



The Local's Guide to Maui Living

FROM A NORTH SHORE LOCAL

COMPASS

DIANE
BERCIK

ALOHA, I'M DIANE

A little about me

I'm Diane Bercik, a REALTOR Broker with Compass, and Maui has been home for eleven years. My husband and I sold almost everything we owned in New York and came for what was supposed to be six months. We started in Paia, bought our first home in Kihei, and missed the North Shore enough to move back. I live in Kuau now, just outside Paia town.

Living on both sides of the island taught me how different each part of Maui feels day to day. This guide is the list I share with friends and clients who are thinking about a move, the places we go and the things worth knowing before you sign anything.

A FEW OF MY FAVORITES

MORNING WALK

Baldwin Beach. One of the few places on Maui where you can walk for a long time with nowhere to be.

SATURDAY

The Upcountry Farmers Market, one of the best gathering spots on the island.

NEIGHBORHOOD

Kuau and Paia. A town you can walk around in flip-flops.

WHY I STAY

The people. Show up for this community and your neighbors become family.

GET TO KNOW

Get to know *Maui*

The second largest Hawaiian island, with a 10,000-foot volcano in the middle and six regions that each feel like a different place.

160,592

People in Maui County, per the 2025 Census estimate

43

Median age in the county

10,023 ft

Summit of Haleakala, the volcano at the island's center

120 mi

Of general coastline around the island

No. 1

Hawaiian island in the Travel + Leisure World's Best Awards, 2025

\$1.2M

Median single-family sale price in Maui County, August 2026



BEFORE YOU MOVE

What daily life is like

COST OF LIVING

Maui is one of the most expensive places in the country to live. The median single-family home in Maui County sold for about \$1.2 million in August 2026, and condos for about \$565,000. Electricity runs over 40 cents a kilowatt hour, so solar is common, and groceries cost noticeably more than on the mainland.

GETTING AROUND

You will want a car. Maui Bus runs routes across Central, South, West and Upcountry Maui for \$2 a ride, and riders 55 and over ride free. Traffic bunches up on the highway to West Maui and around Kahului at rush hour.

SCHOOLS

Hawaii runs a single statewide public school district. Private options on Maui include Seabury Hall in Makawao, Kamehameha Schools Maui in Pukalani, St. Anthony in Wailuku and Haleakala Waldorf in Kula.

JOB

Tourism is the engine. Leisure and hospitality is the largest sector, about three in ten jobs, followed by trade and transportation, education and health care, and government. Many newcomers bring remote work or their own business with them.

HEALTH CARE

Maui Memorial Medical Center in Wailuku is the island's only acute-care hospital and a Level III trauma center, run by Maui Health. Some specialty care still means a short flight to Honolulu, which is worth planning for.

BEFORE YOU MOVE

Before you *make the move*

WATER AND POWER

Hawaiian Electric serves the island. Upcountry, county water meters have a long waitlist and many homes use catchment, so ask about the water source on every property. Many homes also still run on cesspools, which state law requires be converted by 2050.

MOVING A PET

Start three to four months ahead. Dogs and cats need a microchip, two rabies shots more than 30 days apart and a passing FAVN blood test, then a 30-day wait. With the paperwork done, most pets qualify for release at the airport. Flying straight into Kahului needs an inspection permit requested 30 days ahead.

DRIVER'S LICENSE

A valid out-of-state license works until it expires. When you are ready, transfer it by appointment at the Kahului Service Center.

COMMUNITY

Public libraries in Kahului, Wailuku, Kihei, Makawao and Hana, the Maui Arts and Cultural Center, the Maui Humane Society and a long list of volunteer groups. Showing up for these is the fastest way to make friends here.

SHIPPING A CAR

Matson and Pasha Hawaii both ship cars to Kahului. To register it here you will need a Hawaii safety inspection, the bill of lading, your title and registration, and a stamped G-27 tax form.

MAUI AT A GLANCE

Six regions, one island

Maui is small enough to cross in about an hour and varied enough that the weather, the pace and the price of a home change completely along the way. Here is how the island breaks down.



SOUTH MAUI

Sunniest coast, beach parks and resorts

NORTH SHORE

Surf town, beaches, farm country inland

WEST MAUI

Resort coast, sunsets, Lahaina rebuilding

UPCOUNTRY

Cool elevation, land, ranch country

CENTRAL MAUI

Airport, hospital, everyday island life

EAST MAUI

Remote, lush, the road to Hana

South Maui

KIHEI, WAILEA, MAKENA, MAALAEA

The sunny side, with the longest run of swimmable beaches on the island.

Kihei is a real beach town with grocery stores, beach parks and the widest range of condo prices on Maui. Wailea and Makena are the polished resort end, with golf, five-star hotels and Big Beach. Maalaea is a small, windy harbor village between South and West Maui.

Best fit · Beach-first buyers, snowbirds and second-home owners who want sunshine almost every day.

WEATHER

Dry and sunny most of the year, with afternoon trade winds.

HOMES

Condos lead in Kihei, with gated single-family neighborhoods in Wailea.

DAILY LIFE

Groceries, restaurants and a public high school close by in Kihei.

TRADE-OFF

More part-time neighbors, so building community takes intention.

West Maui

KAANAPALI, NAPILI, KAPALUA, LAHAINA

Green mountains, calm morning water and the best sunsets on the island.

Kaanapali is the original resort coast, built around a three-mile beach walk. Napili and Kahana are quieter strings of smaller condo buildings, and Kapalua at the north end is the most understated of all. Lahaina is rebuilding after the 2023 fire. Front Street reopened to cars in August 2026, and the people who live there come first.

Best fit · Buyers who want a resort lifestyle, a lock-and-leave condo, or a sunset every night.

WEATHER

Sunny on the coast, with more rain toward Kapalua.

HOMES

Resort condos, golf communities and agricultural lots in Launiupoko.

GETTING THERE

Roughly 45 minutes to the airport, longer when the highway backs up.

WITH CARE

Lahaina is a community in recovery. Visit gently and spend locally.

Central Maui

KAHULUI, WAILUKU

Where the island goes to work, shop and see the doctor.

Kahului has the airport, the harbor, Costco and the island's main hospital. Wailuku is the county seat, with a plantation-era downtown, old local lunch counters and Iao Valley just up the road. Neighborhoods like Maui Lani and Kehalani were built for full-time families.

Best fit · Families, working professionals and anyone who wants everything within fifteen minutes.

WEATHER

Warm and windy, with Wailuku a little greener.

HOMES

Single-family subdivisions and some of the most attainable prices on Maui.

DAILY LIFE

The shortest drive to the airport, hospital and big-box stores.

TRADE-OFF

Few everyday swimming beaches close by.

North Shore

PAIA, KUAU, SPRECKELSVILLE, HAIKU

Surf culture, a walkable plantation town and farm country up the hill.

Paia is a small surf town of cafes, yoga studios and shops, right where the Road to Hana begins. Kuau and Spreckelsville are the quieter beachfront stretches around it, with Hookipa and Baldwin Beach close by. Haiku climbs inland into wet, green country with acreage, orchards and a tight community.

Best fit · People who came to be part of Maui, not just to visit it. This is where I live.

WEATHER

Breezy and greener, with passing showers and plenty of rainbows.

HOMES

Beach cottages near Paia, acreage and ohana units in Haiku.

COMMUNITY

Mostly full-time residents, so you get plugged in fast if you show up.

TRADE-OFF

Tight inventory and limited short-term rental options.

Upcountry

MAKAWAO, PUKALANI, KULA

Cooler air, real land and paniolo history on the slopes of Haleakala.

Makawao is the cowboy town, with wooden storefronts, galleries and the Fourth of July rodeo. Pukalani is the practical, residential middle, and Kula sits higher still with farms, lavender and views across the whole island.

Best fit · Buyers who want land, gardens, cooler nights and a sense of place that goes back generations.

WEATHER

Cooler, with sweater weather some nights.

HOMES

Homes on larger lots and agricultural parcels.

GETTING AROUND

About 20 to 45 minutes to the beach, depending on elevation.

TRADE-OFF

Water service varies, and some properties rely on catchment.

East Maui

HANA, KEANAE, KIPAHULU

Remote, rainy and the most traditional corner of the island.

Hana sits at the end of a 52-mile road with hundreds of curves and dozens of one-lane bridges. Life here runs on its own schedule, with taro patches, black sand beaches and a small, close community that has been here for generations.

Best fit · The rare buyer who wants quiet above everything and does not need town often.

WEATHER

Lush and wet, with rain much of the year.

HOMES

Very little comes up for sale.

GETTING AROUND

Two to three hours each way to Kahului.

WITH CARE

Drive slowly, pull over for locals and never park on a bridge.

COFFEE

Paia Bay Coffee & Bar	PAIA	Pour-overs by day, music at night
Wailuku Coffee Company	WAILUKU	Family-owned on Market Street
Maui Coffee Roasters	KAHULUI	Roasting since 1982
Vida by Sip Me	MAKAWAO	Upcountry favorite, organic food
Grandma's Coffee House	KEOKEA	A Kula family coffee story since 1918
Akamai Coffee Co.	KIHEI	Roasts Maui-grown coffee
The Coffee Store	NAPILI	West Side standby with baked goods

BAKERIES

T. Komoda Store & Bakery	MAKAWAO	Cream puffs and stick donuts. Go early
Stillwell's Bakery & Cafe	WAILUKU	Famous cream horns
Four Sisters Bakery	WAILUKU	Filipino breads and pastries
Sugar Beach Bake Shop	KIHEI	Malasadas until 10 a.m.
Leoda's Kitchen and Pie Shop	OLOWALU	Scratch pies on the drive west
Hana Farms	HANA	Banana bread at the roadside stand

T. Komoda closes Wednesdays and Sundays and takes a few vacation weeks a year. Call first.

Coffee & Bakeries

Where the morning starts, from Paia to Keokea.

BREAKFAST

Kihei Caffé	KIHEI	All-day breakfast by Kalama Park
Island Fresh Cafe	PAIA	Organic bowls and smoothies
Colleen's at the Cannery	HAIKU	Bistro in the old pineapple cannery
Kula Lodge	KULA	Breakfast with the island below you
The Gazebo	NAPILI	Mac nut pancakes, expect a line
Nalu's South Shore Grill	KIHEI	Open-air and easygoing

LUNCH

Sam Sato's	WAILUKU	Dry mein since 1933
Tin Roof	KAHULUI	Sheldon Simeon's mochiko chicken
Tobi's Poke & Shave Ice	PAIA	Fresh ahi bowls since 1992
Da Kitchen	KIHEI	Big local plates
Geste Shrimp Truck	KAHULUI	Garlic shrimp near the airport
Eskimo Candy	KIHEI	Fish market poke
Aloha Mixed Plate	LAHAINA	Oceanfront plate lunch, open again

Breakfast & Lunch

Slow mornings, plate lunch and poke.

A NIGHT OUT

Mama's Fish House	PAIA	The North Shore classic. Book months ahead
Haliimaile General Store	HALIIMAILE	Plantation store, farm-to-table since 1988
Merriman's	KAPALUA	Dinner on the point
Ko	WAILEA	Plantation-era flavors
Lineage	WAILEA	Filipino and local, family style
Mala Ocean Tavern	LAHAINA	First on Front Street to reopen

EASY AND LOCAL

Paia Fish Market	PAIA	Fish burgers since 1989
Flatbread Company	PAIA	Wood-fired, local ingredients
Coconut's Fish Cafe	KIHEI	The fish tacos
Kula Bistro	KULA	Farm-driven Italian, walk-ins only
Cafe O'Lei	WAILUKU AND KIHEI	Reliable local favorite
Star Noodle	LAHAINA	Noodles and shared plates
Milagro's	PAIA	Margaritas on the corner

Dinner, *dressed up or not*

From an anniversary to a Tuesday night.

SHAVE ICE AND ICE CREAM

Ululani's Hawaiian Shave Ice [KAHULUI, KIHEI, WAILUKU](#) Real fruit syrups

Tobi's Poke & Shave Ice [PAIA](#) House-made natural syrups

Tasaka Guri Guri [KAHULUI](#) A Maui original since 1947, cash only

Paia Gelato [PAIA](#) Small-batch gelato in town

Coconut Glen's [ROAD TO HANA](#) Coconut milk ice cream stand

Roselani Ice Cream [GROCERY STORES](#) Maui-made. Try the haupia

MALASADAS, PIE AND PASTRY

Sugar Beach Bake Shop [KIHEI](#) Malasadas, before 10 a.m.

T. Komoda Store & Bakery [MAKAWAO](#) Stick donuts

Leoda's Kitchen and Pie Shop [OLOWALU](#) Banana cream pie

Stillwell's Bakery & Cafe [WAILUKU](#) Cream horns and cakes

Sweet Treats

Shave ice is a food group here.

BREWED AND DISTILLED HERE

Maui Brewing Co.	KIHEI AND KAA NAPALI	Brewery, pub and tours
Lahaina Brewing Co. Taproom	PUKALANI	Upcountry taproom
Lahaina Brewing Co.	WAILEA	Kohola Brewery, rebuilt after the fire
Ocean Vodka Farm & Distillery	KULA	Sugarcane farm tours
Haliimaile Distilling Co.	HALIIMAILE	Pau Maui vodka, weekday tours
MauiWine	ULUPALAKUA	Tastings at the King's Cottage

SUNSET DRINKS

Merriman's	KAPALUA	The view from the point
Sea House	NAPILI	Water's edge happy hour
Hula Grill	KAA NAPALI	Barefoot bar and live music
Five Palms	KIHEI	Beachfront happy hour
Humble Market Kitchen	WAILEA	Cocktails over Mokapu Beach
Tikehau Lounge	KIHEI	Small craft cocktail bar

Beer, Wine & Sunsets

*Island-made drinks and the best
seats for the sunset.*

WEEKLY MARKETS

Upcountry Farmers Market PUKALANI Saturdays, early morning to late morning

Makawao Farmers Market MAKAWAO Wednesdays, 10 to 5

Maui's Fresh Produce Market KAHULUI Queen Kaahumanu Center, Tue, Wed and Fri

Maui Swap Meet KAHULUI Saturdays at UH Maui College

Napili Farmers Market NAPILI Wednesday and Saturday mornings

Farmers Market of Maui KIHEI Monday to Saturday

Wailea Village Farmers Market WAILEA Tuesday mornings

Hana Farmers Market HANA Friday afternoons

Bring cash and your own bags, and get there early for the best produce. Hours shift with the seasons, so check before you go.

Farmers Markets

Where you run into everyone you know.

OUTDOORS

Haleakala sunrise	HALEAKALA	Reservation required, 60 days out
Waihee Ridge Trail	WAIHEE	Ridge views. Go early for parking
Iao Valley State Monument	WAILUKU	Check status the day you go
Honolua Bay	KAPALUA	Snorkeling, best in summer
Ahihi-Kinaiu Reserve	MAKENA	Lava coast snorkeling, paid parking
Hookipa Beach Park	PAIA	Windsurfers by day, turtles late afternoon
Twin Falls	HAIKU	Easy waterfall walk, paid farm parking

INDOORS AND CULTURE

Maui Arts & Cultural Center	KAHULUI	Concerts, film and theater
Bailey House Museum	WAILUKU	Island history, Tuesday to Friday
Hui Noeou Visual Arts Center	MAKAWAO	Gallery and classes on a historic estate
Maui Ocean Center	MAALAEA	Hawaii's reefs up close
Alexander & Baldwin Sugar Museum	PUUNENE	Plantation history
Wailuku First Friday	WAILUKU	Monthly street party

Iao Valley and Ahihi-Kinaiu are state sites with changing hours and fees. Nonresidents need a reservation for Iao.

Things to do

Outside most days, inside when it rains.

OFF-LEASH DOG PARKS

Keopuolani Dog Park	KAHULUI	Big and central
Kenolio Dog Park	KIHEI	South Maui regular
Kilohana Dog Park	KIHEI	Open a little later in the evening
Upcountry Dog Park	MAKAWAO	At the Eddie Tam Complex
Lahaina Rec Center Dog Park	LAHAINA	West Maui's off-leash spot

County dog parks are free and open roughly 7 a.m. to 7 p.m.

ON THE BEACH

County beach parks	ISLAND-WIDE	Leashed dogs welcome, 10-foot leash max
State parks	MAKENA, WAIANAPANAPA	No dogs, including Big Beach

PATIOS WORTH TRYING

Maui Brewing Co.	KIHEI	Big outdoor seating area
Paia Gelato	PAIA	Gelato on the sidewalk
Mulligan's on the Blue	WAILEA	Golf course views

Patio rules change, so ask before you sit down.

Dog-Friendly Maui

Plenty of room for the four-legged locals too.

MARK YOUR CALENDAR

A year on Maui

The island's calendar runs on festivals, races and town parties. These are the ones locals plan around.

JANUARY

Maui Oceanfront Marathon

A coastal race that starts in Wailea.

APRIL

East Maui Taro Festival

Taro, food, music and culture at Hana Ball Park.

JUNE

Wailuku Film Festival

New in 2026, at the Iao Theater and the MACC.

SEPTEMBER

Celebration of the Arts

Hawaiian culture and art at the Ritz-Carlton Kapalua.

OCTOBER

Maui County Fair

Rides, food booths and local exhibits in Wailuku, 99 years running.

EVERY MONTH

Wailuku First Friday

Market Street turns into a street party.

FEBRUARY

World Whale Day

Kihei's parade and festival for humpback season, 45 years running.

MAY

Maui AgFest

Farmers, food and the 4-H livestock fair at War Memorial in Wailuku.

JULY

Makawao Rodeo

Fourth of July weekend rodeo in paniolo country.

SEPTEMBER AND OCTOBER

Festivals of Aloha

Hawaiian music, hula and royal court events around the island.

OCTOBER

Aloha Classic

World-tour windsurfing at Hookipa.

EVERY MONTH

Kihei Fourth Friday

Music, food and local vendors in Kihei.

Dates shift a little each year. Check the organizer's site before you plan a trip around one.

TRY IT ON FOR A WEEKEND

Weekend itineraries

The best way to know if a part of Maui fits is to spend a normal weekend there, not a vacation one. Here are four I suggest to clients.

FOR THE OCEAN LOVER

Stay in Kihei or Wailea.

1. Early swim at Makena Landing while the water is glassy
2. Shave ice at Ululani's, then a long lunch in the shade
3. Sunset happy hour at Five Palms
4. Sunday fish tacos at Coconut's Fish Cafe

FOR THE UPCOUNTRY WANDERER

Stay in Kula or Makawao.

1. Saturday morning at the Upcountry Farmers Market
2. Stick donuts at T. Komoda, then the Makawao galleries
3. A tasting at MauiWine in Ulupalakua
4. Dinner at Kula Bistro

FOR THE NORTH SHORE LOCAL

Stay in Paia or Haiku.

1. Coffee in Paia, then a long walk on Baldwin Beach
2. Watch the surfers and resting turtles at Hookipa
3. Poke from Tobi's for lunch
4. Dinner at Mama's Fish House, if you booked months ahead

FOR THE FAMILY

Stay in Central or South Maui.

1. Morning at the Maui Ocean Center in Maalaea
2. Dry mein at Sam Sato's in Wailuku
3. Iao Valley for an easy walk in the rainforest
4. Guri guri at Tasaka in the Maui Mall

WHEN YOU ARE READY

The home search

When you are ready to look seriously, this is how I like to start.

01

A relocation call

We talk through why Maui, which regions you are drawn to, your timing and your budget. If you have not spent time in more than one part of the island yet, we plan for that first.

02

A search built from the MLS

I set up a search straight from the Maui MLS, so new listings reach you as they hit the market, along with my notes on the buildings and neighborhoods worth a closer look.

03

Tours, in person or on video

When something fits, we see it together. If you are on the mainland, I walk it with you on video and point out what the photos leave out, from road noise to the water source.

04

Maui-specific due diligence

Cesspools, catchment, short-term rental rules, flood and fire zones. I help you check the island items a mainland checklist misses before you commit.

YOUR RESOURCE FOR ALL THINGS MAUI

Your resource for all things Maui

Planning a trip to scout neighborhoods, or just want a local's take on where to eat? Reach out any time. I'm always glad to talk it through.

CALL OR TEXT

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Diane Bercik, REALTOR Broker, RB-23175, Compass. Details in this guide were checked in October 2026. Businesses change hours and events change dates, so check before you go. Compass is a real estate broker licensed by the State of Hawaii and abides by Equal Housing Opportunity laws.

