

# BEYOND GREEN<sup>SM</sup>

## Co-op Marketing Campaign

# TRAVEL WEEKLY

### Print/Email/Advertorial(UK)

Running in November/ December 2023

#### Participating Hotels:

- Aristi Mountain Resort
- The Parkside Hotel & Spa
- The Ranch at Laguna Beach
- Bentwood Inn
- Nile Safari Lodge
- Three Camel Lodge
- Hidden India Mahavan



# TRAVEL WEEKLY

Print Advert, Advertorial and Email campaign

## Overview

- Travel Weekly is the UK's leading travel trade publication, with print and electronic outlets reaching travel advisors.
- This campaign took place in November, to coincide with the publication's Sustainability Summit Conference that took place November 30th



# TRAVEL WEEKLY

## Advert and Advertorial

Featured in the Travel Weekly Print and Digital Magazine:

- A full-page advert featuring each participating Beyond Green property
- A full-page advertorial highlighting sustainable guest experiences
- This magazine has a reach of **37,000 Travel Agents** and received additional distribution at their Sustainability Summit Conference
- [LINK TO DIGITAL VERSION](#)

(see pages 45 and 66 for advert and advertorial)



Explore the world  
with planet Earth's  
most sustainable hotels

THE BRANDO  
Tanzania, French Polynesia

Experience Our World with Beyond Green

We believe that traveling well and with intention can be a powerful force for good. Our diverse portfolio of hotels, resorts, and lodges is committed to renewing our planet and enhancing the lives of its people while delivering an exceptional experience to our guests.

Explore these and other Beyond Green destinations at  
[staybeyondgreen.com](http://staybeyondgreen.com)

**NILE SAFARI LODGE**  
Murchison Falls, Uganda

**BENTWOOD INN**  
Jackson Hole, Wyoming, USA

**THE RANCH AT LAGUNA BEACH**  
Laguna Beach, California, USA

**THE PARKSIDE HOTEL & SPA**  
Victoria, British Columbia, Canada

**THREE CAMEL LODGE**  
South Gobi, Mongolia

**HIDDEN INDIA MAHAVAN**  
Kanha National Park, India

BOOK WITH CONFIDENCE  
Use GDS Chain Code LE  
[book@staybeyondgreen.com](mailto:book@staybeyondgreen.com)  
VIP Call Center +1 800 830 7287 (US & Canada)

BEYOND GREEN  
VIEW HOTELS

ADVERTISING FEATURE

## SUSTAINABLE STAYS WITH Beyond Green

*Beyond Green's member hotels, resorts, lodges and itineraries span 18 countries, and work to safeguard the planet, protect regional culture and empower local communities*

Beyond Green is committed to making travel a force for good. You can book your clients a trip to one of its breathtaking properties with complete confidence, as all members must pass a rigorous multi-day, on-site, third-party inspection process. This ensures that they meet globally recognized sustainable tourism standards. These sustainable hotels don't compromise on quality either, so you can rest assured that your clients will be treated to the best possible stay. Here is a small sample of Beyond Green's member hotels.

**The Ranch at Laguna Beach, California**  
At the convergence of canyon and sea, this sustainable, full-service luxury hotel embodies the Californian coastal scene. It boasts a nine-hole golf course with a sustainable certification, a farm-to-table restaurant, a premium boutique spa and more, offering a perfect stay for surfers, hikers and explorers alike.

**Artist Mountain Resort, Greece**  
Tailor-made excursions showcase Ario's abundance of natural and cultural treasures. Guests can enjoy hikes, white-water rafting, birdwatching, canyoning and more in the scenic Zagori region.

**Bentwood Inn, Wyoming**  
The US state of Wyoming is home to magnificent animals, birds and wildlife of all kinds, and boasts untouched natural beauty. This bed and breakfast is just a short drive from downtown Jackson Hole and Grand Teton National Park, one of the region's most impressive natural sites.

**The Parkside Hotel & Spa, Victoria, British Columbia**  
There's no better way to see the charm of downtown Victoria than on two wheels. Complimentary bikes allow guests to explore the historic trails of the native Songhees Nation. The hotel also prioritizes local sourcing to minimize their carbon footprint and support the local economy.

**Hidden India Mahavan, India**  
At his luxury glamping site nestled within the jungle of Kanha National Park, guests can view the native wildlife, including the majestic Bengal tiger. The site supports local communities of both people and tigers by donating to schools and reviving land to create prime tiger habitats.

**Three Camel Lodge, Mongolia**  
After horseback riding through the dramatic landscapes of the Gobi Desert, guests can spend time with a nomadic family, learning more about their way of life, sampling traditional milk tea, learning how to make dairy products and crafting with felt and ropes.

**Nile Safari Lodge, Uganda**  
On the banks of the River Nile, this eco-lodge showcases unspoiled views, and is an ideal location to spot African wildlife. The lodge is solely reliant on renewable energy and has eliminated plastic water bottles.

Find out more about Beyond Green's properties: [staybeyondgreen.com](http://staybeyondgreen.com)

BEYOND GREEN | PLANET EARTH'S MOST SUSTAINABLE HOTELS


# TRAVEL WEEKLY

## Email Distribution

Beyond Green had a dedicated email to the Travel Weekly audience

- Distributed to **5,500** UK travel advisors

BEYOND GREEN




Planet Earth's  
Most Sustainable Hotels

Beyond Green hotels, resorts, and lodges, alongside our DMC partners are committed to renewing our planet, enhancing the lives of its people, and delivering exceptional guest experiences. All Beyond Green members are subject to a rigorous on-site inspection, based on the UN Sustainable Development Goals and focused on the three core pillars of nature, culture, and community.

Book Beyond Green  
with Confidence


Together, we can harness the power of travel to be a force for good, leaving behind a legacy for generations of travelers to come.



THREE CAMEL LODGE  
South Gobi, Mongolia

Dramatic landscapes, remote wilderness, uniquely rich culture


[VIEW HOTEL](#)



HIDDEN INDIA MAHAVAN  
Kanha National Park, India

Incredible glamping experience deep in the "Tiger Capital" of India

[VIEW HOTEL](#)



NILE SAFARI LODGE  
Murchison Falls, Uganda

Luxury eco-lodge on the Nile, surrounded by African wildlife

[VIEW HOTEL](#)



THE RANCH AT LAGUNA BEACH  
Laguna Beach, California, USA

Southern California luxury with golf, spa, beach, and mountains

[VIEW HOTEL](#)



BENTWOOD INN  
Jackson Hole, Wyoming, USA

Intimate rustic lodge close to Grand Tetons vistas

[VIEW HOTEL](#)



THE PARKSIDE HOTEL & SPA  
Victoria, B.C., Canada

Award-winning, net-zero, all-suite hotel in vibrant city center

[VIEW HOTEL](#)

New UNESCO World Heritage Site:  
Zagori Cultural Landscape



Visit Arisi Mountain Resort in the mountainous Zagori region of Greece, recently awarded UNESCO Designation.

[VIEW HOTEL](#)



Explore Our Planet with Beyond Green

[VIEW OUR E-DIRECTORY](#)

BOOK WITH CONFIDENCE

Use GDS Chain Code LE | [book@staybeyondgreen.com](mailto:book@staybeyondgreen.com)

Worldwide (Toll): +1 314 820 2915