



# PURE AWARDS 2023



THE FINALISTS





# Conservation

SUSTAINABILITY WITH SOUL

Projects or initiatives that go above and beyond to prioritise Planet Earth; recognising an urgent responsibility to protect our natural resources for the next generation of mavericks.

No greenwashing in sight.



# Naturalis Bio Resort & Spa

## *Naturalis Regenerative Beauty*

Dates Implemented: 2020 with annual implementation

### WHAT WAS THE PROJECT OR INITIATIVE'S PURPOSE?

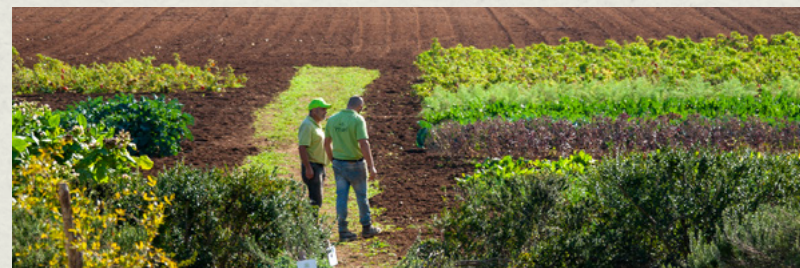
With biodiversity loss, soil erosion, global warming and unsustainable resource use, there is an urgent need to harness the power of regenerative farming and rethink the connection between People and Nature. The project "Regenerative Beauty" aims at enhancing 20 hectares of natural paradise, saving 3000 olive trees against the Xylella Bacteria.

### DESCRIBE THE IMPLEMENTATION

"Zero land disturbance" to maintain all vital nutrients in the soil (including CO2 which is otherwise liberated in the atmosphere); cover crops to protect the soil from erosion caused by sun/wind/rain; natural anti-bacterial treatment to increase the immunity of olive trees; a successful grafting technique to save the most severely affected trees.

### WHAT WERE THE RESULTS?

A biodiversity explosion with happier/healthier plants/trees in the land; fertile soil, rich in organic matter; carbon sequestration, CO2 fixed under the soil; high water retention and efficient water usage; km0 vegetable production for the restaurant; 3.000 affected olive trees alive and saved (compared to over 3 million dry trees from Xylella).



📍 ITALY



# Explora

## *Explora Conservation Reserves*

Dates Implemented: 2020

### WHAT WAS THE PROJECT OR INITIATIVE'S PURPOSE?

In order to reinforce our purpose "to explore remote territories as a journey to conservation", we are creating private reserves - for public access, so we can get hands-on in the conservation and regeneration of the ecosystems we explore. The goal is to impact a million hectares by 2030.

### DESCRIBE THE IMPLEMENTATION

In alliance with The Nature Conservancy for stewarding our conservation efforts and with Microsoft for implementing technology, Explora launched and started reforestation and fauna monitoring programs in two reserves, accounting for 13,000 hectares of protected land in Atacama and Patagonia.

### WHAT WERE THE RESULTS?

13,000 hectares protected, de-fencing allows herds of 100+ guanacos back into the reserve, rare trap camera sightings of the endangered Andean Cat, cougars, and other species. Joint effort with local authorities, planting 20,000 seedlings. Two meetings for conservation efforts with local stakeholders.



📍 ATACAMA & PATAGONIA



# Mashpi Lodge / Metropolitan Touring

## *Mashpi Lodge / Metropolitan Touring*

Dates Implemented: 2020 (ongoing)

### WHAT WAS THE PROJECT OR INITIATIVE'S PURPOSE?

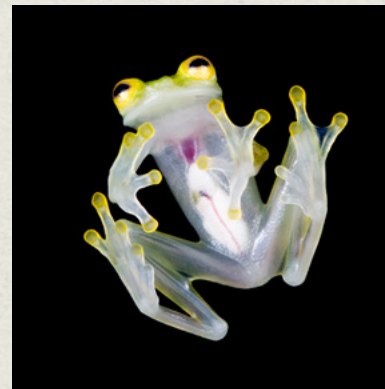
Since 2012, the lodge has put scientific research at the heart of its operations and the guest experience. Guests effectively fund the projects that are carried out by the Research and Biology team, allied institutions, volunteers and guest researchers — key for achieving Mashpi's mission of conserving the biodiverse forests of the Andean Chocó and helping develop more sustainable livelihoods for its people.

### DESCRIBE THE IMPLEMENTATION

Thanks to the Research Biology department's work, 16 entirely new species have been described for science. Between 2020 and 2023, the list grew by 6 species, including a new species of glass frog, which is only 2 cm-long. The guest experience of our biodiverse forests is enriched through interaction with the R&B team in their laboratory as well as through the daily evening lectures they offer guests.

### WHAT WERE THE RESULTS?

Since 2020, 20 scientific publications about Mashpi's flora and fauna — facilitated by the lodge — have been published. Our programme for visiting researchers has hosted 500 overnight stays since 2020, while we have also invested in expanding the "Biologists' House" to accommodate more researchers.



📍 ANDES





# Creativity

## INSPIRING CREATIVE CONCEPTS

Outstanding examples of creative campaigns which both challenge and inspire travellers to think differently about exploring the world; either through masterful marketing, exquisite design or commanding copy.



# Kontiki Expeditions

## *Kontiki Neo-Luxury Sea Expeditions*

Dates Implemented: 2020, implemented in 2022

### WHAT WAS THE CAMPAIGN'S PURPOSE?

The purpose of this new campaign is to promote a new region in Ecuador such as the pacific coast. Many people think that Ecuador is just Galapagos and that is wrong. KE was created with the main goal to offer a new concept of luxury ocean vacations, focused on conscious travel and immersive experiences.

### DESCRIBE THE IMPLEMENTATION

For the implementation it took us approximately almost 2 years to design the itinerary, curate the experiences with the communities and the yacht refit. Basically we built a new way to explore the coast of Ecuador and delve into its culture, nature, traditions and local gastronomy.

### WHAT WERE THE RESULTS?

Despite the fact, KE is a new concept, the results have been quite flattering because last year we closed sales of half a million dollars. In 2023 we are projecting sales with a figure of 1 million dollars. In 2024 we project a figure of 2.5 million dollars and in 2025 over 4 million dollars.



📍 ECUADOR



# Ultimate Safaris Namibia

*Onduli Ridge by Ultimate Safaris*

Dates Implemented: 2020 - 2023

## WHAT WAS THE CAMPAIGN'S PURPOSE?

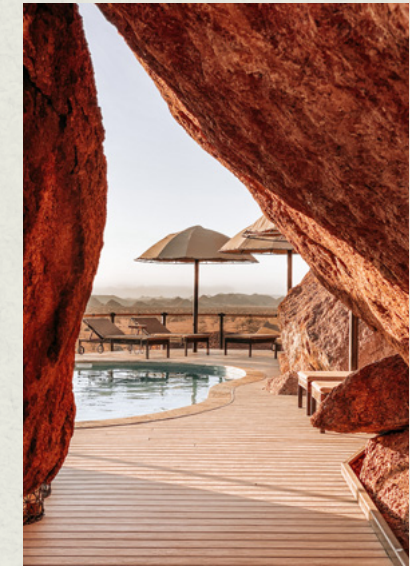
To develop a trailblazing camp in terms of innovative design, sustainability and conservation. We aimed to design a camp that blends into its surroundings perfectly, in order to maximize the views of this most extraordinary landscape. Here every space becomes a viewpoint, and sustainability, conservation, and community development are a core focus.

## DESCRIBE THE IMPLEMENTATION

Nothing about this project was normal, and the planning for Onduli Ridge was deliberately undertaken without input from the engineers, architects, and interior decorators who would normally be involved, allowing nature and its boundaries to determine this camp's eventual outcome and impact.

## WHAT WERE THE RESULTS?

A camp that blends into surroundings perfectly, entirely sustainable on all levels, running solar power, recycling all water and operating a sophisticated solid waste system, which is paying considerable royalties to community and towards conservation. We have been featured in Conde Nast, T&L, Nat Geo & Bloomberg, with an Instagram reach of over 100 million.



📍 NAMIBIA



# The Luminaire

*The Office of The Night - Unmasking  
Renaissance Florence with Kevin Childs*

Dates Implemented: 2022

## WHAT WAS THE CAMPAIGN'S PURPOSE?

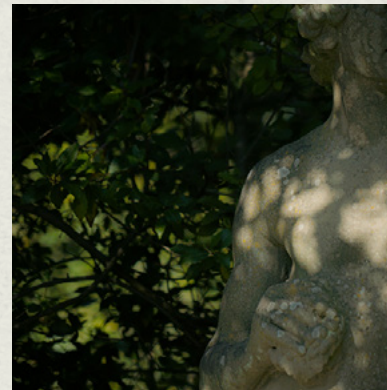
The Office of The Night's campaign's purpose is to encourage a journey of curiosity, challenging guests to think differently about history and themselves through uncovering the queer history of Renaissance Florence, exploring how same-sex relations intertwined with art and intellectual discourse.

## DESCRIBE THE IMPLEMENTATION

The Luminaire's campaigns use storytelling at their core, incorporating community-led content and collaborating with local talents such as photographer Tessa Chung to showcase the experience across various channels including email, social media and top-tier press such as British Vogue and Out There Magazine.

## WHAT WERE THE RESULTS?

Receiving hero press coverage in British Vogue, praising the experience as a personal introduction to Donatello's David, and Out There magazine, highlighting the journey's queer lens and access to Florence State Archives, the campaign truly seeks to cultivate a deeper understanding of the world.



📍 GLOBAL





# Change-Makers

## BUSINESS FOR GOOD

Businesses or individuals who have used their platform bravely; to redefine what experiential travel means, set new standards for the industry or help others. Proving that our community truly does have the power to Change Worlds.



# Luxury Action

*"The Arctic's First 5-Star Sustainable Luxury Resort Will Help You and the Planet Heal"*

Dates Implemented: 2009 - 2023

## WHY WAS THE CHANGE NEEDED?

We want to focus not only on experience, but also on sustainability and supporting local communities, who benefit from our activities by providing employment and economic opportunities. The goal is to help create a sustainable future for the region.

## DESCRIBE THE IMPLEMENTATION

Everything we do is designed to have minimal impact on the region's ecosystem, ensuring future generations can enjoy Lapland's beauty. We support local scientists in the arctic, and donate to charity and local communities, including the indigenous Sámi community. The property was built by a local Sámi architect using sustainable materials and traditions methods. Our "eco-credentials" include green energy from wind, geothermal heating, using drinking water from a spring and locally sourced food.

## WHAT WERE THE RESULTS?

The results are a carbon negative property with -893 tonnes of carbon dioxide. We have engaged with local communities to support their economic growth and wellbeing while maintaining cultural heritage. We attract environmentally conscious consumers and contribute to the long-term sustainability of Lapland, setting an example for other companies to follow.



📍 FINLAND



# Song Saa Private Island

*Melita Koulmandas*

Dates Implemented: 2020 (ongoing)

## WHY WAS THE CHANGE NEEDED?

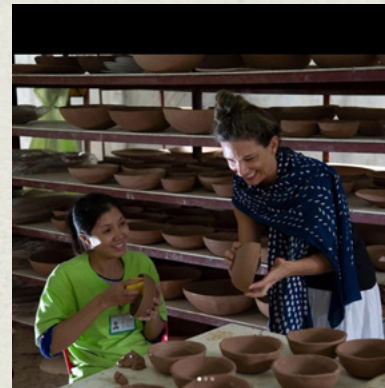
Change was vital to not only mitigate pandemic impacts on remote communities but also start regenerating for the future of Cambodia, its people and its ecosystems. Local incomes needed to be sustained, essential healthcare provided, and personal development reinvigorated.

## DESCRIBE THE IMPLEMENTATION

Melita secured essential programs, launched medical relief, and promoted holistic staff wellbeing and development. She embarked on a large-scale regeneration project in the north, employing the local community to plant 197,000 endemic species, providing locals with jobs during the pandemic.

## WHAT WERE THE RESULTS?

The initiative mitigated income disruptions, created jobs, and helped to create resilience, a regenerative mindset, and growth opportunities in staff and remote communities. Melita ensured healthcare access was provided to over 1000 villagers and preserved the Resort's contributions to the Foundation.



 CAMBODIA



# Entrée Canada & Alaska

## *The Stories of Canada*

Dates Implemented: 2020 (ongoing)

### WHAT WAS THE PROJECT OR INITIATIVE'S PURPOSE?

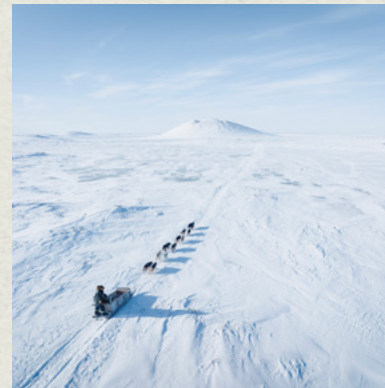
Canadian tourism suffers from a dispersion crisis. Too much demand is for a tiny amount of our land, and during summer months. The Stories of Canada is a collaboration between Entrée Canada and Destination Canada to create a travel collection featuring community-based visitation, bringing new destinations and storytellers to the shelf.

### DESCRIBE THE IMPLEMENTATION

Partnering with the federal tourism board and all regional tourism boards to develop new itineraries across the country, Entrée founder crossed Canada with a crew of talented videographers to capture the beauty and people in each location. This collection features Canadians in their communities and facilitates storytelling from Indigenous hosts.

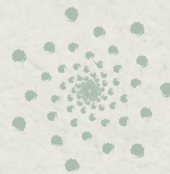
### WHAT WERE THE RESULTS?

We have generated economic impact in places that traditionally saw few tourists. We have delivered significant exposure to our Indigenous communities and have showcased Canada in a new light, with new ways to visit.



📍 CANADA





# Community

PEOPLE POWER FOR THE FUTURE

Projects and initiatives that proudly empower local people and communities; understanding high-end travel's role in preserving authentic culture while promoting harmonious, innovative relationships and simultaneously providing enriching traveller experiences.



# Blue Palace, a Luxury Collection Resort – Elounda, Crete

## *Phāea Farmers Program*

Dates Implemented: 2020 (ongoing)

### WHAT WAS THE CAMPAIGN'S PURPOSE?

Phāea Resorts know that many local staff work as farmers in low season, as Crete is a highly self-sustainable island known for its agriculture. We are investing in our employees' agricultural efforts with the Phāea Farmers Program, providing support to train them in organic farming methods and sustainable land use. The aim is to create more value through quality production so the resorts can source the highest quality local produce.

### DESCRIBE THE IMPLEMENTATION

There are currently 7 employees in the program, reaching 12 local communities around Crete. Training programs include planting vegetables, theoretical and practical trainings on soil health and sustainable crop management, agriculture productivity and pruning practices. A variety of products are produced including aloe, grapes, wine, herbs, honey, olive oil and seasonal vegetables. The program is also highlighted through the unique culinary experiences we offer guests.

### WHAT WERE THE RESULTS?

14,199kg of fruits & vegetables have been produced via the Phāea Farmers program, totalling 22% of our needs during 2022. We also generated a huge €37.6K Phāea Farmers Income Support. We generated 10,110kg of Phāea Olive Oil during 2022, that covered 81% of our total needs, and 790kg of honey, that covered 54% of our total needs during 2022.



📍 CRETE



# Lemala Luxury Collection

## *Reusable Sanitary Pad Project*

Dates Implemented: 2020

### WHAT WAS THE PROJECT OR INITIATIVE'S PURPOSE?

At Lemala over 95% of staff come from local communities. One local male staff member brought attention to the fact that the girls in his community, could not attend school whilst they were menstruating. So our reusable sanitary pad project was born. Sanitary pad poverty is a global problem but especially prevalent in the Maasai communities, where sanitary items are simply not available. This in turn leads to poor attendance in school and other female sexual health issues.

### DESCRIBE THE IMPLEMENTATION

Upendo Women's Foundation in Arusha now produces reusable sanitary pad packs for Lemala properties to sell at \$10 each in our curio shops. With the assistance of our team and a community nurse, these packs are distributed to girls in local schools.

### WHAT WERE THE RESULTS?

The sanitary pad project is in its third year and we have to date distributed over 3,000 reusable sanitary pads and 6,000 panties to young Maasai girls in remote schools. The project is funded entirely from the sale of reusable sanitary pad packs in our Lemala curio shops.



📍 TANZANIA



# Avila Reizen / Avila Foundation

## Casablanca

Dates Implemented: 2020

### WHAT WAS THE PROJECT OR INITIATIVE'S PURPOSE?

Casablanca was built with the purpose of providing a safe place for children in Carupano, Venezuela, as there is no protection or environmental education in this region. We wanted to combat malnutrition, crime and extreme poverty, as few organisations can help on these issues due to government restrictions on foreign aid.

### DESCRIBE THE IMPLEMENTATION

We bought a house and equipped it with a library, musical instruments, toys, and a projector. We trained local women in early childhood education, and cooking. Activities include beach cleanups, education on environmental protection, music sessions and values and talents sessions. Kids are provided with hot meals five times a week with fresh ingredients, sold by local farmers. Every three months, we offer courses to the older children in doll making, electricity, crafts, and life projects.

### WHAT WERE THE RESULTS?

It's amazing to tackle the problem from within, giving the younger generation dreams and tools to rebuild their community. Seeing the children grow with hope, valuing friendship, respect, and creativity is heartwarming. The greatest result is seeing happy children surrounded by love, defying despair in Venezuela. The goal is to open a house for adolescents, fostering hospitality talents and preventing them from choosing a path of crime.



📍 VENEZUELA





THANK  
YOU