

# HONOKOWAI MARKETPLACE

3350 LOWER HONOAPI'ILANI ROAD  
LĀHAINĀ, HAWAI'I 96761



RETAIL SPACE FOR LEASE



# MAUI

## THE “VALLEY ISLE”

Hawaii’s second-most populated island, Maui is known for its scenic landscapes, rich culture, and ecological diversity. The island is a prime tourist destination, offering activities like whale watching, surfing, and snorkeling. The island’s economy is primarily driven by tourism, complemented by some agriculture. Maui’s blend of natural beauty, outdoor adventures, and cultural experiences continues to attract visitors from around the world.

### MAUI TOURISM STATS

2,345,288

ANNUAL VISITORS

\$5.27 B

TOTAL VISITOR SPEND

50,794

AVG. DAILY VISITORS

\$563.6 M

ANNUAL SPEND

\$389.66

DAILY AVG. HOTEL RATE



# WEST MAUI

West Maui, comprising the towns of Lahaina, Kaanapali, Napili, and Kapalua, is located about 40 minutes from Kahului Airport.

Lahaina, the largest town in West Maui, was historically significant as the former capital of the Hawaiian Kingdom and a major whaling port. Today it serves as the entryway to Kaanapali, Napili and Kapalua, home to Maui’s most notable luxury resorts, shopping, restaurants, championship golf courses, outdoor activities, and picturesque beaches.



# LĀHAINĀ BY THE NUMBERS



LABOR FORCE WITHIN A 5-MILE RADIUS:

47.6% WHITE COLLAR

11.5% BLUE COLLAR

40.9% SERVICES

35,784

HONOAPI'ILANI HWY CPD

58%

HOUSEHOLD INCOME \$75K+

47%

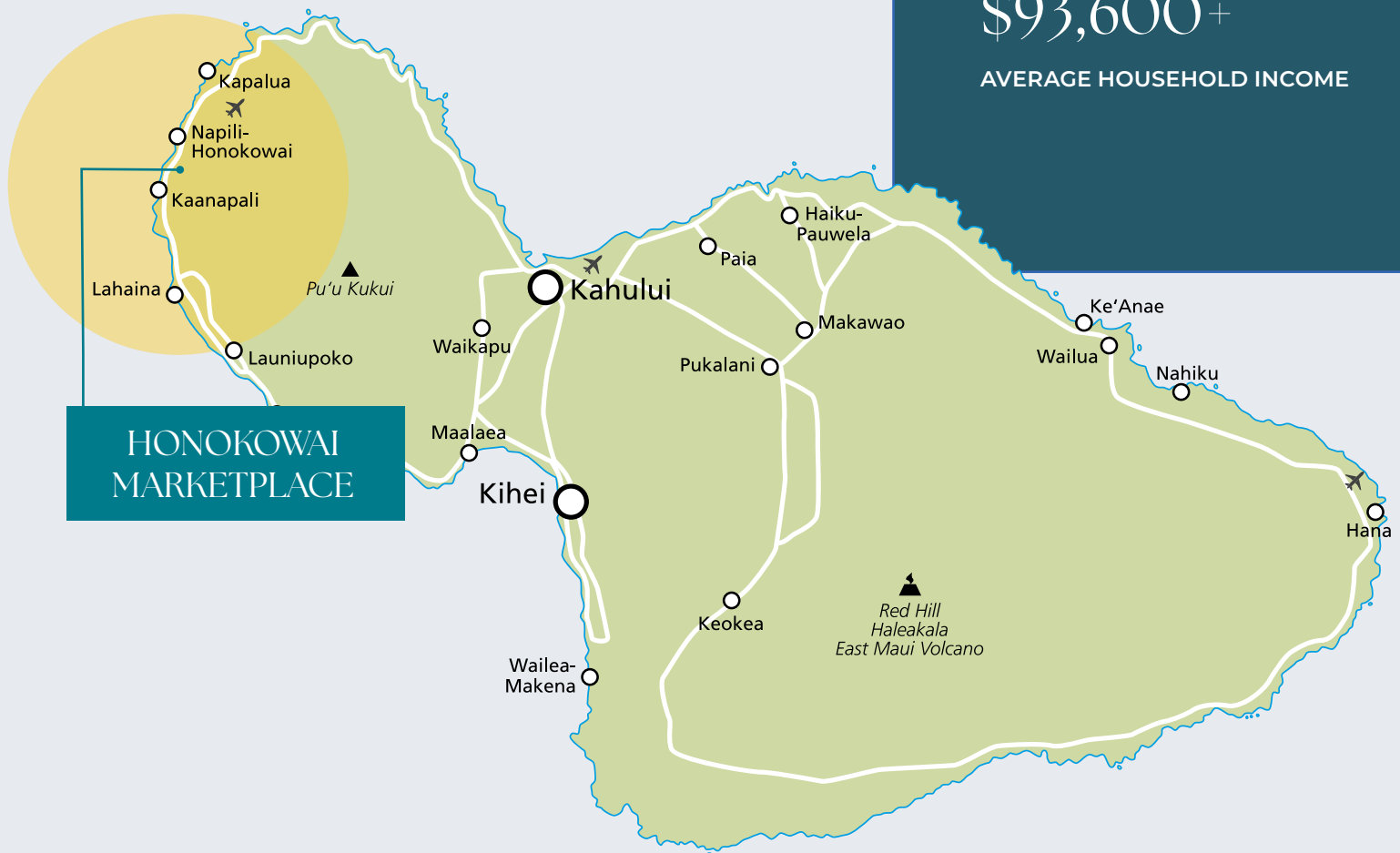
HOUSEHOLD INCOME \$100K+

\$951,531

AVERAGE HOUSEHOLD VALUE

\$93,600+

AVERAGE HOUSEHOLD INCOME





# RESORT-ADJACENT RETAIL



KAPALUA AIRPORT ►

ASTON PAKI  
MAUI  
108 UNITS

AT PAPAHEA  
RESORT  
364 UNITS  
STUDIO - 2 BED

MAUI SANDS  
CONDOS  
76 UNITS  
1-2 BED

MAUI SANDS  
SEASIDE  
300 UNITS

MAUI KALAI  
KAA'ANAPALI  
80 UNITS  
STUDIO - 2 BED

HONOKOWAI  
MARKETPLACE

PULELEHUA ►  
500 HOME  
FUTURE DEVELOPMENT

HONOAPI'ILAN HIGHWAY 35,784 CPD



THE WESTIN  
KAA'ANAPALI OCEAN RESORT  
1,021 ROOMS

THE WESTIN  
NANEA OCEAN VILLAS  
390 ROOMS

OUTRIGGER

HONUA KAI RESORT & SPA  
628 STUDIOS  
& 72 VILLAS

HILTON VACATION CLUB  
KAA'ANAPALI BEACH  
413 ROOMS  
& SUITES

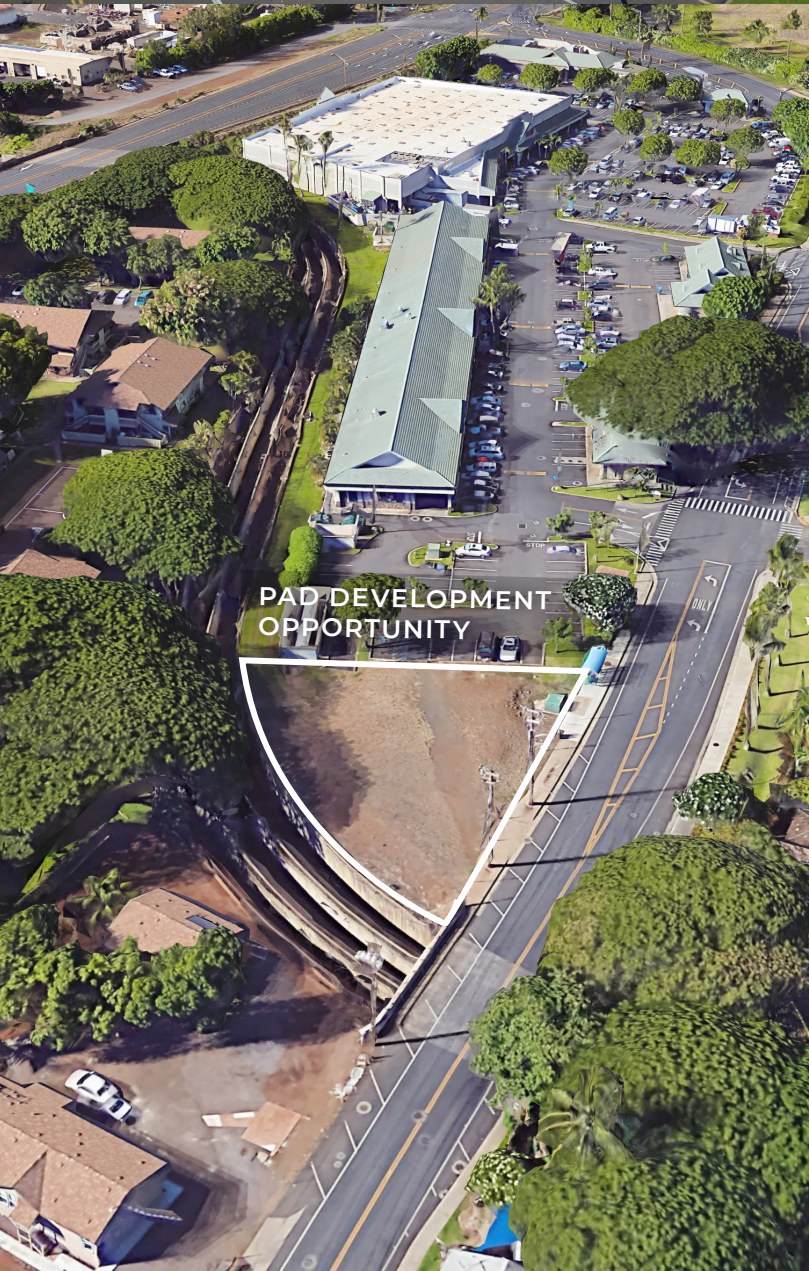
KAANAPALI  
SHORES  
332 ROOMS

MAHANA  
AT KAAANAPALI  
215 ROOMS

MAUI  
KAA'ANAPALI VILLAS  
215 ROOMS

Royal Lahaina  
RESORT & BUNGALOWS  
441 ROOMS





# WEST MAUI'S RETAIL HUB

|               |   |
|---------------|---|
| ADDRESS       | 3350 Lower Honoapi'ilani Road<br>Lāhainā, Hawai'i 96761 |
| TMK           | 2-4-4-001-002   |
| LAND AREA     | 3.35 acres  |
| BUILDING AREA | 68,130 s.f  |
| ZONING        | B-2, Community<br>Business District                     |
| BASE RENT     | Negotiable  |
| TOTAL OPEX    | \$1.75/ s.f. / month (2025 est.)                        |
| % RENT        | 8%  |

## HIGH-PERFORMING TENANT MIX

Anchored by Times Supermarket, with consistently high occupancy and sales. Diverse lineup of local restaurants, retailers, and service providers.

## RESORT-ADJACENT RETAIL

Over 3,000 Ka'anapali resort rooms and popular West Maui beaches within walking distance, ensuring steady foot traffic.

## PRIME WEST MAUI LOCATION

Centrally situated in highly-visited West Maui, along bustling Honoapi'ilani Highway, ensuring high visibility and easy access.

## PAD DEVELOPMENT OPPORTUNITY

Opportunity to construct a new pad building. Contact listing broker for details on this expansion possibility.

## SIGNIFICANT MARKET PRESENCE

The Center attracts a robust 17 million visitors per year, demonstrating its strong appeal.





Honokowai Marketplace is proudly owned by the Harry and Jeanette Weinberg Foundation, who is dedicated to meeting the basic needs of people experiencing poverty. Grants focus on supporting organizations that serve older adults, women and children at risk, people with disabilities, veterans, and the Jewish community in the areas of Housing, Health, Jobs, Education, and Community Services.



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**Deven D. Higa (S)**  
Executive Vice President  
Agency Leasing  
T +1 808.220.4126  
[deven.higa@jll.com](mailto:deven.higa@jll.com)

**Justin Katahira (S)**  
Senior Associate  
Retail Brokerage  
T. 808.392.8770  
[Justin.Katahira@JLL.com](mailto:Justin.Katahira@JLL.com)

1585 Kapiolani Boulevard, Suite 1750  
Honolulu, Hawaii 96814  
T. 808.203.5700  
F. 808.203.5709