



THE ISLAND OF MAUI
"The Magic Isle"
Fact Sheet

Land Mass:	727 square miles (1,883 square km)
Population:	135,605
Principal City & County Seat:	Wailuku
Flower:	Lokelani
Color:	Pink

GEOGRAPHY

Maui is the second largest of the Hawaiian Islands. It reaches from sea level to 10,023 feet, the summit of the dormant volcano, Haleakalā.

CLIMATE

Average temperature ranges from 71° – 77° F (22° – 25° C) in most areas, with variable rainfall in different sections of the island.

MAJOR INDUSTRIES

Tourism, sugar, pineapple, cattle, and agriculture.

RECREATION

Golfing, horseback riding, all water sports, whale-watching, hiking, camping, shopping, and walking tours of historic sites.

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BRIEF HISTORY

The island is named after Maui, a mischievous mythological figure of ancient Hawai'i whose antics are recorded in historic chants. One legend says that Maui dragged the Hawaiian islands out of the ocean with a giant fishhook.

Maui has a colorful past of settlers. When Kamehameha I united all the Islands, he made Lahaina his capital in 1802. Missionaries and whaling men arrived soon afterwards, and the island was divided by these opposing forces. The end of the whaling era came in 1860, due to the Civil War and the rise of the petroleum industry. Much of Maui's land was planted in sugar cane, and labor was imported from Asia to work the land. The island evolved into a peaceful agricultural area of great charm and rustic beauty. Today, visitors have discovered Maui's many beautiful charms, creating a thriving tourist industry.

FASCINATING FACTS

- Maui is the whale-watching capital of Hawai'i: Humpbacks congregate in the warm offshore waters annually from November through April. A full-grown whale can be more than 45 feet long and weigh more than 40 tons.
- More miles of swimmable beaches than any other island.
- Haleakalā is the world's largest dormant volcano
- Built in 1801, the Brick Palace in Lahaina is Hawai'i's first building.
- Lahaina's famous Banyan Tree is the largest of its kind in America.
- Hawai'i's first newspaper was printed from Lahainaluna School's press in the mid-1800s.
- Hawai'i's largest heiau, Pi'ilanihale, was built in 1400 A.D. in Hāna.

TOP-RATED ATTRACTIONS

- Haleakalā Crater
- 'Īao Valley State Park
- 'Ohe'o Gulch at Haleakalā National Park in Kīpahulu
- Historic Lahaina Town
- Upcountry towns
- Molokini snorkeling
- Whale-watching
- The road to Hāna
- 'Āhihi-Kīna'u Natural Area Reserve
- World-class windsurfers at Pā'ia beach