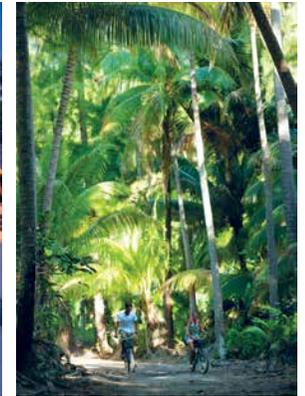


T H E

RESPONSIBLE AND SUSTAINABLE TOURISM IS NOT JUST A TREND, BUT A FUNDAMENTAL SHIFT IN HOW THE AFFLUENT JET-SET ARE CHOOSING TO TRAVEL. ON FRENCH POLYNESIA'S BEAUTIFUL PRIVATE ISLAND OF TETIAROA, THE BRANDO IS NOT ONLY A PARADISE FOR THOSE LOOKING TO ESCAPE IT ALL BUT A BEACON FOR ECO-CONSCIOUSNESS

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N E X T W A V E



Sustainability and eco-consciousness are redefining the meaning of luxury today, as the travel industry ramps up efforts to reduce its impact on the environment.

In hospitality, it's become commonplace for hotels to declare their eco credentials such as removing plastic straws from their hotels. While the banning of single-use plastics is a commendable start, those leading the charge in sustainable tourism are creating carbon-neutral (or even carbon-negative) goals. In turn, they are broadening a tourism market that is not only mindful of being eco-sensitive, but also one which seeks to engage with its surrounds in ways that are socially conscious and culturally rich. Luxury tour operators such as Scott Dunn have taken note. "We have a responsibility as a leading luxury tour operator to respect the areas our guests visit. We have a team of people who are focused on minimising our environmental impact as much as we can."

At the forefront of sustainable luxury hospitality is The Brando, a private island resort on the island of Tetiaroa in French Polynesia co-founded by Richard H. Bailey, Chairman and CEO of Pacific Beachcomber, S.C. and the late Marlon Brando – after whom the resort is also named.

Brando was enamoured with Tetiaroa when he visited to film *Mutiny on the Bounty* and subsequently purchased

Previous page
Private swimming
in The Brando's
reefs

This page, from left
The Brando from
above; The resort's
luxurious lodgings;
Bicycling around
The Brando

the island in 1967. Of his affection for Tetiaroa and its people, Brando proclaimed, "my mind is always soothed when I imagine myself sitting on my South Sea island at night. If I have my way, Tetiaroa will remain forever a place that reminds Tahitians of what they are and what they were centuries ago."

Brando and Bailey's shared vision for Tetiaroa – to preserve its natural beauty, biodiversity and cultural richness – led to the establishment of the resort, which opened in 2014, championing a barefoot luxury approach to the guest experience. At the turn of its fifth birthday, The Brando remains an exemplar of sustainable luxury travel.

The resort's considerable eco-friendly approach starts with its construction. It was the first resort in the world to obtain Leadership in Energy and Environmental Design (LEED)'s Platinum certification, which is the highest accolade from the organisation that recognises achievement in green building.

Renewable energy initiatives include seawater air-conditioning, which harnesses the cold of deep-sea water and enables low-energy, highly efficient cooling for all the buildings; solar-powered electricity, installed alongside the airstrip, which provides more than half of the resort's energy needs and all of its hot water; coconut oil biofuel used in the power station; and flow-batteries for storage of energy from solar, which are made from recyclable materials. Bicycles are provided to all guests as a transportation alternative for getting around the island, and the resort has plans to make all of its vehicles solar-powered.

Richard H. Bailey argues that incorporating genuinely sustainable practices into a tourism business model is intuitive given that the very nature of travel is about deeply engaging with your surrounds. "What I believe is that, in this business, the planet is our product. And so are we, as a species. We are lucky in the tourism industry to have an inexhaustible supply of powerful agents of change – the travelling consumer. Discovery of



This page, clockwise from top left Vegetables from the hotel's organic garden; The Brando is committed to protecting marine life including the turtle population;

Unparalleled island dining; A perfect Polynesian paradise; The Varua Te Ora Polynesian Spa; Inside The Brando's Explorer Centre;



the astonishing natural and cultural wonders of our world, how we fit into it, whence we came, what our future holds – these transformational experiences are the value proposition of our business. We damage or lose these at our peril. So, tourism is the perfect laboratory for sustainable technologies and concepts."

Built from the idea of tourism as a powerful agent for sustainability is the addition of an Ecostation, established to align with Brando's vision to create a 'university of the sea'. Dedicated to education, conservation and sustainable interdependence, the Ecostation also provides a unique guest experience. Activities include interacting with scientists in the field, as well as visiting

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For me, doing well by doing right means making a business out of saving our world and ourselves – one precious island, river, plain, reef, custom, legend, habitat or village at a time

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the station to get involved with studies conducted by some of the world's leading research institutions.

Bailey says that advancing a business of conscious tourism is a collective industry responsibility. "For me, doing well by doing right means making a business out of saving our world and ourselves – one precious island, river, plain, reef, custom, legend, habitat or village at a time," he says.

"By preserving them we not only perpetuate our business model, but we also build knowledge about why preserving them is so important to our own wellbeing." 4

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