



OUTLETS  
OF MAUI



SHOP. SAVE. DINE.

OUTLETS OF MAUI  
IS A 150,000 SQ. FT.  
OPEN-AIR OUTLET  
SHOPPING & DINING  
DESTINATION THAT  
ANCHORS THE CITY  
OF LAHAINA'S  
WORLD-RENOWNED  
FRONT STREET.







# OVERVIEW

- Outlets of Maui is a 150,000 square foot, open-air shopping and dining destination that anchors the city of Lahaina's world-renowned Front Street.
- The center features over 30 national brand name retailers including:

**COACH OUTLET**

**MICHAEL KORS**

**KATE SPADE**

**BANANA REPUBLIC FACTORY STORE**

**GAP FACTORY STORE**

**GUESS FACTORY STORE**

**CALVIN KLEIN**

**LUCKY BRAND OUTLET**

**ADIDAS OUTLET STORE**

**TOMMY HILFIGER**

**LE CREUSET**

- Oceanfront dining and entertainment options include newly-added Waikiki Brewing Company, Ruth's Chris Steakhouse and PI Artisan Pizzeria along with the must-see nightly comedy and magic dinner show at Warren and Annabelle's.
- Outlets of Maui serves the island of Maui which is home to over 18,000 hotel rooms, condominiums and timeshares.
- Not only the home of Outlets of Maui, the town of Lahaina also serves as the island's main cruise ship port.
- In addition to its center-operated Shopping Shuttle carrying 40,000 passengers per year, Outlets of Maui is one of two main shuttle bus stops in downtown Lahaina with passengers coming from local hotels and resort areas.
- The property includes over 1,000 parking spaces.



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OUTLETS  
OF MAUI



# REGIONAL RETAIL LANDSCAPE

## CENTERS & KEY BRANDS

**WHALERS VILLAGE:** Louis Vuitton, Tommy Bahama, Quiksilver, PacSun, lululemon athletica

**QUEEN KAAHUMANU CENTER:** Macy's, Sears, Victoria's Secret, American Eagle, Forever 21, PacSun

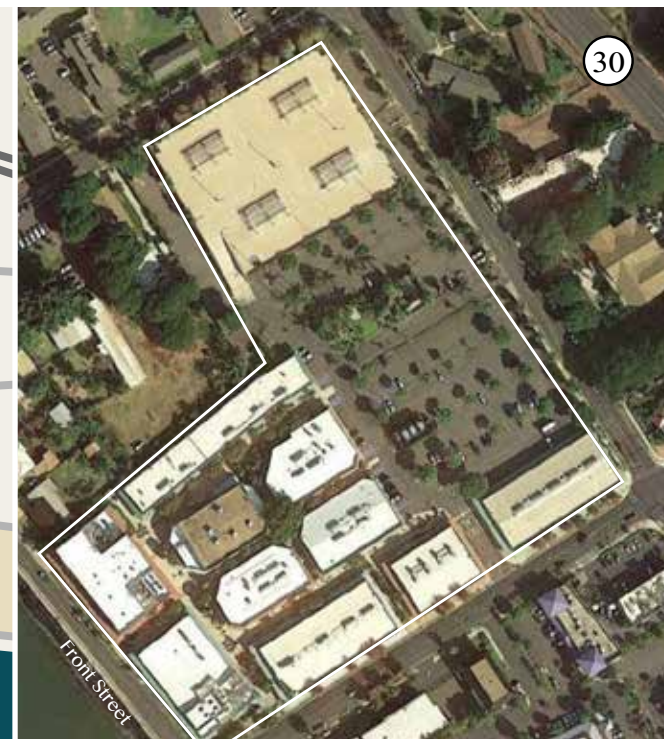
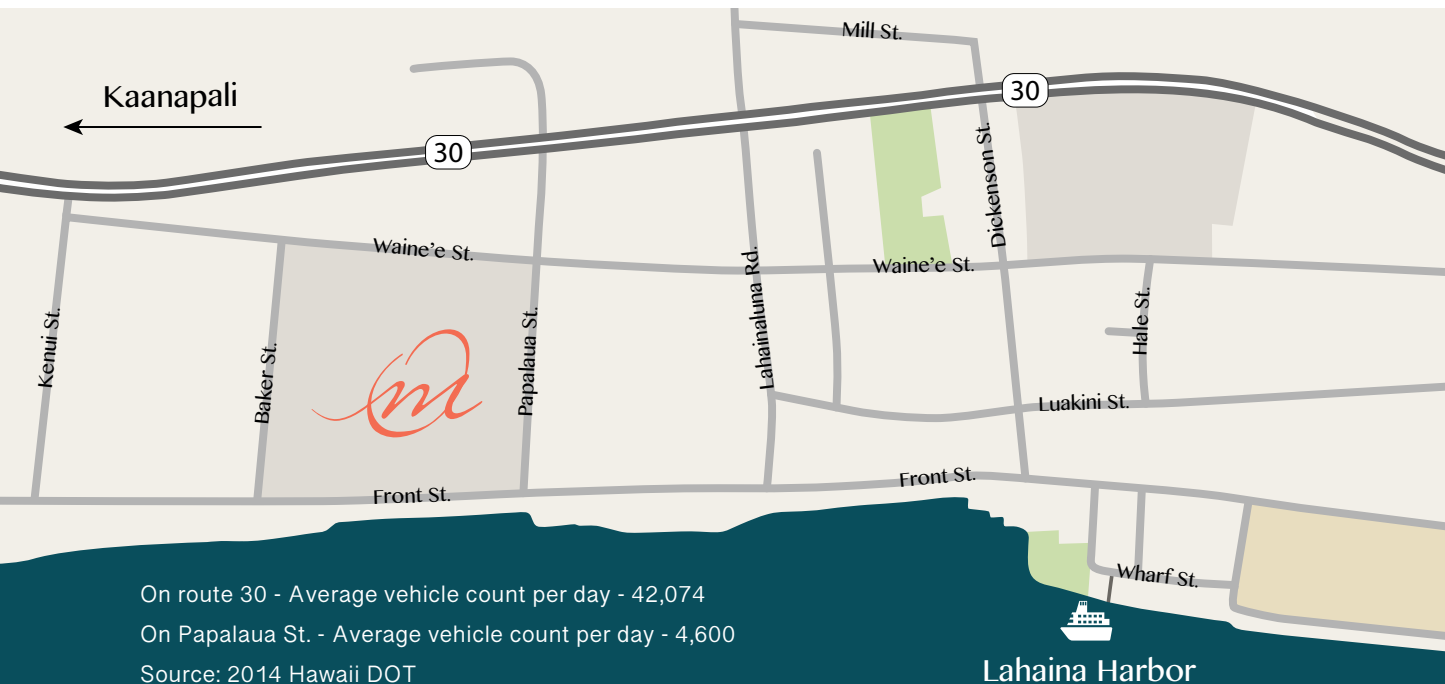
**THE SHOPS AT WAILEA:** Louis Vuitton, Prada, Gucci, Tiffany & Co., Tommy Bahama, Banana Republic



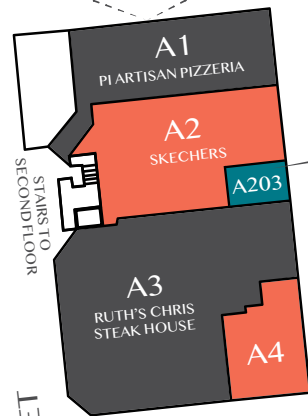
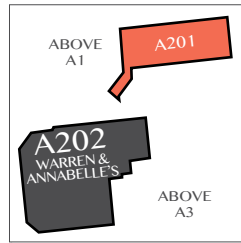


# PRIME OCEANFRONT LOCATION

- Outlets of Maui is located on world-renowned Front Street in historic Lahaina.
- The picturesque town in the enviable west shore of the Valley Isle has been transformed into an island hot spot and the island's principal tourism center.
- Front Street is one of the island's main pedestrian thoroughfares, lined with great restaurants, shopping, art galleries and plenty of sight-seeing and people watching.
- Located in the epicenter of Maui's tourism center, Lahaina's 182 visitor plant properties account for 57% of Maui's 18,210 total visitor units.
- The average tourist spends 8.33 days on Maui with the majority spending at least one, if not all of their nights, in Lahaina.
- Lahaina is the main cruise ship port on the island and draws over 250,000 cruise ship passengers annually, most of which choose to shop and dine in downtown Lahaina during their time in port.
- Outlets of Maui anchors Front Street. Within its five blocks are 22 restaurants, 14 art galleries, 19 jewelry stores, 7 ice cream parlors, 37 gift and apparel stores, 3 museums and 2 hotels.



## SECOND FLOOR



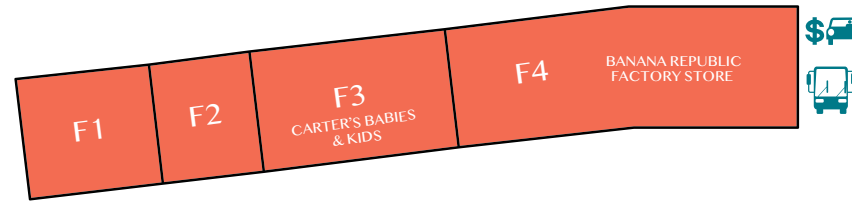
FRONT STREET

STAIRS TO SECOND FLOOR

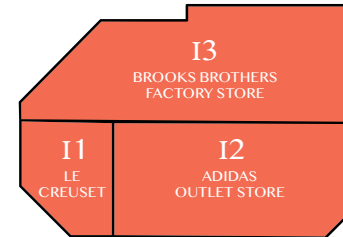
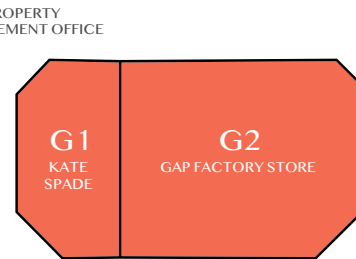
STAGE

## SHOPPING & DINING

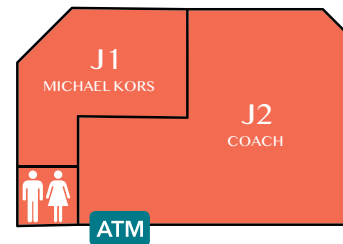
## OUTLETS OF MAUI DIRECTORY



PARKING GARAGE



PARKING LOT



ATM



PAPALAUA STREET

WAINE'E STREET

# MAUI HAWAII'S FLOURISHING DESTINATION

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- Maui, the second largest island in the Hawaiian chain, is consistently voted "Best Hawaiian Island."
- More than 2.7 million tourists visit Maui annually where individual spending equates to over \$207 per day.
- Out of the 2.7 million tourists that visit Maui annually, over 2.1 million visit Front Street.
- Maui is Hawaii's second most visited island and enjoys the highest hotel occupancy rates with a visitor's stay averaging 8.3 days.
- More than nine U.S. and Canadian carriers offer non-stop flights to Maui.
- Hawaiian Airlines, the states' largest inter-island carrier, operates 22 scheduled round-trip flights between Maui and Honolulu on a daily basis.
- Numerous additional inter-island routes to Maui are serviced by carriers including Mokulele Airlines and Island Air.
- Alaska Airlines has increased routes from West Coast cities to Maui.
- Southwest Airlines begin flying to Hawaii in 2019.





# DEMOGRAPHICS

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## PERMANENT POPULATION

State Population .....	1,288,198
Maui Population .....	164,637
Households .....	53,131
Average Household Size.....	2.94
Median Age.....	40.7
Median Household Income .....	\$64,567

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## MAUI VISITOR POPULATION

Annual Visitors .....	2.7 million
Domestic .....	2,109,491
International .....	635,503
Average Length of Stay.....	8.3 (highest of all Hawaii Islands)
Per Person Per Day Spending .....	\$212 (second only to Lanai)
Per Person Per Trip Spending.....	\$1,760 (highest of all Hawaii Islands)



# TOURISM OVERVIEW

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- Maui welcomes over 2.7 million visitors annually.
- Combined daily spending of air and cruise visitors top \$200 per day on Maui. This figure translates to a more than \$3B contribution per year to the local trade.
- The region boasts a high growth/high income residential base that is supplemented by an average daily tourism population numbering over 50,000 visitors. In 2014 total visitor days equated to 21,490,229 and is consistently growing.
- The state of Hawaii's retail generates annual sales of over \$24B.
- Airport serving 6.6 million passengers with 134,000 take off and landings annually.
- An annual visitor and consumer marketing program that includes a dominant airport visibility campaign, cruise line advertising, hotel incentive partnerships and an exclusive Guest Services Club website portal launched in 2018, among other elements.

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## KEY VISITOR DEMOGRAPHICS

- 17.3% earn more than \$250,000/year
- 64.4% earn more than \$100,000/year
- 47.4% stay in luxury accommodations \$500/night
- Average age of party head 47.5 years
- Average party size 2.18





A woman with dark, wavy hair is posing on a sandy beach. She is wearing a high-cut swimsuit with a bold geometric pattern in blue, red, and white. She also wears large, reflective sunglasses that show a reflection of the sky and mountains. Her arms are raised, with her hands behind her head. The background features a clear blue sky with some clouds, a calm turquoise ocean, and distant green mountains.

MAUI WELCOMES  
OVER 2.7 MILLION  
VISITORS  
ANNUALLY.





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900 FRONT ST, LAHAINA, HI 96761

GENERAL INFORMATION: (808) 661-8277 | OPEN FROM 9:30AM - 10:00PM

[OUTLETSOFMAUI.COM](http://OUTLETSOFMAUI.COM) |    

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