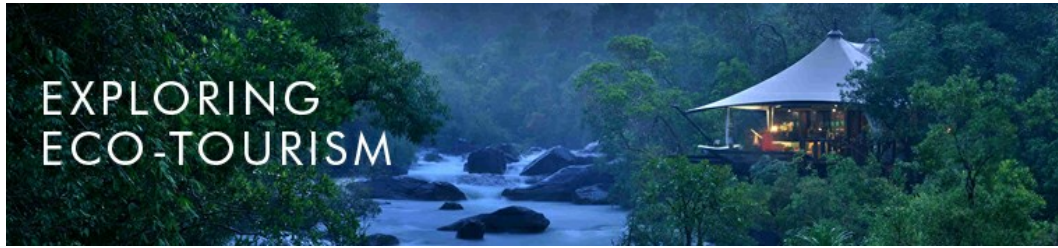


Travel & Hospitality

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We take a look at the evolving trend of eco-tourism, and how hospitality brands are meeting growing demand. As [research](#) reveals 87% of travellers want to see the world sustainably, with 68% intending to stay in eco-friendly accommodation, brands have a clear opportunity to engage meaningfully with consumers.

Summary

Making Materials Matter

Thinking about materials in new ways can tell interesting stories and build cosy and luxurious spaces. From rethinking salvaged wood, to recycling plastics and approaching plants as structures, hospitality brands are innovating with materials to create unique offerings with a clear sustainable focus.

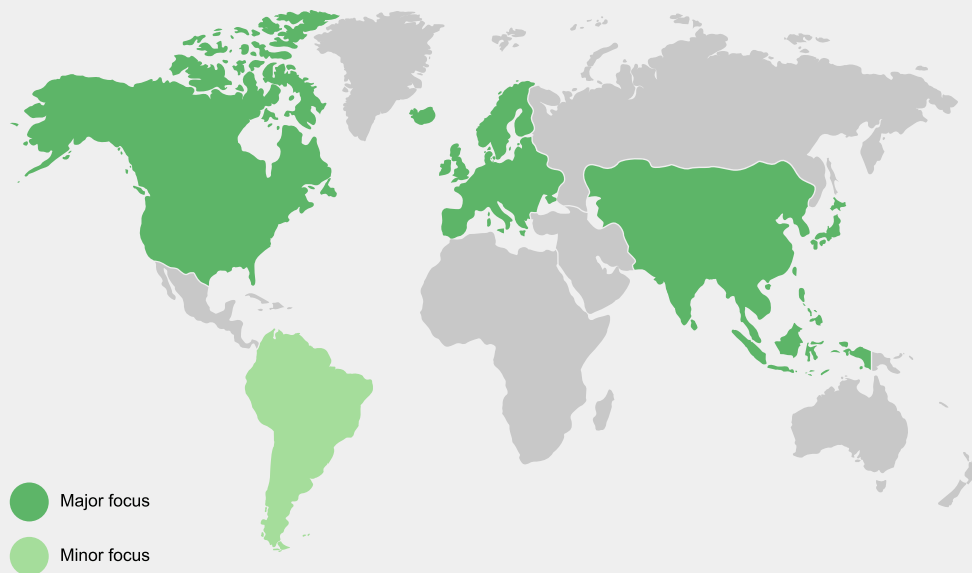
Sustainable Communities

By connecting with specific communities and travel cohorts, hospitality brands are able to create sustainable businesses that focus on people. This echoes the wider understanding of eco-tourism, where investing in local communities and being part of global conversations on sustainability are an important part of driving change.

Luxury Escapism

Innovative luxury hospitality brands are responding to their consumers, who are seeking immersive spaces and sustainability-driven offerings, with brands taking time to work with experts and find the best sustainable building practices available.

At A Glance The Regional Focus of this Report – Global



Relevant Industries

Architecture/Design
Construction/Property

Trend Duration

Now 2 yrs 5 yrs 10 yrs 20 yrs



Making Materials Matter

Recycling, reusing and repurposing offer ways to reduce waste and energy consumption when creating new products. Already being explored in other industries (see [The New Fashion Landscape: Sustainable 360](#) and [A Sustainable Journey](#)), such practices are being picked up across the hospitality industry.

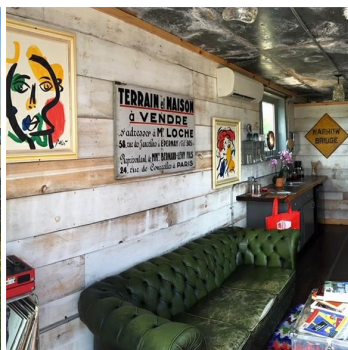
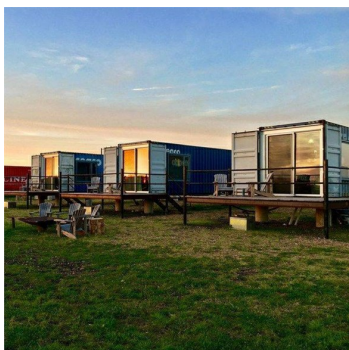
Juliet Kinsman, founder of London-based [Bouteco](#) – a travel platform celebrating sustainable stories – told Stylus "it's more important than ever for brands to cultivate a voice that people want to hear, and to sound human, [hotels should] weave their tales of social, environmental and economical sustainability into their brand story."

- **Transformative Materials:** [Flophouze](#), founded by Matt White, owner of [Recycling The Past](#) – an architectural salvage company committed to recycling, opened in Texas this spring. Shipping containers have been transformed into warm, comfortable spaces. The interiors are clad with wood – salvaged from a school in Philadelphia, or sustainably harvested from the company's farm in New York. The rooms are furnished with vintage and second-hand furniture, and everything is available for sale – including the containers themselves.

Tapping into the micro-living trend, the company also offers to build individuals their own Flophouze, which can be delivered anywhere in the world. The hotel offers curious consumers a 'try before you buy' experience. See [The Brief](#) and [Active Lives: Travel's New Explorers](#) for further examples of micro-living hospitality.



Flophouze



- **Repurposing for Luxe:** [Janeiro](#) opened in September 2018, is a collaboration between hotelier Carlos Werneck and designer Oskar Metsavaht, founder and style director of [Osklen](#), one of Brazil's most iconic fashion brands. Metsavaht is dedicated to exploring eco-friendly materials in his work – from [recycled PET](#) to leather made from [pirarucu fish](#) skin. His environmental foundation [Instituto-E](#) has implemented reforestation schemes along various Brazilian coastlines, while his recent initiative [ASAP](#) (As Sustainable/Soon As Possible) highlights an urgent need for adopting socio-environmental practices.

Located right on the beach in Rio de Janeiro, the luxury hotel incorporates recycled glass in its bottles and lamps, uses organic cotton laundry bags made by a local community group, and develops educational projects to revitalise beach environments.



Janeiro



Janeiro

- **Plants as Structures:** [1Hotel](#) in Paris, opening in 2022, will have 'living walls' – designed with a view to turning the venue into a 'green lung' for the area. The 1Hotel group is known for design-led, eco-conscious buildings with a focus on recycled and repurposed natural materials (think key cards made of renewable, compostable wood, debossed with 'Recycle Everything'; or seed packets as business cards). The Paris site is expected to be influenced by plants, literally and figuratively, informing the structure of the hotel.



1Hotel Paris



1Hotel Paris



1Hotel Paris

Sustainable Communities

As highlighted throughout our recent [Kinship Economy](#) Macro Trend reports, individuals are looking to create deep and meaningful connections to gain fulfillment. And, innovative hospitality brands are seeking to engage with communities – both local and global – and tell their stories.

This connectivity sits well within the new eco-tourism framework, as sustainability is understood in much wider terms. Innovative brands are creating sustainable communities – from consumers to staff and other businesses. Jack Duncan, chief executive of UK travel company [Blank Canvas](#), discussed the importance of ethics when looking to develop partnerships, including going beyond eco-friendly practices.



We instigate a conversation around where the staff are hired from, whether the property works with and provides support to its local community, and research into their environmental prowess.

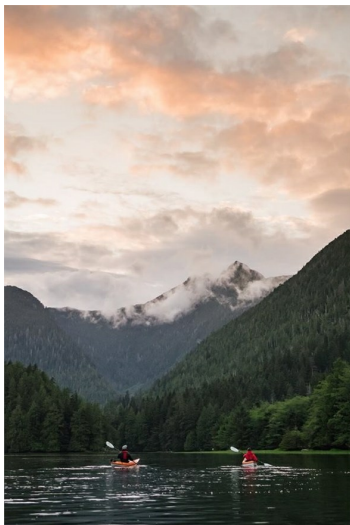
Jack Duncan, CEO, Blank Canvas

Establishing sustainable communities lies at the heart of these four hospitality brands, from the super-luxe to the backpacking space.

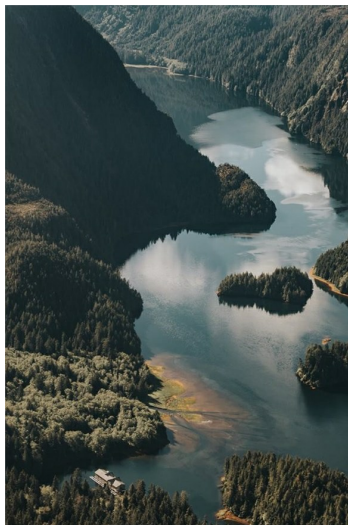
- **Cultural Preservation:** [Ocean House](#), opened in mid-2018, is situated in the Haida Gwaii – an archipelago off British Columbia in Canada. Only accessible by plane or boat, the remote location is a floating structure, keeping disturbance of the natural landscape to a minimum. The focus is on cultural preservation, with the resort entirely owned and run by [Haida First Nations People of Canada](#). Alongside adventure activities such as paddle boarding and trekking, education on Haida history and culture is also offered as part of the experience.



Ocean House



Ocean House



Ocean House



Ocean House

- **Keeping it Local:** [Zostel Panchgani](#) hostel in India opened in June 2018. Eighty per cent has been built out of shipping containers, each with a cantilever design that ensures every room has a view over Krishna Valley and covered with artwork representing traditional local culture.

Zostel is India's largest chain of backpacker hostels and invests in communicating with its global community about sustainable hospitality through [championing best practice](#) and developing local partnerships. Near its property in Bir, northern India, Zostel runs the [EcoBir](#) project – an education programme promoting the collection and reuse of plastic waste.



Zostel Panchgani



Zostel Panchgani



- **Insightful Initiatives:** [Arlo Hotels](#) launched the [Arlo Cares](#) programme in August 2018 which seeks to gather like-minded people around strong social and sustainable ethics (see [Hospitality's Bonding Power](#) for similar initiatives). The US urban brand wants to become a home base for green-minded travellers and the programme focuses on reducing our ecological footprint, hosting talks and events such as organised ocean clean-ups.

[Canopy by Hilton Portland Pearl District](#), opened in June 2018, launched a programme to look at the hotel's environmental impact. Already citing eco credentials through its anti-single-use-plastic policies, this new initiative looks at how the site can integrate with the community – from food and beverage sourcing, to staffing solutions.

"It's very important to the Canopy Portland team that we support the community, both ecologically and economically," explained Terry Goldman, chief enthusiast at Canopy by Hilton Portland Pearl District ([Hotel Management](#), November 2018).



Arlo Cares



Arlo Midtown



Canopy by Hilton



Canopy by Hilton



Canopy by Hilton

Luxury Escapism

[Research](#) conducted by Fairmont Hotel & Resorts, released last month, shows that luxury guests are seeking immersive concepts, and 80% want hospitality brands to drive sustainability-focused change. Hotel brands are seeking ways to ensure that the environment is minimally impacted while offering luxury experiences in remote spaces, allowing guests to be immersed in nature.

Based in New York, [Clodagh Design](#) was recently named 2018's Leader in Sustainability by the [Global Wellness Institute](#). Company owner Clodagh explained to Stylus that designing hotel spaces at the luxury end means her business can take time to research and bring in a roster of consultants to ensure all sustainability goals are met.



It takes more time to seek out sustainable materials and furniture, but it's well worth it. It's much easier to be innovative and sustainable in 2018 than it was even 10 years ago, but it still poses a challenge.

Clodagh, owner, Clodagh Design

- **An Energising Eco-Economy:** [Svart](#) in Norway, opening in 2021 and highlighted in our [Look Ahead 2019](#), will be a huge circular building resting on wooden stilts, giving a 360° view of the Svartisen glacier. The futuristic concept is also designed to be the world's first energy-positive hotel. It will be built out of naturally occurring local materials, such as stone and weather-resistant wood, to lower the carbon footprint. Energy will be produced via 51,000 sq ft of rooftop solar panels and geothermal wells.



Svart

- **Sense of Serenity:** [Six Senses Bhutan](#), set in the South Asian mountain kingdom, opened in October 2018. It taps into the local Bhutanese philosophy around environmental conservation – one of the four pillars of its government's [Gross National Happiness Index](#), which is used to measure the collective happiness and wellbeing of the population.

Sitting across various valleys, the resort consists of five lodges and is embedded with a company-wide approach to eco-tourism. The hospitality brand recently revealed that throughout 2017, it diverted 45% of solid waste from landfill and created nearly 3,000 local jobs. Every property features an 'Earth Lab' exhibition which displays both the company's own eco efforts, including its zero-waste programme and marine conservation work, as well as suggestions for how guests can help the environment. The Fiji location, opened in April 2018, is 100% powered by solar energy.



Six Senses Bhutan

- **Constructing with Caution:** [Shinta Mani Wild](#) in Cambodia, which opened this month, features 15 tented villas overlooking a river within South Cardamom National Park. With an ethos of minimal innovation, the hotel's Bangkok-based designer [Bill Bensley](#) focused on a small architectural footprint built around trees, which also ensure natural drainage patterns are in place.

A team of naturalists are in charge of the resort's permaculture farm, and there are plans to develop a hospitality school to create long-term local employment opportunities. Meanwhile, the hotel's roofs have isolated inner ceiling membranes to keep the tents cool in hot temperatures, removing the need for air conditioning.

For further exploration on how remote locations can tap into luxury, read [Off-Grid Eating](#).



Shinta Mani Wild



Shinta Mani Wild



Shinta Mani Wild

Future Insights

Build Connections

Integrate with existing approaches to sustainability, connecting with the philosophy of local groups and communities, such as Six Senses in Bhutan and Zostel Panchgani's local partnership with EcoBir.

Construct With Care

Working with the environment when you are building will create unique spaces – for example, see how Shinta Mani Wild in Cambodia works around waterways.

Call In The Experts

Work with designers who are already engaged in experimenting with sustainable materials, so that innovation and design can work hand in hand to create eco-friendly and luxurious spaces. Look to Clodagh Design and the partnership between designer Oskar Metsavaht and hotelier Carlos Werneck.





Keep Focused

Creating a strong mission statement for your brand will help achieve goals and project a clear narrative for consumers to engage with. Flophouze shows this through its focus on recycling and salvaging, as does Ocean House's cultural preservation and Arlo Cares' statement to reduce its consumption footprint.

Topics

Architecture & Spaces | Brand Experience | Cities | Emerging Markets | Hospitality & Service | Luxury Perspectives | Sustainable Futures | Travel

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