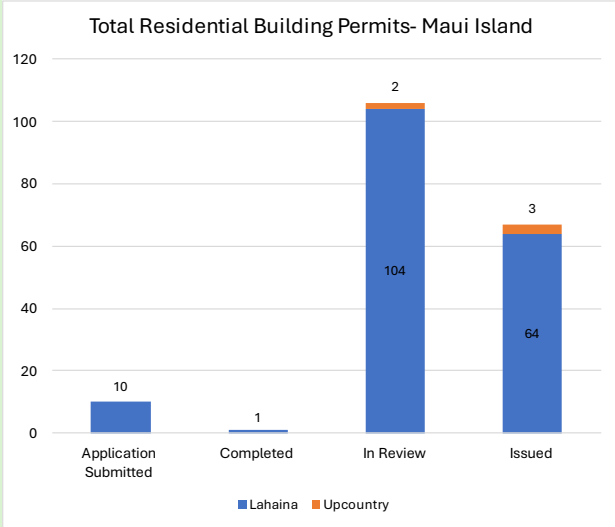
Residential

Construction Progress

1,134 (92%) Properties with Debris Removal Completed

184 Total Building Permits Submitted

68 Total Building Permits Issued



Short-term Vacation Rental Market

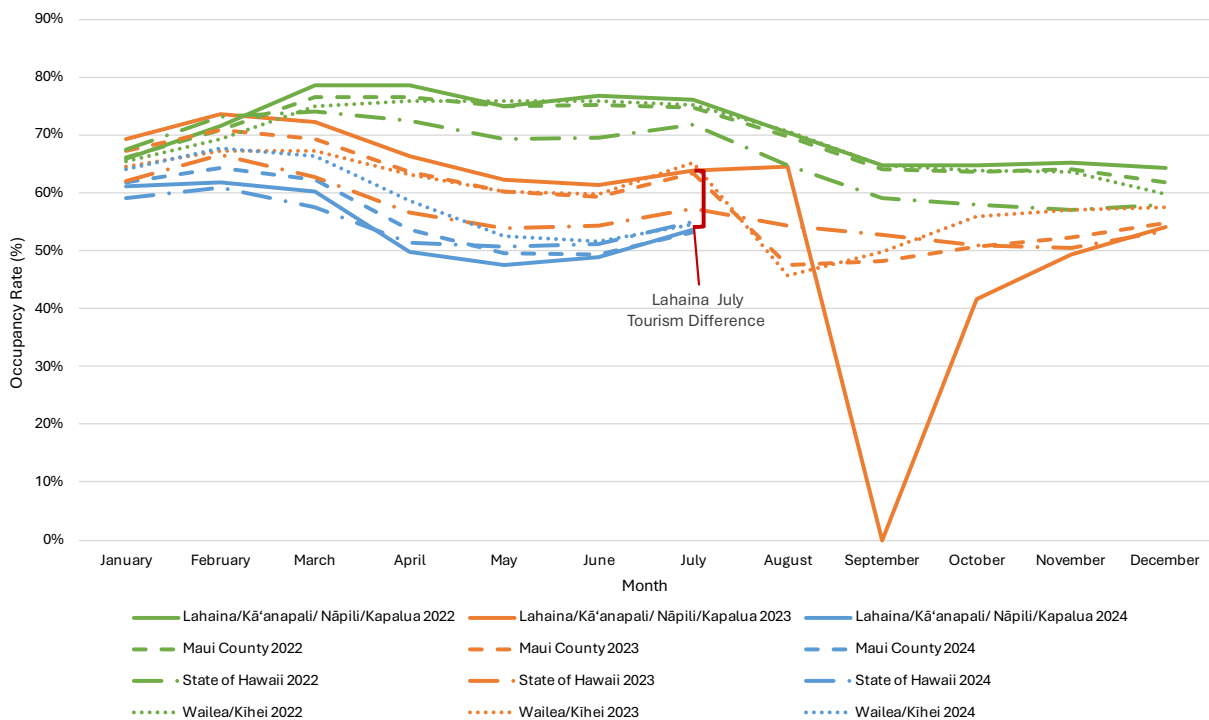
↘ 10%

Decrease in short-term rental occupancy in Lahaina area
(July 2024 compared to July 2023)

July Vacation Rental Occupancy Rate Comparison

Area	2023	2024
State of Hawaii	57%	55%
Maui County	64%	53%
Wailea/Kihei	65%	55%
Lahaina/Kā'anapali/ Nāpili/Kapalua	64%	54%

STR Occupancy Rate Comparisons (2022- 2024)



Vacation rental occupancy rates are decreasing annually overall for the four geographies examined:

- State of Hawaii
- Maui County
- Lahaina/ Kā'anapali/ Nāpili/ Kapalua
- Wailea/Kihei

Long-term Rental Market

↘ 8.3%

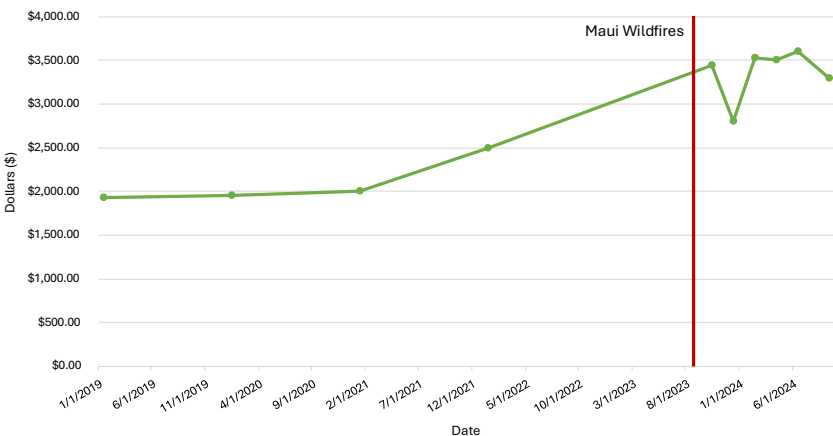
Median rent decrease
(June – Aug 2024)

\$3,300

August 2024
Median Rent*

# of Bedrooms	Median Rent
Studio	\$2,220
1	\$2,518
2	\$3,692
3	\$5,393
4	\$9,032
5	\$16,619
6	\$31,500

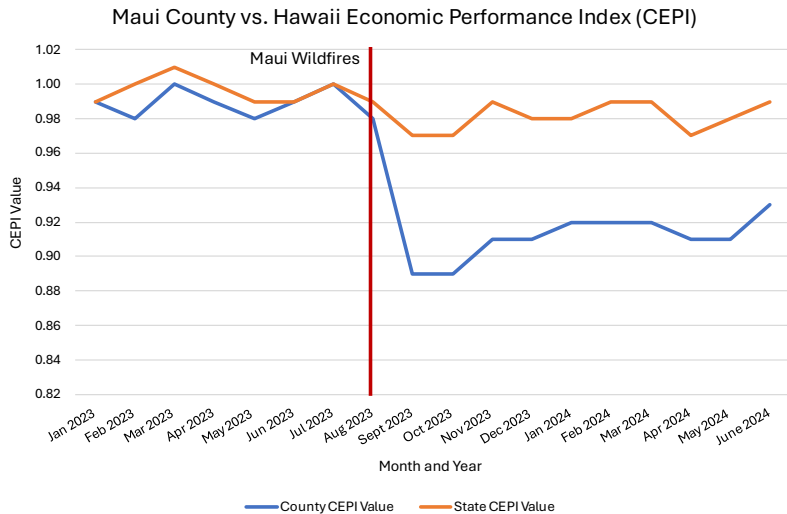
Median Rent over Time- Maui Island



* Rental data pulled from public sources for listings active as of Sept. 4, 2024

Maui Wildfire Recovery Update: September 2024

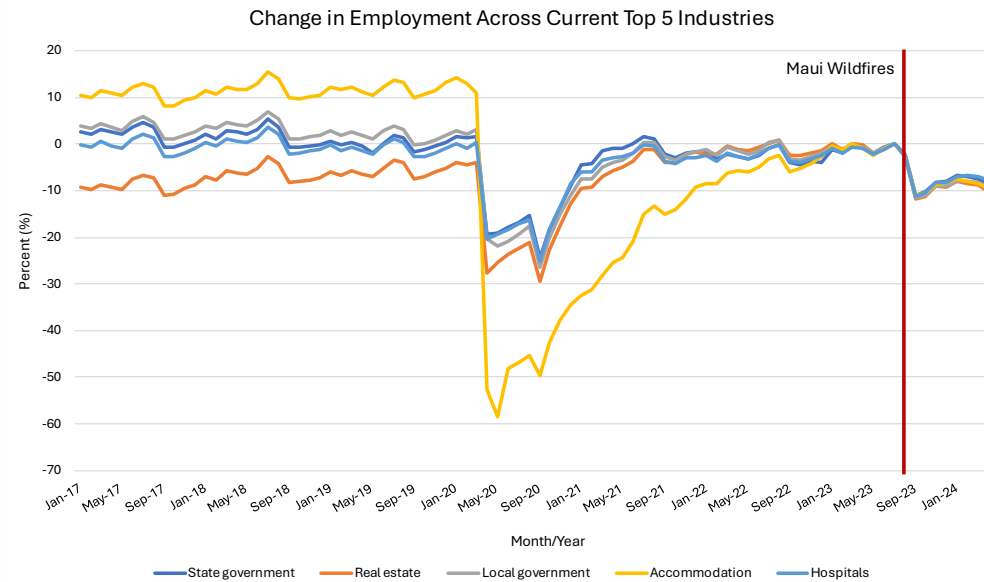
County and State Economic Performance



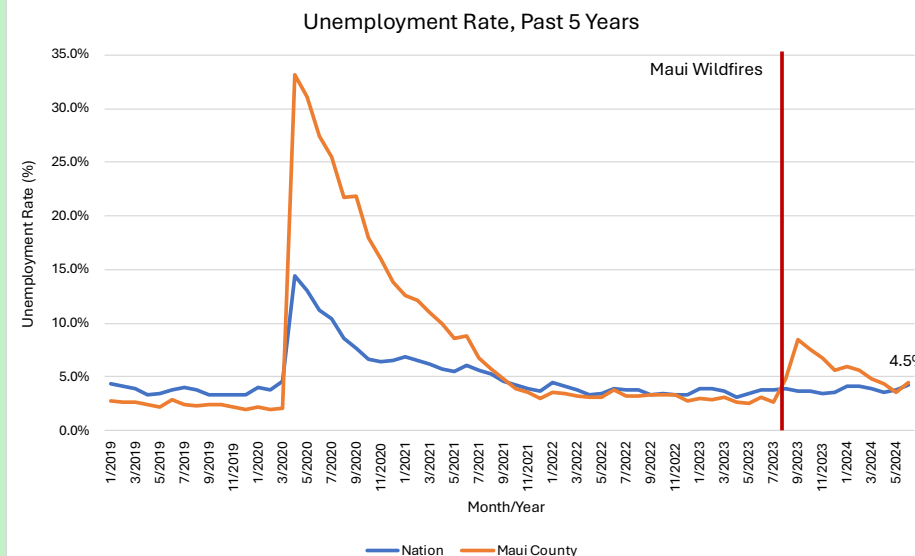
With a baseline comparison date of July 2023, Maui County and the State of Hawaii are at:

↘ **7%**
Maui County
GDP

↘ **1%**
State of Hawaii
GDP



Employment in top 5 industries at time of fires (state government, real estate, local government, accommodation and hospitals) remains depressed.



↗ **1.4%**

Increase in
Unemployment –
Maui Island
(June '24 versus June '23)

4.3%

U.S.
Unemployment
Rate (June '24)