



2025

Economic and Fiscal Impacts

*of the Island of Maui
Timeshare Industry*

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PREPARED BY



ARDA
Research & Insights

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Executive Summary

The Maui timeshare industry extends beyond the timeshare resorts with which customers are most familiar. The total economic contribution of the industry also includes the economic impacts of sales and marketing offices, corporate operations, construction of new resorts and the renovation of existing resorts, and the significant impact of expenditures of vacationers during timeshare stays in the island. This document presents estimates of the economic and state and local tax benefits generated by the timeshare industry in Maui.

As shown in Tables ES-1 and ES-2 below, the timeshare industry in Maui accounted for 6,800 jobs, \$1.4 billion of output, \$436 million in labor income, and \$155 million in state and local tax revenue.

Table ES-1. Economic Impacts of the Timeshare Industry in Maui, 2024
Millions of dollars; Number of part- and full-time jobs

Impact	Direct	Indirect & induced	2024 total
Employment	4,437	2,363	6,800
Labor income	\$295	\$142	\$436
Output	\$1,001	\$421	\$1,422
State & local taxes	\$133	\$22	\$155

Note: Includes impacts related to resort operations, corporate office operations, sales office operations, consumer expenditures, and capital expenditures in 2024.
Source: 2025 US State of the Vacation Timeshare Industry and Economic Impact Survey, IRS Income Statistics, BEA, Census of State and Local Government Finance, and EY analysis using the IMPLAN input-output model.

Table ES-2. Summary of Fiscal Impacts of the Maui Timeshare Industry, 2024
Millions of dollars

	State taxes	Local taxes	Total taxes
Resorts	\$54	\$63	\$117
Corporate	\$1	\$0	\$1
Sales and marketing	\$1	\$0	\$2
Vacation expenditures	\$26	\$8	\$34
Capital expenditures	\$1	\$0	\$1
Total	\$84	\$71	\$155

Note: Amounts shown in this report as 0 are a small amount greater than zero but less than \$500,000, therefore they round to zero million. When "--" is shown, the value is a true zero. Numbers may not appear to sum due to rounding.
Source: 2025 US State of the Vacation Timeshare Industry and Economic Impact Survey, IRS Income Statistics, BEA, Census of State and Local Government Finance, and EY analysis using the IMPLAN input-output model.

Survey Results

The primary data source for the economic and fiscal impacts is a survey of timeshare resorts, developers, and management companies. This survey was conducted by EY for ARDA Research & Insights in early 2025. The survey combined both State of the Industry questions and Economic Impact questions in one master survey. Survey responses were scaled to reflect the entire timeshare industry in Maui.¹ The identified timeshare resorts in Maui were sent a survey questionnaire. It is estimated that there are 4,066 timeshare units at 34 resorts in Maui.²

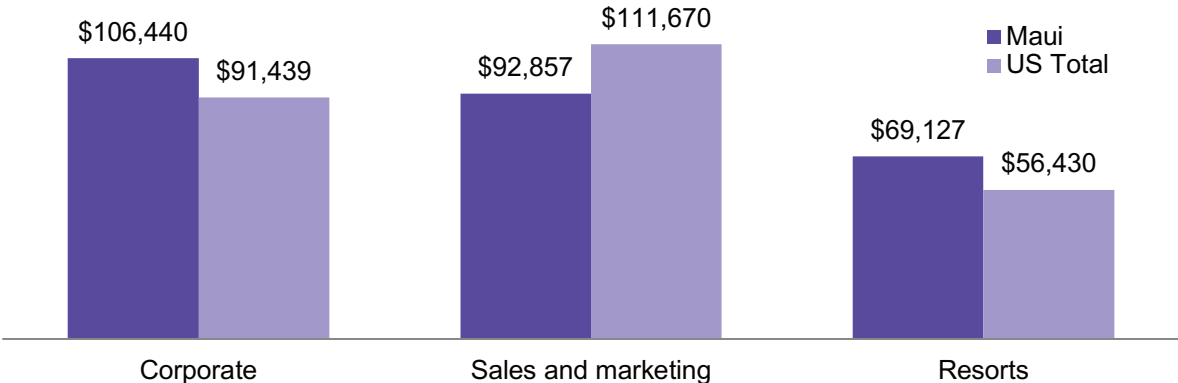
Table 1. Direct Timeshare Industry Operations for Maui, 2024
Millions of dollars; Number of part- and full-time jobs

	Employment	Employee compensation	Economic output
Resort operations	2,275	\$157	\$531
Corporate headquarters	24	\$3	\$5
Sales and marketing	97	\$9	\$15
Total	2,396	\$169	\$551

Note: Does not include off-site vacation expenditures and capital expenditure data.
Resort, corporate headquarters and sales and marketing employment for the timeshare industry in Maui were estimated using survey responses.
Source: 2025 US State of the Vacation Timeshare Industry and Economic Impact Survey and EY analysis.

Figure 1. Average Annual Compensation by Industry Function in Maui, 2024

Including payroll taxes and other benefits



Source: 2025 US State of the Vacation Timeshare Industry and Economic Impact Survey and wage trends from the Bureau of Labor Statistics.

1 This study excludes fractional resorts, Private Residence Clubs, and Destination Clubs. Exchange companies were also excluded this year as they are only surveyed bi-annually.
2 The total number of timeshare units in Maui is estimated as the number of Maui resorts (34) multiplied by the average number of units per resort (120). Total may not match due to rounding.

Table 2. Capital Expenditures in the Maui Timeshare Industry, 2024
Millions of dollars

Capital expenditures	Direct spending
Resort capital expenditures	\$16
New construction	--
Renovation	\$16
Sales and corporate capital expenditures	\$0
New construction	--
Renovation	\$0
Total capital expenditures	\$16

Note: Renovation costs include costs related to renovation, furniture, fixtures, equipment (FF&E), and other capital expenditures. New construction costs include expenses related to the purchase of land, construction, FF&E, and other capital expenditures. There was no reported new construction in Maui for 2024.

Source: 2025 US State of the Vacation Timeshare Industry and Economic Impact Survey and EY analysis.

ARDA Research & Insights commissioned Sports & Leisure Research Group, a market research company, to collect data via a survey on vacation expenditures by timeshare owners and visitors during their Maui timeshare vacations in the last year, which is summarized in Table 3. This data is used to estimate the impact of timeshare vacationer spending on the Maui economy.

Table 3. Detailed Vacation Expenditure Spending Data¹

Vacation spending data	Average per party			Total off-site spending (\$mil)
	On-site spending	Off-site spending	Total spending	
Air transportation services	--	\$1594	\$1594	\$204
Entertainment and recreation	\$168	\$194	\$362	\$25
Hotels and motel services ²	\$575	\$488	\$1062	\$62
Restaurants & bars	\$255	\$289	\$543	\$37
Clothing and clothing accessories	\$168	\$187	\$355	\$24
Groceries	\$217	\$225	\$442	\$29
Ground transit	--	\$68	\$68	\$9
Gasoline stations	--	\$134	\$134	\$17
Miscellaneous	\$40	\$33	\$72	\$4
Rental cars	--	\$276	\$276	\$35
Theme parks & museums	\$123	\$167	\$290	\$21
Fitness & sports	\$188	\$143	\$331	\$18
Total	\$1,733	\$3,797	\$5,529	\$485
Average spending per person³	\$517	\$1,133	\$1,650	

1 Does not include gambling wins and losses.

2 Hotel and motel on-site expenditures are captured by the 2025 US State of the Vacation Timeshare Industry and Economic Impact Survey as rental revenue and are not included in "on-site spending" referenced throughout the text.

3 Average travel party size is 3.4 people in the state of Hawaii. The average spending is spending per timeshare vacation stay.

Note: Average spending per party is based on the state average, then applied to the number of parties visiting the island to estimate the total spending on the island.

Source: 2025 Shared Vacation Ownership Owners Survey, prepared by Sports& Leisure for ARDA Research & Insights.

Economic and Fiscal Impact Results

The timeshare industry generates economic activity through its purchases from suppliers, employee compensation, and payments to owners and investors. These payments drive broader economic effects in two important ways. First, when the timeshare industry buys goods and services from suppliers, it supports additional jobs, income, sales, and tax revenue in those industries. This impact on suppliers is known as the “indirect” economic impact. Second, when employees and owners spend their earnings at restaurants, stores, and other local businesses, it creates additional economic activity. The impact from additional consumer spending is referred to as the “induced” economic impact.

Using an economic model of the Maui economy developed by IMPLAN Group LLC and customized by EY, this analysis estimated the direct, indirect, and induced economic impacts of the timeshare industry in Maui.³ The survey data discussed above was used to generate the direct impacts that served as inputs into the IMPLAN model, which was used to estimate indirect and induced impacts across the industry’s functions.

**Table 4. Direct Economic Output Generated by
Maui Resort Operations, 2024**
Millions of dollars

	Amount
Rental revenue	\$63
Maintenance fees	\$320
On-site consumer spending	\$148
Direct economic output	\$531

Source: 2025 US State of the Vacation Timeshare Industry and Economic Impact Survey and EY analysis.

**Table 5. Direct Economic Output Generated by Maui
Corporate, Sales and Marketing Operations, 2024**
Millions of dollars

	Corporate headquarters	Sales and marketing
Labor income	\$3	\$9
Non-labor operating expenses	\$2	\$6
Profits	\$0	\$0
Direct economic output	\$5	\$15

Note: Numbers may not appear to sum due to rounding.

Source: 2025 US State of the Vacation Timeshare Industry and Economic Impact, IRS Income Statistics, and EY analysis.

³ The timeshare industry in Maui contributes to regions outside of the island via supplier purchases and employee spending outside of the island, but all figures shown in this report are specific to impacts within the island.

**Table 6. Detailed Economic Impacts of the Maui Timeshare Industry,
by Function, 2024**

Millions of dollars; number of part- and full-time jobs

Output	Direct	Indirect & induced	Total
Industry operations	\$551	\$201	\$752
Resorts	\$531	\$188	\$719
Corporate	\$5	\$4	\$9
Sales and marketing	\$15	\$10	\$25
Vacation expenditures	\$437	\$213	\$650
Capital expenditures	\$14	\$7	\$20
Total	\$1,001	\$421	\$1,422

Employment	Direct	Indirect & induced	Total
Industry operations	2,396	1,121	3,516
Resorts	2,275	1,048	3,322
Corporate	24	20	44
Sales and marketing	97	53	150
Vacation expenditures	1,981	1,208	3,189
Capital expenditures	61	34	95
Total	4,437	2,363	6,800

Income	Direct	Indirect & induced	Total
Industry operations	\$179	\$67	\$246
Resorts	\$166	\$62	\$229
Corporate	\$3	\$1	\$4
Sales and marketing	\$9	\$3	\$13
Vacation expenditures	\$112	\$73	\$184
Capital expenditures	\$5	\$2	\$7
Total	\$295	\$142	\$436

Note: Labor income includes employee compensation shown in “Table 1. Direct Industry Operations Survey Data for Maui, 2024” and proprietor income.

Source: 2025 US State of the Vacation Timeshare Industry and Economic Impact Survey and EY analysis using the IMPLAN input-output model.

Table 7. Summary of Direct, Indirect, and Induced Fiscal Impacts of the Maui Timeshare Industry by Function, 2024
Millions of dollars

	State taxes	Local taxes	Total taxes
Property tax	--	\$65	\$65
Resorts	--	\$60	\$60
Corporate	--	\$0	\$0
Sales and marketing	--	\$0	\$0
Vacation expenditures	--	\$5	\$5
Capital expenditures	--	\$0	\$0
General sales tax	\$27	\$3	\$30
Resorts	\$11	\$1	\$12
Corporate	\$0	\$0	\$0
Sales and marketing	\$1	\$0	\$1
Vacation expenditures	\$14	\$2	\$16
Capital expenditures	\$1	\$0	\$1
Other taxes	\$57	\$3	\$60
Resorts	\$43	\$2	\$45
Corporate	\$0	\$0	\$0
Sales and marketing	\$1	\$0	\$1
Vacation expenditures	\$12	\$1	\$14
Capital expenditures	\$0	\$0	\$1
Total	\$84	\$71	\$155

Note: Hawaii does not levy a general sales tax but instead has a general excise tax which is levied on the business and can be passed on to the customer. It is included in the general sales tax numbers above.

Source: 2025 US State of the Vacation Timeshare Industry and Economic Impact Survey, IRS Income Statistics, BEA, Census of State and Local Government Finance, and EY analysis using the IMPLAN input-output model.

Table 8. Summary of Direct, Indirect, and Induced Fiscal Impacts of the Maui Timeshare Industry by Tax Type, 2024
Millions of dollars

	State taxes	Local taxes	Total taxes
Property taxes	--	\$65	\$65
General sales taxes	\$27	\$3	\$30
Occupancy taxes	\$26	\$0	\$26
Excise taxes	\$7	\$2	\$8
License taxes	\$1	\$1	\$2
Corporate income tax	\$4	--	\$4
Individual income tax	\$18	--	\$18
Medicare and SSI tax	--	--	--
Misc. taxes	\$2	\$0	\$2
Total taxes	\$84	\$71	\$155

Note: Hawaii does not levy a general sales tax but instead has a general excise tax which is levied on the business and can be passed on to the customer. It is included in the general sales tax numbers above. Excise taxes include taxes on alcohol, tobacco, and motor fuels.

Source: 2025 US State of the Vacation Timeshare Industry and Economic Impact Survey, IRS Income Statistics, Census of State and Local Government Finance, BEA, and EY analysis using the IMPLAN input-output model.