

# Kualoa Ranch: Adapting Agri-Tourism

STEPHANIE MOCK  
SUSTAINABILITY MANAGER  
KUALOA RANCH

**KUALOA**  
PRIVATE NATURE RESERVE





# Kualoa Ranch

## Tourism Operation

On site tours (movie sites, farm tours, etc), UTV, Zipline, Secret Beach, etc

Photo shoots, movie shoots/filming

Weddings

DMCs, corporate groups, educational groups, cruise lines

## Agricultural Operation

Cattle, piggery, oysters, 60+ crops, "diversified agriculture"

KualoaGrown Market at Ranch

Products found only at Kualoa

The background is a dark blue gradient. It features several light blue circles of varying sizes. One large circle is on the left, another large one is on the right, and a smaller one is at the top. A small green rectangle is located in the top right corner.

*Large operation but the same lessons*

## Adapting in the last 4 months...



- Shut down tourism operations (agricultural sector continued working)
- Creation of a “COVID Committee”
- Adapting current tours to accommodate COVID regulations
- Innovative pre-order/pick-up market to access new and existing customers for farm products
- New walk-in market at Ranch for products and featuring partner farm products too to assist local farmers





# Marketing Changes Since March 2020

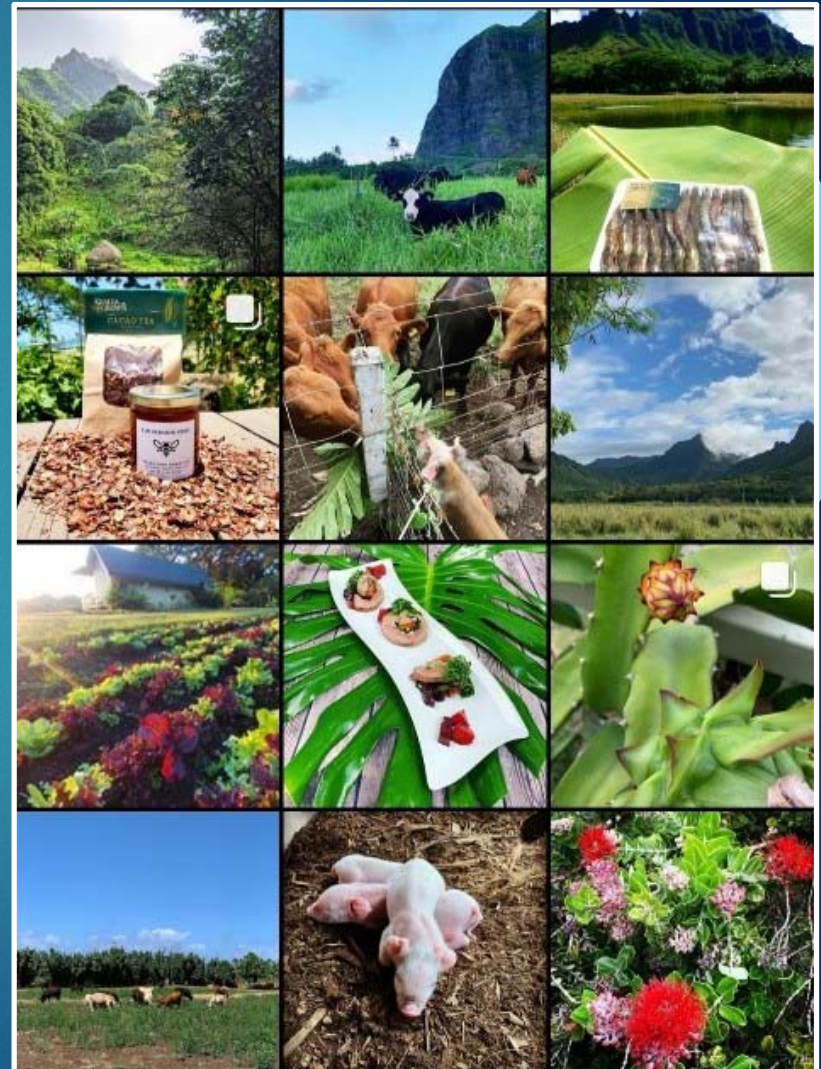
@KualoaGrown Instagram

Reaching kama'āina market more

Email newsletter every week

Partner farm inclusion

Updating “brand identity”



# Agri-Tourism: Connecting Crops, Community, and Commerce



## **Able to support small & partner businesses**

KualoaGrown Cacao Tea  
paired with Tolentino  
Honey  
(supporting two  
endeavors in one nice  
little “package”)



## **Creation of a network**

Bridges the ag  
community with others  
to expand markets,  
provides “cross-  
training”, and a network  
for innovation and  
support



## **Diversification of tourism industry & overall economy**

Safer outdoors,  
enhances the “Hawai’i  
brand” through senses,  
and a “twofer”