

An aerial photograph of a tropical coastline. In the foreground, the ocean is a deep blue-green color with white waves breaking. A narrow strip of land with a sandy beach and lush green vegetation runs along the coast. In the background, a large, rugged mountain range rises, with a prominent peak. The sky is filled with dramatic, dark grey clouds, and a vibrant rainbow arches across the upper right portion of the image, its colors clearly visible against the darker clouds.

Integration of Mālama Values into Business Models and Tourism Products



John Morgan
President & 6th Generation Steward

KUALOA RANCH
PRIVATE NATURE RESERVE

HAWAII TOURISM
AUTHORITY

HTA Annual Conference
September 30th, 2024



Kualoa Mission Statement



To enrich people's lives by preserving our land and celebrating its history.

KUALOA RANCH

Hollywood's Hawai'i Backlot

“Sell In” vs. “Sell Through”





**Mālama is our Brand,
and our “Sell Through”**



Mālama



Community, Culture & the Environment

A tropical landscape featuring a river in the foreground with large green leaves growing along its banks. In the background, there are lush green mountains and several tall palm trees under a cloudy sky.

Mālama

“Man, a part of nature, and totally dependent on nature, can nevertheless drastically affect nature.

We have the power to destroy our natural world, so we have the obligation to preserve, protect and conserve it.

All of man’s acts in Hawai‘i must be dominated by the spirit of Mālama.

If he uses up his landscapes, mountains, valleys and vistas, or if he degrades his air and waters, he will destroy the beauty and hence the spirit of Hawai‘i, and in so doing, his own spirit.

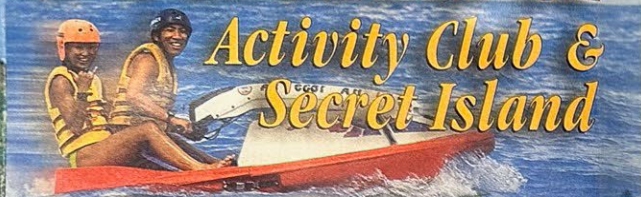
Mālama is thus an imperative.”



Kualoa Ranch: How did we get here?

Kualoa

Activity Club & Secret Island



AIR LAND & SEA ACTIVITIES

AS SEEN ON ESPN,
NBC SPORTS, PRIME SPORTS
AND MORE!



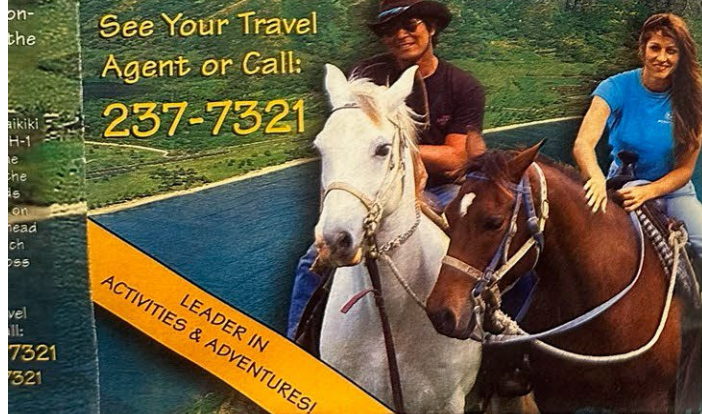
All in One **BIG** Place!
All in One **FUN** Day!



"A must do on Oahu"

See Your Travel
Agent or Call:
237-7321

LEADER IN
ACTIVITIES & ADVENTURES!



1. *Deluxe Activity Tour*

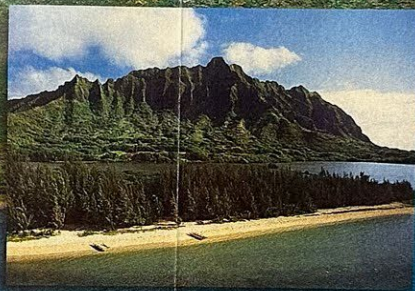
Includes a VIP pass for up to five activities, including helicopter, scuba diving, ecovault, free video and dessert.

2. *Activity Adventure Tour*

Includes a full day pass for up to four activities *except* scuba and helicopter which may be purchased for a nominal fee.

3. *Secret Island and Activity Tour*

Includes two activities at our Activity Club *except* scuba and helicopter and a half day at Kualoa's Secret Island. Free shuttle provided between Activity Club and Secret Island.



4. *Secret Island and Snorkel Tour**

Includes a full day at Secret Island with Snorkel Tour. All gear, instructions and certified Life Guards provided.

Cross an 800 year old ancient Hawaiian fishpond to Hawaii's most unique beach. Snorkel in the spectacular undersea world of uncrowded Kane'ohe Bay.

Swim amidst the Hawaiian Honu (sea turtle) and other marine life.

Swim, paddle a Hawaiian canoe or play volleyball, badminton, ping-pong, and darts.

*Snorkel Tour may be substituted with another activity other than helicopter and scuba.



All tours include FREE RT transportation, buffet lunch, guides and equipment. Please bring towel, sunscreen, camera & closed shoes.

Experience Our 4,000 Acre Paradise!

Enjoy a beautiful 45 minute scenic drive from Waikiki!

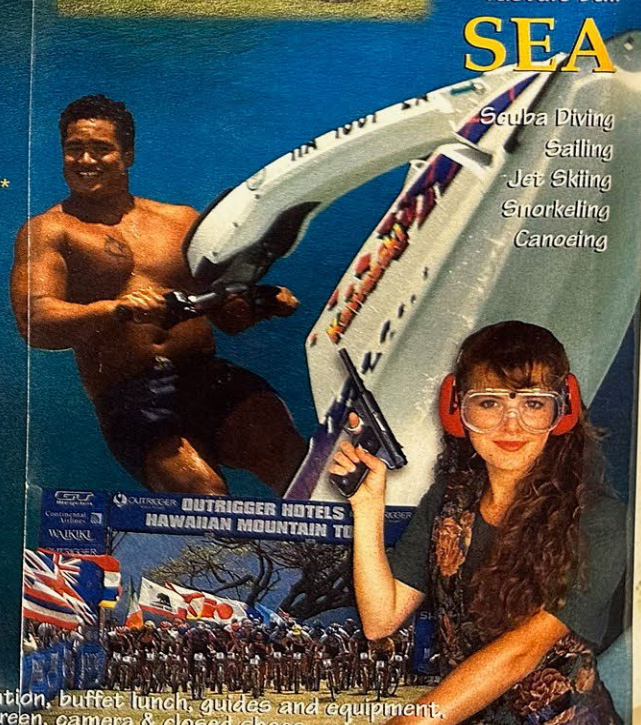
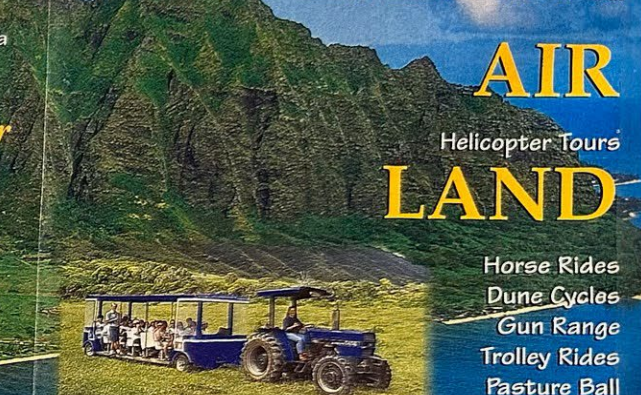
AIR LAND

Helicopter Tours

Horse Rides
Dune Cycles
Gun Range
Trolley Rides
Pasture Ball

SEA

Scuba Diving
Sailing
Jet Skiing
Snorkeling
Canoeing



OUTRIGGER HOTELS
HAWAIIAN MOUNTAIN TOURS



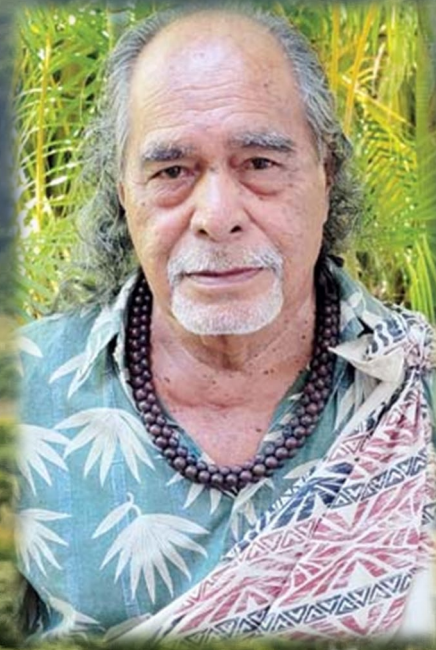
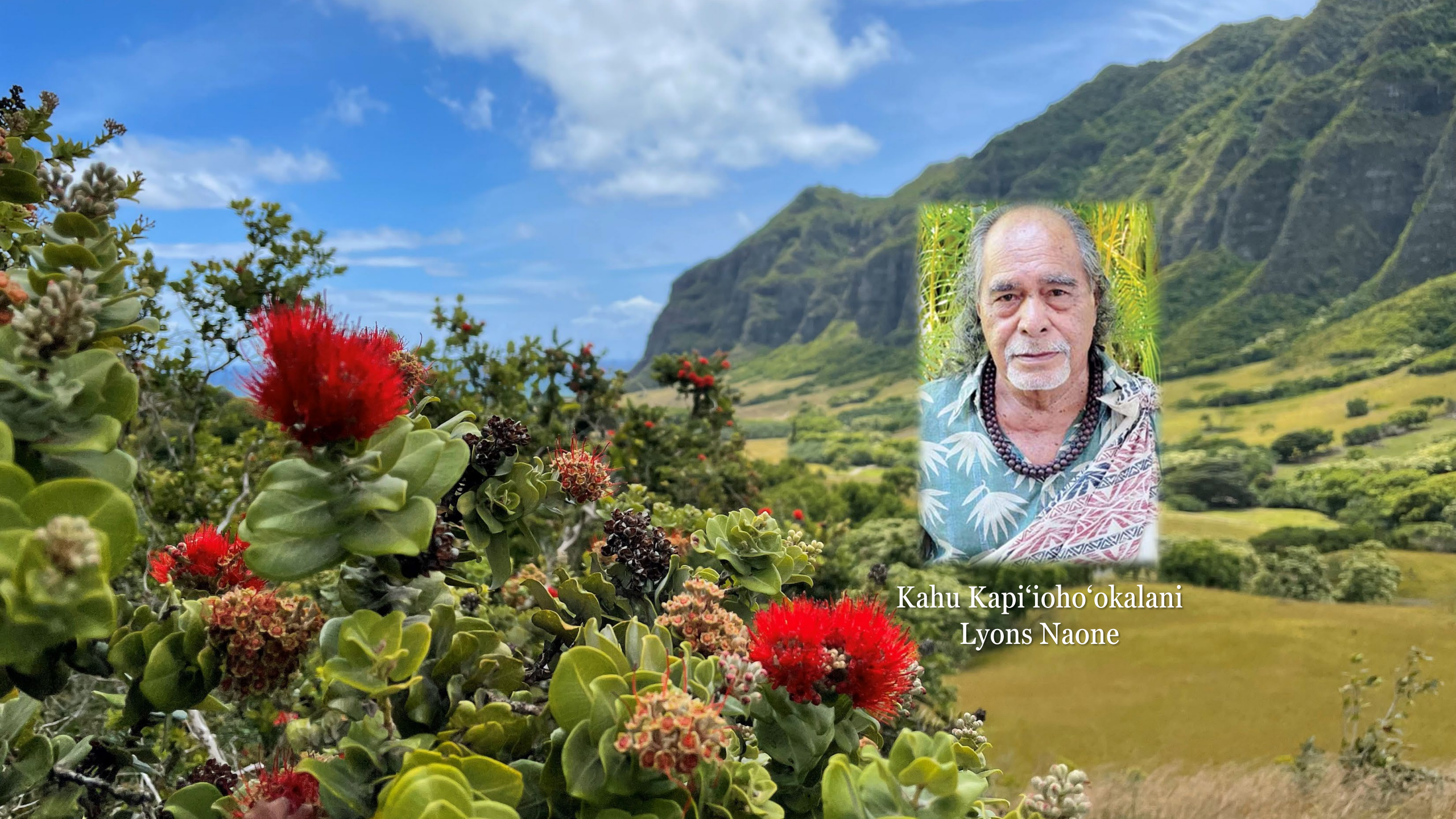
Sen. Kenneth Francis
Kamu'ookalani Brown



Dr. George Hu'e'u Sanford
Kanahale



Nainoa Thompson



Kahu Kapi'ioho'okalani
Lyons Naone



Francis Swanzy Morgan



Abraham Akau Sr.



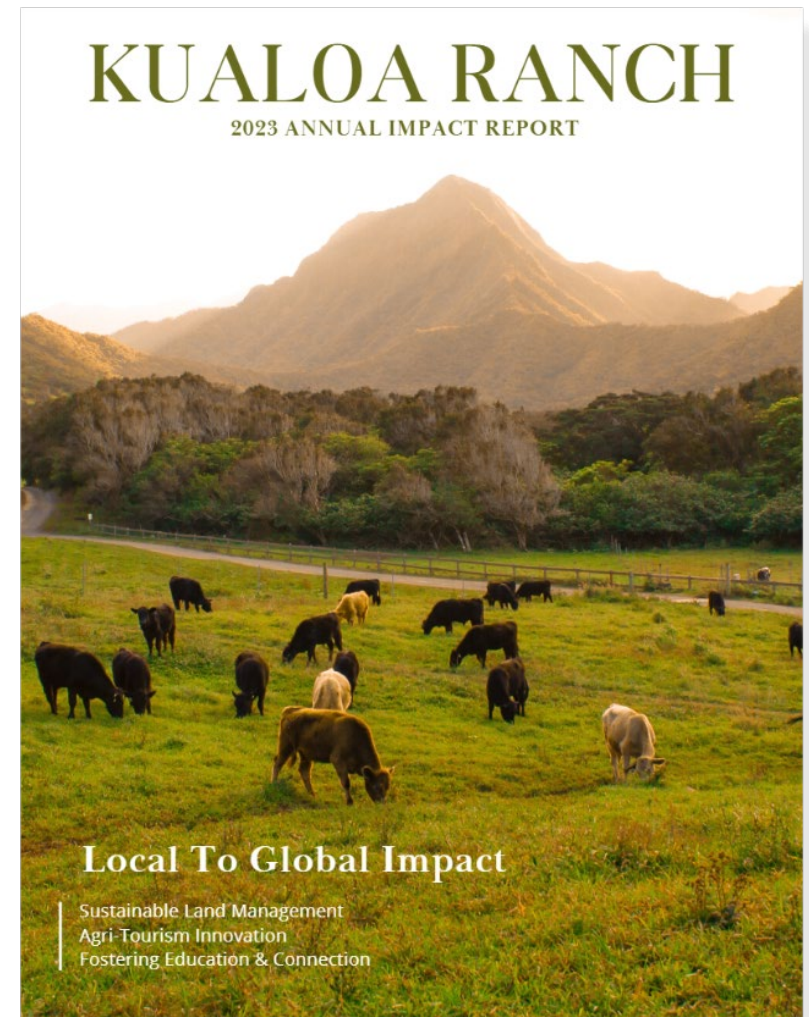
New Brand

KUALOA RANCH
PRIVATE
NATURE RESERVE





Product Development



Impact Report

kualoa.com/impact-report

KUALOA RANCH



PRIVATE NATURE RESERVE







Our Mission:

To enrich people's lives by preserving our land and celebrating its history.

An aerial photograph of the Kualoa Ranch in Hawaii. The central focus is the rugged, green mountain range of the Kualoa Mountains. A vibrant rainbow arches across the sky, starting from the right side and ending near the center mountain. The sky is filled with large, white, fluffy clouds, and the sun is shining brightly from behind them, creating a lens flare effect. The water in the foreground is a deep blue-green color, with white waves breaking against the shore. The overall scene is a beautiful, scenic view of a tropical landscape.

Mahalo!

KUALOA RANCH
PRIVATE NATURE RESERVE

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