



**Maui**  
**Outlets<sup>®</sup>**



BRINGING OUTLETS TO **Maui**



### ABOUT MAUI OUTLETS

Located on Maui's south side at the center of the island's tourist resorts and attractions in Wailea, Makena and Maalea Harbor, Maui Outlets offers a second-to-none opportunity to become part of a first-class outlet shopping destination set in a first-class location.

Not only situated near the vast majority of the island's permanent population, the property's proximity to the airport, Wailea and other upscale resort areas makes Maui Outlets accessible to nearly three million affluent visitors annually whose average length of stay exceeds nine days.





**PROJECT OVERVIEW**

Developed on a roughly 30-acre site, Maui Outlets offers a gross leasable area of approximately 300,000 square feet. Its stellar visibility coupled with its unparalleled location will result in the project becoming the shopping focal point of the island where tenants will enjoy unprecedented market presence.

With significant visibility along one of Maui’s primary highways, the site sees roughly 38,000 cars per day. The planned expansion of Up Country Road will conveniently connect Maui Outlets to additional residential markets and on to nearby Up Country and Kahului. The addition of two signalized intersections added along Kaonoulu Street will also make the Maui Outlets’ site convenient and accessible for visitors and residents alike.



DISTANCES FROM SITE	
Kahului Airport	10 miles
Wailea	5 miles
Lahaina	21 miles
Kapalua	27.6 miles



**MORE ABOUT MAUI**

- Second largest island in the Hawaiian chain
- Voted “Best Hawaiian Island” by Travel & Leisure Magazine
- Average census of 44,433 new visitors each day supplements high-income residential base
- Quality of life ranked among highest in the U.S.
- Year-round sunny climate provides the perfect backdrop for unlimited shopping, cultural festivities and a variety of outdoor sports and activities
- Industries: tourism, sugar, cattle and agriculture



**PERMANENT POPULATION**

Population	143,591
State Population	1,288,198
Females	49%
Males	51%
Median Age	38
Total Households	49,000
Average Household Size	2.9
Labor Force	81,895
Average Household Income <small>(2015 projection)</small>	\$86,488
Median Household Income	\$64,150
Average House/Condo Value	\$621,500





## DEMOGRAPHICS

Maui Outlets will serve the region's dense tourist market of nearly three million annually whose expenditures exceed \$3 billion. Designed to capture the architectural heritage of its surroundings, the shopping destination will include numerous amenities for both local shoppers and the visitors that occupy the island's current count of more than 19,000 accommodation locations.



## MAUI DEMOGRAPHICS - VISITOR MARKET

Maui Visitor Statistics	2010	2011	Change
Total Visitors	2.1 Million	2.8 Million	+5.0%
Total Visitor Expenditures	2.9 Million	3.1 Million	+5.1%
Daily Expenditures Per Person	\$173	\$175	+0.09%

<b>Visitor Plant</b>	19,055 units
Hotel Rooms	7,033
Condominium Hotel	7,071
Timeshare	2,657
Individual Vacation Unit	2,021
Bed & Breakfast	110
Others	163
<b>Average Length of Stay</b>	8 days



**Neighboring Maui Hotels:**

- A The Ritz-Carlton Kapalua
- B Ka'anapali Beach Club
- C Royal Lahaina Resort
- D Sheraton Maui Hotel
- E Ka'anapali Beach Hotel
- F The Westin Maui
- G Marriot's Ocean Club
- H Hyatt Regency Maui
- I Lahaina Inn
- J Pioneer Inn
- K Lahaina Shores Resort
- L Maui Beach Hotel
- M Maui Seaside Hotel
- N Hotel Hana
- O Maui Lu Resort
- P Maui Coast Resort



- Q Baccarat Wailea Resort
- R Wailea Beach Marriot Resort & Spa
- S Grand Wailea Beach Hotel & Spa
- T Four Seasons Resort
- U Kee Lani Hotel
- V Hotel Wailea
- W Maui Prince Hotel

**Competitive Analysis**

**Shops at Wailea**  
 6.4 miles  
 1 Louis Vuitton, Gucci, St. John Boutique, Guess

**Queen Ka'ahumanu Center**  
 9.6 miles  
 2 Macy's, Sears, Forever 21, American Eagle

**Whalers Village**  
 24 miles  
 3 Coach, Louis Vuitton, Billabong, Sephora, Victoria's Secret



Aerial



Bird's-eye Perspective

Master Plan



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