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THE MAGAZINE OF
ECORESORT NETWORK



ISSUE SIX - DECEMBER 2025



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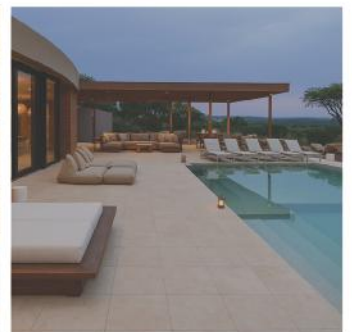
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WELCOME TO SHARE

As the year draws to a close, it feels natural to look back on the sun-filled days we shared in Spetses, Greece - and on the gathering of like-minded people who came together to learn, exchange ideas and grow. Those moments of connection, conversation and shared purpose are at the very heart of the Eco Resort Network, and they remind us why meeting in person continues to matter so deeply.

At the same time, recent global events are a sobering reminder of how quickly bitterness, division and ignorance can take hold, and how easily sustainability slips down the agenda. In times of uncertainty, long-term thinking is often sacrificed for short-term gain. Yet it is precisely in these moments that thoughtful, values-led leadership becomes most important.

Thankfully, there are so many individuals and organisations quietly doing extraordinary work, enhancing the light and magic in the world, protecting landscapes, supporting communities and creating places that can be enjoyed responsibly by generations to come. Their efforts may not always make the headlines, but they are shaping a more hopeful future through action, integrity and care.

In the following pages, we are proud to share stories from across our network that highlight meaningful progress in sustainability, regenerative thinking and responsible project development. These are not abstract ideals, but real achievements, driven by people who believe that hospitality can be a force for good.

As we close this chapter of the year, I would like to thank everyone who is part of the Eco Resort Network for their continued support, generosity and commitment. I wish you all a well-earned rest over the holidays, and a peaceful and inspiring 2026 ahead.

Steph Curtis-Raleigh, Organiser

Karen Cooke (Codd), Operations

Annie Hilton, Media

Paula Worswick, Sales

Harry Sweetman, Accounts

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Anantara Golden Triangle Elephant Camp & Resort

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REMEMBERING GREECE



"I want to express my sincere gratitude for the opportunity to attend the Eco Resort Network conference. The event was exceptionally well-organised, and the quality of the sessions, speakers, and networking opportunities exceeded my expectations."

David Court - Bushtec





"After over 12 years of attending events and networking, I can confidently say this one stands apart. This is bringing community to another level."

Lynn Grijp - Autentic



"Experiencing another mind-blowing Eco Resort Network event sponsored by Tenthouse Structures, where honesty and collaboration are championed among entrepreneurs and thought leaders in the outdoor hospitality space."

**Brendan O'Molony
- Tenthouse Structures**



"The Eco Resort Network was a powerful reminder that when design aligns with ecology, we create more than beautiful stays – we create experiences with meaning, memory, and longevity."

Whitney Scott - Walden



"May was a whirlwind of travel, but attending Eco Resort Network made every flight worth it. There's something grounding about being surrounded by people who care deeply about how hospitality can and should do better."

**Aalia Udawala - Luxury
Frontiers**



"Above all, this was about community – learning from brilliant minds, reconnecting with industry friends, and meeting new people who share our passion for a more responsible hospitality."

Chris Nader - ENVI Lodges





FIVE YEARS OF ECO RESORT NETWORK

(THE RISE OF AUTHENTIC INTELLIGENCE)

BY STEPH CURTIS-RALEIGH, FOUNDER, ECO RESORT NETWORK

WE LIVE IN CYNICAL TIMES. ONLINE, FALSE ICONS WITH LARGE FOLLOWINGS ARE PAID TO SELL GOODS THEY DON'T BELIEVE IN, WHILE FALSEHOODS FLOURISH AND AI-GENERATED IMAGES BEND REALITY. OUR INBOXES FILL WITH SPAM AND PHISHING ATTEMPTS DISGUISED AS REPUTABLE SOURCES. THE DIGITAL LANDSCAPE IS LOUDER THAN EVER AND YET SOMEHOW FEELS EMPTIER.

For years we have been told that storytelling is key - but what happens when the stories are revealed as embellished, manufactured or hollow? Who truly feels fulfilled endlessly feeding algorithms with keywords, captions, edited photos, tagged reels and polite pleas for reviews? Who wants to build a business on noise rather than meaning? It feels increasingly disconnected from the way most of us want to live and work.

There's a saying: empty vessels make the most noise. And in this era of relentless self-promotion, podcasts, vlogs and social posts, noise is everywhere. Some voices offer expertise and insight, but many others are simply loud; somehow believing that a platform confers wisdom.

I believe we are on the cusp of something different. Social media serves its purpose - as entertainment, as a megaphone, as a shortcut - but its fast-food format is pushing people to seek proper nourishment. We are hungry for genuine connection, thoughtful research, honest opinion and slow, meaningful exchange.

Recently I listened to an episode of Behind the Stays in which Zach Busekrus interviewed Ben Uyeda of RESET Hotels. Uyeda made a comment that stopped me in my tracks. Paraphrasing: of all the interesting and intelligent people he knows, none of them are planning to spend more time on social media.

That resonated deeply.

Imagine a world in which social media loses its influence. Imagine acknowledging that a large proportion of what we see is a modern version of the Emperor's New Clothes. Even SEO, long the great online gatekeeper, is destabilising under the weight of AI, as Google increasingly gives users the information they want, without sending them anywhere at all.

The tide is turning. Slowly, but unmistakably. We are heading into an age of authenticity - not because it is fashionable, but because we have been fed so much noise that we are collectively craving the opposite.

What replaces the noise? Trusted sources. Word of mouth. Real journalism. Honest reviews. Insight from people we respect. And most importantly, real relationships of the kind that cannot be automated.

This is where the Eco Resort Network has found its place over the past five years.

In an era of artificial intelligence, the value of authentic intelligence has risen. And authentic intelligence thrives in the one environment the internet cannot replicate: people in a room together, sharing ideas, experiences, stories and meals. ERN has proven that meaningful encounters of the kind that change thinking, reset direction or forge long-term partnerships actually depend on physical presence. They happen in the corridor between sessions, on a boat crossing, on a walk after lunch, when guards are down and honesty takes over.

Every ERN event has shown that when people come together in beautiful places, when they feel safe enough to speak openly, and when the commercial pressure disappears, extraordinary things happen. Collaborations emerge effortlessly. Solutions surface from unexpected conversations. Friendships form. Wisdom flows. None of this can be captured in a reel.

For five years, ERN has attracted people who care about the work: operators, architects, suppliers, ecologists, designers and investors who want to build better, more regenerative, more soulful hospitality

experiences. And they come not because we promise spectacle but because we promise connection: real, human connection rooted in shared values.

At the luxury and experiential end of hospitality, which is the world our attendees inhabit, decision-making relies on trust, discernment and reputation. High-net-worth travellers rely on personal recommendations, on the whispered intelligence of someone they trust, not on the loudest online voice. What they seek is not the flashiest or the most publicised, but the authentic, the surprising, the deeply high-quality experience that is spoken about quietly and remembered for years.

This shift challenges the traditional business

narrative. For too long, entrepreneurs have been urged to chase scale, pursue external funding, build to exit. I've met many who have run themselves ragged pursuing KPIs set by others, only to find themselves exhausted, disillusioned or pushed out of their own creation.

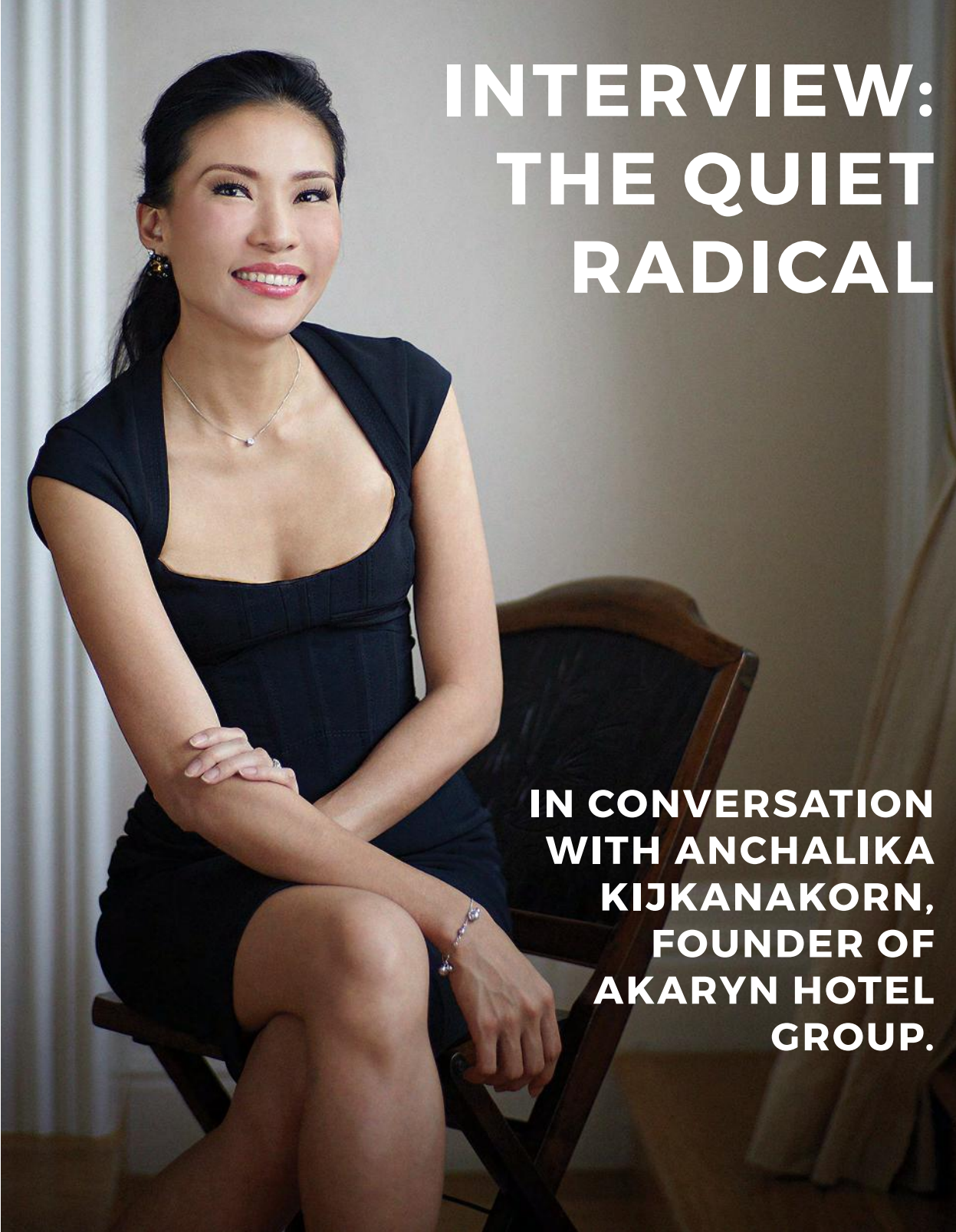
But what if success were measured differently? What if instead of chasing virality, we chased fulfilment? What if businesses were built for longevity, not for a quick sale? What if hospitality became again what it once was - a craft, a community, a calling?



In the last five years, I've seen the ERN community quietly embrace this alternative model. People attend not to perform, but to think. Not to push, but to learn. Not to impress, but to connect. It is the antidote to noise. It is slow, honest, thoughtful and sustainable, frankly the business model many of us crave.

We talk about artificial intelligence a great deal right now. But what ERN has championed, intentionally or not, is the renaissance of authentic intelligence, which is how I see the wisdom that only comes from lived experience, shared moments and human presence.

Five years in, and it feels as though we are only just beginning. Chiang Mai will continue what Slovenia, Montenegro, Mauritius and Greece began: the gathering of people who want to build a better industry by being present, open and real.



INTERVIEW: THE QUIET RADICAL

**IN CONVERSATION
WITH ANCHALIKA
KIJKANAKORN,
FOUNDER OF
AKARYN HOTEL
GROUP.**

WHEN SPEAKING WITH ANCHALIKA KIJKANAKORN, IT BECOMES IMMEDIATELY CLEAR THAT HER APPROACH TO HOSPITALITY IS BOTH DEEPLY PERSONAL AND QUIETLY RADICAL.

Before founding AKARYN Hotel Group (AHG), she spent more than a decade in senior finance roles at GE Capital, moving between Asia, Europe and the United States. Those years, she says, formed a kind of apprenticeship in structure, leadership and decision-making - yet none of it compared to the calling she felt when guests began treating her family's beach house in Hua Hin as a sanctuary they wanted to return to.

"That was the turning point," she reflects. "I realised I wanted to build something that reflected my own values - intimacy, authenticity, and the sense of reward that travel can give." What began as a private retreat slowly evolved into Aleenta Hua Hin-Pranburi, the first of what would become one of Thailand's most distinctive boutique luxury hotel groups.

From the beginning, Aleenta's philosophy was grounded in the belief that small is beautiful. Rather than scaling quickly or chasing trends, Anchalika built spaces where "every guest feels individually cared for and not handled as just another check-in." Even as the group expanded, this remains her compass. The heart of Aleenta, she says, is personal and intimate hospitality delivered with sincerity.

CHIANG MAI AND THE SEARCH FOR MEANINGFUL CONNECTION

It is this commitment to depth and authenticity that made Aleenta Retreat Chiang Mai such a natural home for the Eco Resort Network gathering. "Northern Thailand has an energy that supports reflection and regeneration," Anchalika explains. "It's rooted in craft, spirituality, and nature." The retreat itself, which is constructed from recycled antique golden teak, was designed as a sanctuary for slow living and thoughtful dialogue. It was, she felt, the right place for conversations about regenerative tourism.

She also believes deeply in the power of in-person gatherings like the Eco Resort Network. In a world saturated with digital noise and hurried online interactions, she sees something irreplaceable in the act of meeting face-to-face. "People are craving authenticity," she says. "Meaningful partnerships and ideas are born when you sit together, share experiences, and build trust in real life. No online platform can duplicate that."

For Anchalika, connection is not a marketing tactic; it is a way of working. It is how she builds teams, collaborates with communities, and shapes long-term strategy: "slowly, consciously, and with intention."

SUSTAINABILITY AS A NON-NEGOTIABLE

Long before sustainability became a hospitality buzzword, Anchalika had already made a defining decision: her hotels would eliminate single-use plastics. It was 2008, years before such shifts became mainstream.

"Sustainability wasn't a marketing strategy. It was simply the right thing to do," she says. "Running beautiful beachfront resorts while contributing to plastic pollution was unthinkable." The journey was not easy; suppliers weren't ready, costs were higher, and many questioned the move - but once she committed, the path opened.

Today, sustainability is woven through every part of AHG's identity, from Travelife certifications to the work of the Pure Blue Foundation, which supports marine conservation and community empowerment. One of her current passions is expanding environmental education for children in local communities providing an investment in the next generation of guardians.

LUXURY, WELLNESS AND THE PURSUIT OF PURPOSE

Contrary to the assumptions of some, Anchalika believes luxury and sustainability are natural partners. "True luxury is thoughtful, considered, and respectful - not wasteful," she says. Excess has no place in her properties; instead, the focus is on quality, generosity of space, and experiences that educate guests through inspiration rather than instruction.

This philosophy extends into her wellness brand, Ayurah. "Wellness is no longer just spa days," she explains. "People are seeking longevity, mental clarity, and lifestyle transformation." Ayurah retreats are designed to shift habits long-term, blending evidence-based therapies with Thai wisdom and compassionate guidance. The future of wellness, she believes, will be deeply personalised and AHG is already moving in that direction.

DESIGNING WITH A SENSE OF PLACE

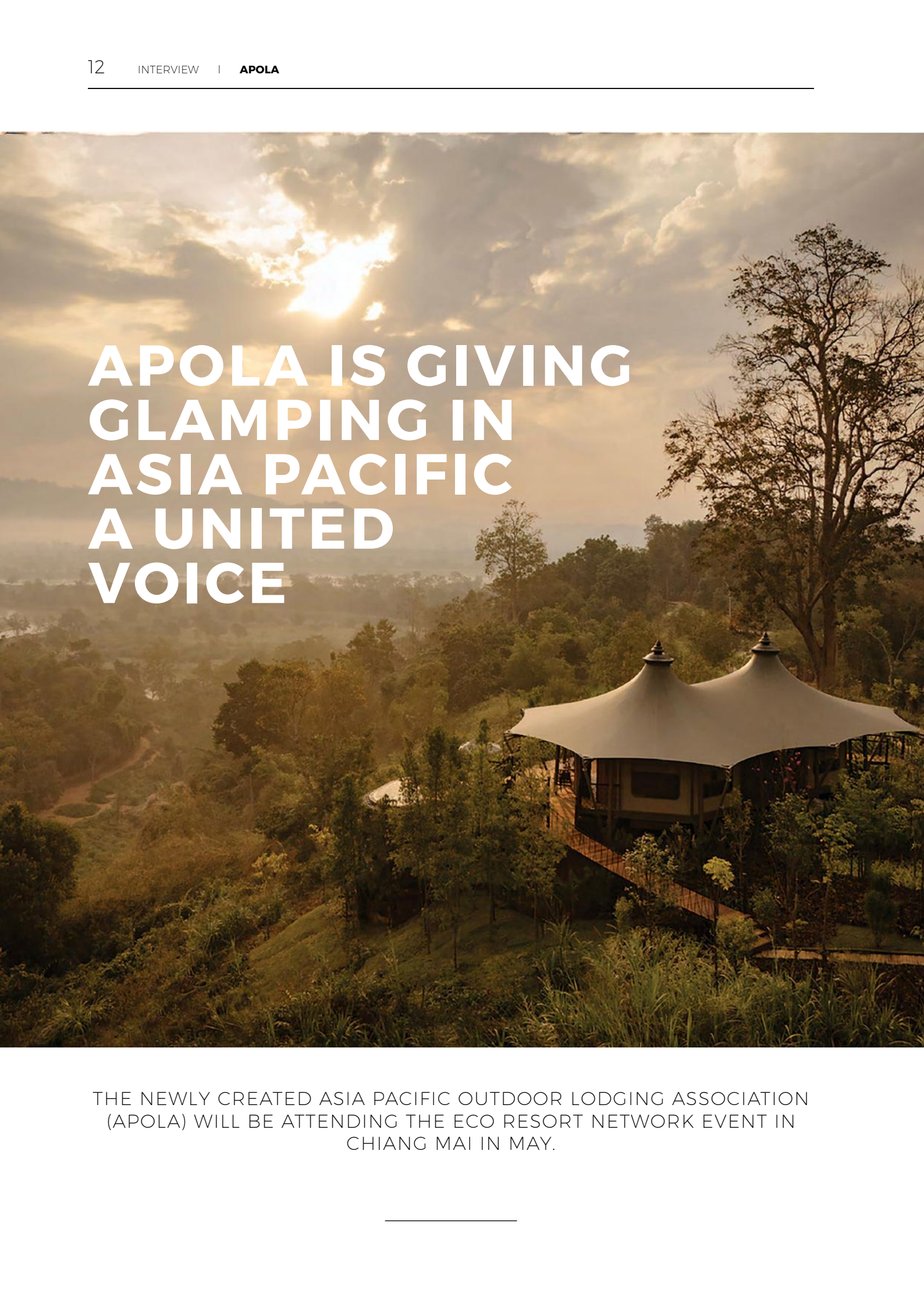
Each AKARYN property is shaped by its location. Aleenta Hua Hin-Pranburi is intimate and relaxed; Aleenta Phuket-Phang Nga more expansive and water-oriented; Chiang Mai spiritual and slow-paced. "We never copy-and-paste," Anchalika says. "We let the land, the people, and the traditions inform the design. That's why each property feels distinct but still part of the same family."

As the first female Board Member - and later three-term Chairperson - of Small Luxury Hotels of the World, Anchalika helped amplify the value of independent hospitality on the international stage. The experience taught her resilience and diplomacy and reinforced her belief in individuality - "a precious asset," she calls it, in an increasingly homogenised industry.

For new founders or resort developers, her advice is clear: start with purpose, not product. Build slowly. Make sustainability part of the foundation, not an afterthought. And always know your numbers. "Responsible hospitality must also be commercially resilient," she points out.

A MESSAGE FOR ECO RESORT NETWORK 2026

As she prepares to welcome delegates to Chiang Mai in 2026, Anchalika hopes the gathering will spark courage and creativity. "The world doesn't need more resorts - it needs better ones," she says. "Ones that regenerate rather than extract. Ones that honour the land and the people." Her wish is simple: that every participant leaves inspired, reconnected, and ready to lead with purpose.



APOLA IS GIVING GLAMPING IN ASIA PACIFIC A UNITED VOICE

THE NEWLY CREATED ASIA PACIFIC OUTDOOR LODGING ASSOCIATION (APOLA) WILL BE ATTENDING THE ECO RESORT NETWORK EVENT IN CHIANG MAI IN MAY.

Its members will lead an APOLA panel session where they will share insights such as trends in the sector, oversight challenges, sustainability issues, business prospects, and how consumers in the fast-growing and culturally diverse region with 60% of the world's population cannot be pigeon-holed. One size does not fit all.

THE VISION

Despite being active for little over a year, APOLA has attracted dozens of visionary members. Many of them are award-winning properties such as Cardamom Tented Camp (Cambodia), Buahan - A Banyan Tree Escape (Bali), Anantara Golden Triangle Elephant Camp & Resort (Thailand) and Vinetree Resorts (Yunnan, China). Some are independent operators such as 9 Hornbills, Tantawan Tented Camp, Cloud Collective and Blue Tree Phuket. Some are major brands such as Small Luxury Hotels of the World.

Architects, designers and suppliers essential to the sector's growth also play a key role. These include Kanopya, Eco Structures, Escape Nomad, as well as investment, research, communications and legal specialists.

All of them are united in advancing the outdoor lodging sector, which is growing at 10.8% a year across Asia Pacific, according to Mountain View Research – comparable figures are 12.8% in the USA and 9% in Europe.

With APOLA on the road to critical mass, it is now addressing matters to protect and enhance the reputation of outdoor lodging. What kind of property can legitimately be defined as outdoor lodging? Is there a minimum number of beds a property should have? What service standards and sustainability elements should members have, or the glamping industry at large?

BUILDING LIGHTLY

On sustainability issues, APOLA member John Roberts, Group Director of Sustainability and Conservation at

Minor Hotels, told the audience at the association's outdoor lodging masterclass in Phuket in August: 'Build lightly, operate responsibly, measure and improve, engage communities'.

On financial ROI, glamping industry speakers at the masterclass suggested that build time and costs for outdoor lodging currently run at 35-50% of normal fixed-wall hotels and resorts. With ROI kicking in around three or so years, compared to approximately 10 years for a traditional hotel.

In addition to events such as the Phuket masterclass and Eco Resort Network in Chiang Mai, APOLA is launching a series of webinars. The association will address niche subjects around outdoor lodging such as legal and financial matters, site selection, energy conservation, sustainable best practice and consumer preferences.

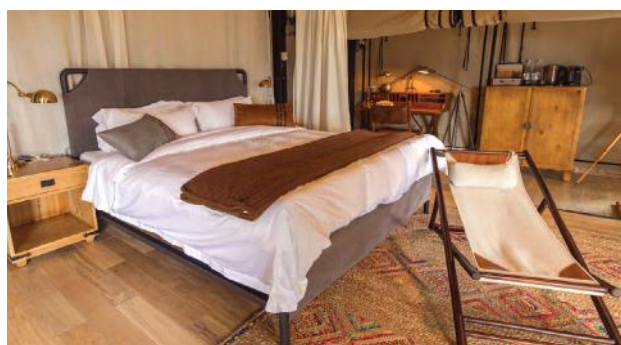
OVERLAPPING TRENDS

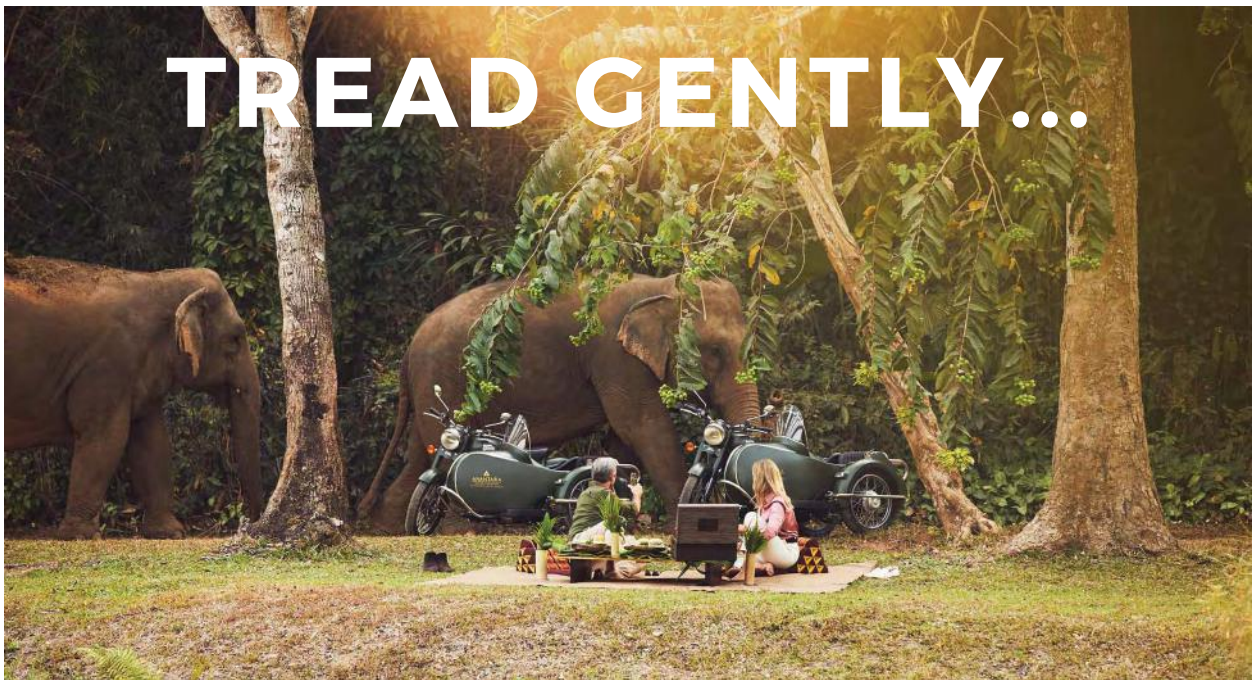
Certain trends for glamping in Asia overlap with the rest of the world, including:

- Above average growth rates for outdoor lodging compared to other tourism niches
- The synergy with wellness
- Good average room rates for properties that offer genuine sustainability (not greenwashing)
- Design and construction innovation
- Popularity among the discerning luxury segment and middle class families with kids
- Demand from Gen Z consumers who actively seek out sustainable operators
- The rise of pet-friendly offerings

APOLA envisions a future where outdoor lodging in the Asia Pacific region is synonymous with sustainability, cultural enrichment and great guest experiences. It hopes to build that future in partnership with like-minded organisations such as Eco Resort Network.

APOLA membership details are available at apola.io/membership.





INTERVIEW: JOHN ROBERTS, GROUP DIRECTOR OF SUSTAINABILITY & CONSERVATION, MINOR HOTELS, DIRECTOR, GOLDEN TRIANGLE ASIAN ELEPHANT FOUNDATION.

JOHN, MANY OF OUR READERS WILL KNOW MINOR HOTELS, BUT FEWER MAY BE FAMILIAR WITH THE SCALE AND IMPACT OF THE GROUP'S SUSTAINABILITY AND CONSERVATION WORK. COULD YOU SHARE YOUR JOURNEY INTO THIS FIELD AND HOW YOUR ROLE HAS EVOLVED?

My journey into sustainability and conservation at Minor Hotels has been quite organic. My background was originally in conservation, and when I joined the company in 2003, we were still comparatively small. I joined what would become the second-ever Anantara property to help establish an elephant camp and protect around 140 hectares as a functioning ecosystem.

At that time, sustainability wasn't really a concept that hospitality talked about, and even ethics and welfare in relation to captive elephants weren't widely discussed in the way they are now. There was simply a feeling that we should do the best we could for the elephants and minimise our environmental impact. That instinct shaped the foundations we put in place early on.

As sustainability and animal welfare evolved into formal disciplines, we were able to align with them and grow accordingly. We began our group-wide GSTC certification journey in 2008, took on our first

18,000-hectare rainforest concession in 2014, and underwent our first independent elephant welfare certification in 2018. Today, sustainability and welfare are highly professional, science-based fields, which allows us to employ specialists at both head office and hotel level.

My role now is very much about strategy – guiding direction, ensuring alignment, and keeping conservation and biodiversity at the heart of what we do, which remains my true passion.

THE ELEPHANT CAMP AT ANANTARA GOLDEN TRIANGLE IS INTERNATIONALLY RECOGNISED FOR ITS ETHICAL APPROACH. WHAT DEFINES ITS PHILOSOPHY, AND HOW DOES IT DIFFER FROM TRADITIONAL ELEPHANT TOURISM MODELS?

The philosophy behind the Elephant Camp at Anantara Golden Triangle is rooted in respect for elephants as intelligent, complex beings, and for the landscapes and communities they inhabit.

Historically, elephant tourism prioritised entertainment. Our approach has always centred on welfare, choice and lifelong care. There is no riding, no performances and no forced interactions. Guests observe and learn, walking alongside elephants in a way that prioritises the animals' wellbeing.

Importantly, we don't demonise traditional Thai mahout culture. Instead, we work closely with local communities, providing training and modern welfare education both on-site and through external workshops, helping traditions evolve rather than disappear.

What truly differentiates our model is that it is underpinned by science-based welfare standards rather than opinion – whether ours or the public's. We focus on long-term funding through responsible tourism and genuine welfare outcomes, rather than short-term guest satisfaction.

All elephants guests may encounter are fully funded by Anantara, which is a significant commitment when each elephant eats around 150kg of food per day and requires at least one full-time carer. In addition, the Golden Triangle Asian Elephant Foundation allows us to care for elephants who are not suitable for guest interaction, while also hosting researchers, welfare experts and students.

Crucially, we work on a rental model wherever possible. We recognised early on that buying elephants to "rescue" them often fuels further breeding into captivity. By supporting mahouts with income, housing and education, we help them care better for the elephants they already have; rather than perpetuating the cycle.

THE FOUNDATION'S WORK EXTENDS FAR BEYOND THE CAMP. WHICH CONSERVATION OR COMMUNITY INITIATIVES ARE YOU MOST PROUD OF?

One of the projects I'm most proud of is funding ranger support on our 18,000-hectare rainforest concession in Cambodia surrounding Cardamom Tented Camp. This forest is a vital wildlife corridor, home to wild elephants and many other species. Each year, more surrounding land is cleared, making this work increasingly critical.

On the community side, we've supported full-time English teachers in the mahouts' village school for over a decade. That school has gone from being ignored and ranked last in the province to competing at provincial level, with our first student now studying Business English at university. Over time, more graduates are choosing higher education rather than requiring an elephant of their own - reducing pressure on captive populations.

We also work extensively on human-elephant conflict, supporting projects that address why elephants leave

forests to raid crops and funding community teams that keep both people and elephants safe. This interface between humans and wildlife is one of the most urgent and deadly conservation challenges today.

HOW DO YOU DEFINE "HOLISTIC SUSTAINABILITY" WITHIN A GLOBAL HOTEL GROUP?

For me, holistic sustainability means recognising that environmental, social and economic systems are inseparable. Energy efficiency and waste reduction are essential, but they are only part of the picture. True sustainability also includes biodiversity protection, cultural heritage, fair employment, supply chains and community resilience.

In practice, this means designing hotels that work with local ecosystems rather than against them, sourcing responsibly, supporting local livelihoods and ensuring conservation outcomes are credible and measurable.

A hotel should improve the place it inhabits, not merely reduce its footprint.

We don't yet meet this aspiration everywhere, especially given our pace of expansion, but we do report transparently in our annual Sustainability Report, which provides strong incentive. We push GSTC-recognised certification, Climate Friendly Travel collaboration and align with Great Place to Work frameworks.

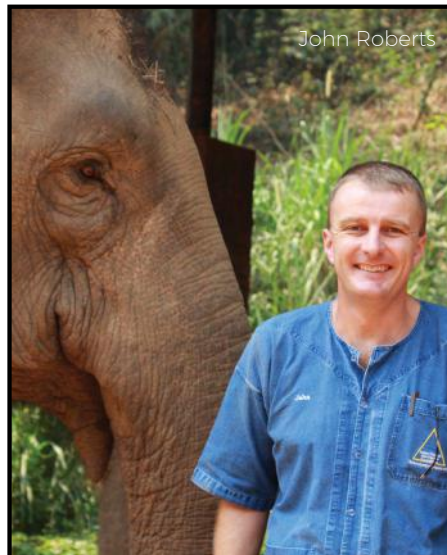
We're also developing an internal and external communication strategy around the phrase "keeping the world worth exploring" to help our teams globally understand

what we're asking of them, even as more complex sustainability concepts take time to embed.

WHAT ADVICE WOULD YOU GIVE ECO RESORT OPERATORS STRUGGLING TO BALANCE GUEST EXPECTATIONS, COMMERCIAL REALITIES AND ENVIRONMENTAL RESPONSIBILITY?

Honesty and clarity of purpose are key. Guests are increasingly receptive to sustainability when it is authentic and well explained and not hidden or apologetic. Operators should focus on what genuinely matters in their context, whether that's water, biodiversity, culture or livelihoods, and integrate it into the guest experience in a meaningful way.

That said, while there's often a claim that 70% of guests will pay more for sustainable experiences, I haven't seen evidence that supports numbers that high in reality. So, it's important to have a solid business case.





Sustainability works best when it's designed into operations from the outset, reducing long-term risk and cost, rather than being bolted on later. And importantly, saving money shouldn't be taboo. Many sustainability initiatives deliver financial returns and the sooner you install them, the sooner they pay back.

HOW DOES MINOR HOTELS ADAPT SUSTAINABILITY STRATEGIES ACROSS VERY DIFFERENT REGIONS WHILE MAINTAINING GLOBAL STANDARDS?

It's a balance between consistency and flexibility. We have a clear global strategy aligned with international frameworks, but local teams determine how those standards are achieved on the ground.

A water strategy in the Maldives will look very different to one in Northern Thailand or Southern Africa, yet the principles remain the same. This approach can be complex to manage, but it empowers local leadership and leads to more credible outcomes.

For conservation projects, we either manage them directly where we have expertise, or work with small local NGOs where we can maintain close involvement and feedback.

WHAT SHOULD VISITORS AND OPERATORS UNDERSTAND ABOUT THE GOLDEN TRIANGLE THAT ISN'T IMMEDIATELY VISIBLE?

The Golden Triangle is often viewed simply through borders and tourism, but it's a deeply complex ecological and cultural landscape shaped by centuries of human interaction with nature.

Beneath its beauty lie challenges, including habitat fragmentation, rural economic pressures, and legacies of logging, conflict and more recently upstream mining linked to the global demand for rare earth minerals. Conservation here is about coexistence, not separation.

There are also social dynamics to navigate, including lingering divisions between hill tribes and lowland communities. As mountains become focal points for eco-lodge development, ensuring benefits are shared equitably is essential.

WHAT ARE THE BIGGEST SUSTAINABILITY RISKS FACING HOSPITALITY TODAY – AND WHAT GIVES YOU HOPE?

Climate change, biodiversity loss and geopolitical instability are the biggest risks. I'm also concerned about the possibility that sustainability reporting requirements or supply chain accountability directives may be rolled back.

What gives me hope is better data, science-based tools, and a new generation of hospitality professionals who see sustainability as integral to quality. Regulation is also increasing, with places like the UAE and even Bangkok introducing waste management incentives. Innovations in renewable energy, nature-positive tourism and community-led conservation, as well as emerging finance mechanisms like biodiversity credits, suggest progress is possible when ambition meets accountability.

FINALLY, WHAT DOES SUCCESS LOOK LIKE FOR YOU?

Honestly, I am easily pleased! Success, for me, is still seeing wildlife – endangered or otherwise – roaming land we help protect, performing ecosystem services and making their own decisions.

Longer term, I'll relax fully when sustainability and conservation no longer need defending as special initiatives, but are simply understood as good hospitality.

For Minor Hotels, success means measurable impact reductions, strong community partnerships and hotels that actively protect biodiversity while meeting performance targets. For the Golden Triangle Asian Elephant Foundation, it means secure futures for elephants, improved livelihoods for people, and a replicable model of ethical wildlife tourism.

Ultimately, it's about leaving places better than we found them; ecologically, socially and economically – truly keeping the world worth exploring.

We are pleased to announce that John will be joining us at Eco Resort Network 2026 as a speaker and he has kindly offered delegates the opportunity to book into the Antantara Golden Triangle Elephant Camp and Resort at a special rate.

Contact steph@ecoresort.network for more details.



As the year draws to a close, it's a rare and rewarding moment to pause, reflect, and appreciate just how far the journey has taken us both figuratively and literally. For Eco Structures Australia, this past year has been nothing short of incredible, defined by global travel, meaningful partnerships, and the delivery of eco-accommodation projects that continue to push the boundaries of sustainable luxury.

From remote landscapes to world-class destinations, my role has taken me across continents exploring potential sites, collaborating with visionary developers, and checking in on live construction projects as they transition from concept to reality. Each location has reinforced a shared global appetite for immersive, nature-led experiences that don't compromise on comfort or environmental responsibility.

One of the standout achievements this year has been the successful delivery and opening of WilderLux Eco Retreat in New South Wales, Australia. This project proudly showcases our new Star Gazer Hybrid Eco Tents, designed to elevate guest experiences through innovative design, sustainability, and a deep connection to the surrounding landscape.

Now open and welcoming guests, WilderLux represents everything Eco Structures stands for: thoughtful architecture, premium materials, and accommodation that enhances, rather than disrupts, the natural environment.

Internationally, we celebrated a major milestone with Pavara Mountain Resort in Fujairah, UAE, where Phase 1 has been completed and is now entering a soft-opening launch. Set against dramatic mountain terrain, the resort reflects a growing demand in the region for eco-luxury tourism experiences.



Even more exciting, Phase 2 is already in manufacture, signalling strong momentum and confidence in the project's vision and future growth.

Projects Taking Shape Across the Globe
Construction is well underway at several exciting destinations:

■ NightSky Resort, located on a golf course in San Luis Obispo County, California, USA, is coming together beautifully combining refined glamping with sweeping night skies and premium amenities.

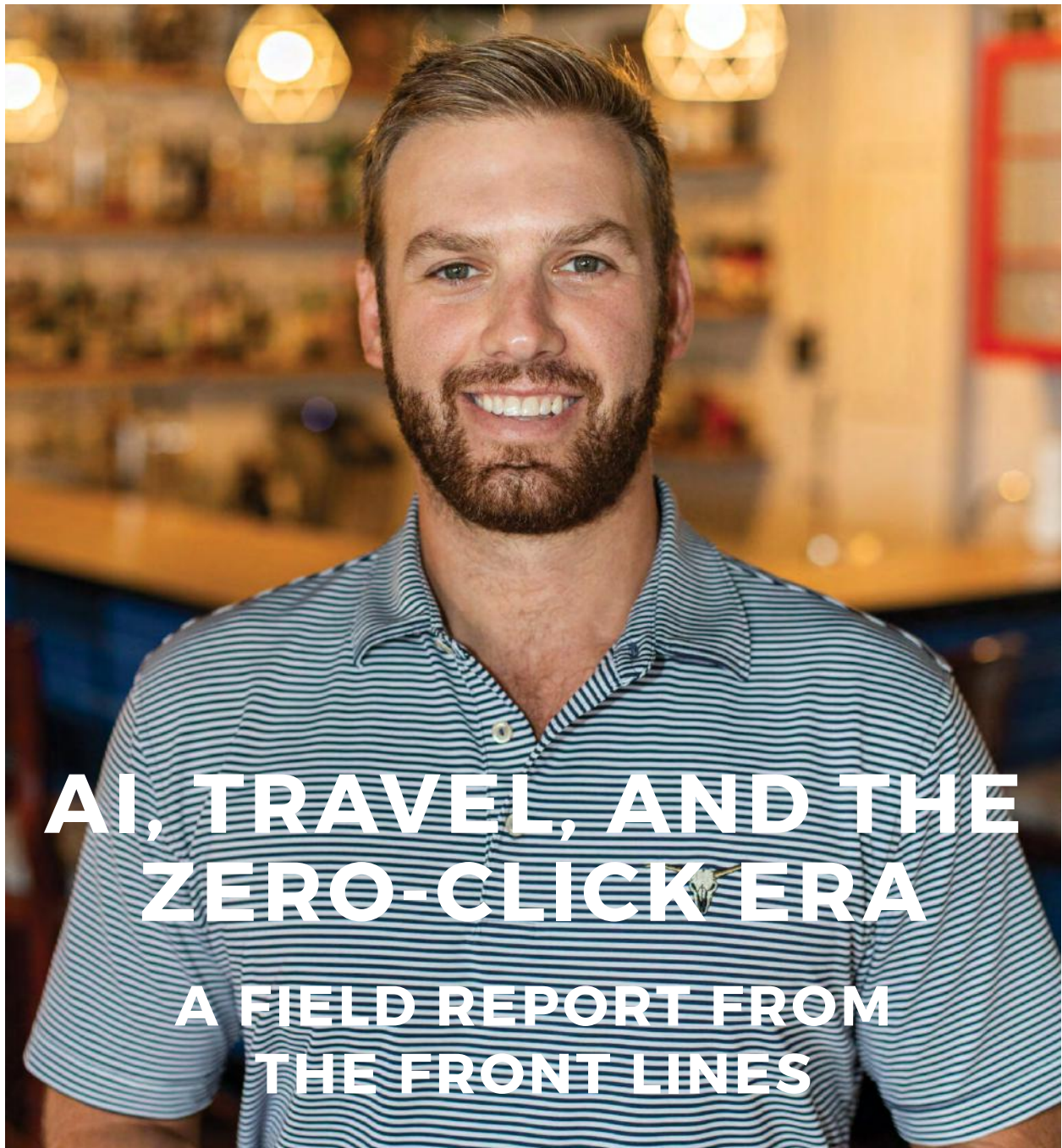
■ Closer to home, Paradise Country Farm Stay, part of the Roadshow Village on the Gold Coast, Australia, is progressing through construction, bringing eco-accommodation to a much-loved family destination in a fresh and innovative way.

Each of these projects reflects a different expression of eco-tourism, tailored to its environment, audience, and cultural context.

Rounding out the year on a high note, we're thrilled to have just signed a contract for a Safari Lodge in Zambia. This marks an exciting new chapter for Eco Structures, taking our sustainable structures into one of the world's most iconic wilderness regions. We look forward to sharing more as this project unfolds.

As I reflect on a year spent traveling the world, walking sites, shaking hands, and seeing ideas come to life, one thing is clear: the future of eco-accommodation is global, ambitious, and incredibly inspiring.

Watch this space! But I am looking forward to seeing everyone in Chiang Mai in May for Eco Resort Network 2026.



AI, TRAVEL, AND THE ZERO-CLICK ERA

A FIELD REPORT FROM THE FRONT LINES

WE ARE EFFECTIVELY LIVING IN A MOMENT EQUIVALENT TO THE
INVENTION OF THE WHEEL.

From here, we will get the horse-drawn carriage... then the car... then the plane... and technically, all of them work.

The only difference? Only one gets you there before lunch. So the question becomes... What are you riding in?

When we met back in late May, I wasn't talking about AI as a future concept. I was talking about what it was already doing to traveler behavior in real time. And in the six months since, it's become even clearer: the pace of transformation isn't slowing, it's compounding.

At Ridge Media, we now support hospitality brands across more than a dozen countries and over a dozen U.S. states, working with properties ranging from 4-room eco-lodges to 1,500-room destinations. That breadth gives us a rare vantage point into what's really happening across the industry. Not theories, not predictions, but recurring patterns.

So instead of forecasting, here's a brief field report. The biggest shifts we've observed since we last met. Consider this your teaser: the signals every operator should be watching if they want to be riding in the plane... not walking behind the wheel.

THE ZERO-CLICK ERA ISN'T EMERGING – IT'S ALREADY HERE

Travelers aren't researching the way they used to. They're not clicking through ten websites, comparing rate calendars, or browsing amenities pages. They're asking AI.

This year alone:

- 69% of Google searches ended with zero clicks
- 58% of consumers now use ChatGPT, Gemini, or Perplexity for recommendations
- Search has collapsed into a single interaction. If AI doesn't mention you, the traveler never finds you. That's not a future risk — that's happening right now.

MENTIONS ARE THE NEW SEO – AUTHORITY COMES FROM EVERYWHERE

In the Zero-Click Era, backlinks matter far less than mentions, clarity, and consensus. AI models reward the brands that appear consistently across trusted sources — not the brands with the most keyword stuffing.

Today's AI economy is shaped by: earned media, interviews, sustainability features, influencer transcripts, Reddit threads, YouTube captions, and structured website content.

The numbers back it up:

- Branded mentions are now three times more influential than backlinks in AI Overviews
- 89% of LLM citations come from earned media

If no one is talking about your brand online — even if your property is exceptional — AI assumes nothing is happening. That's why GEO (Generative Engine Optimization) has become essential. It's not about gaming algorithms. It's about training AI to recognize and recommend you.

THE BOOKING FUNNEL HAS COLLAPSED INTO A CONVERSATION

The traditional booking funnel — impressions, research, website, reservation — has collapsed. It's been replaced by a single conversational journey inside an AI tool.

Perplexity and PayPal now offer in-chat checkout, letting travelers discover a property, compare it instantly, and book without ever visiting a website.

Brands are reacting quickly: some are spending thousands per month building AI-only pages designed purely for machines to read, while others are producing influencer content exclusively so AI can scrape transcripts.

One thing is certain: AI will soon recommend and transact on behalf of properties. Early adopters will own the next era of direct bookings.

LUXURY TRAVELERS ARE DRIVING GLOBAL TRAVEL GROWTH

Across all markets we operate in, the trend is the same: travel demand is strong, but almost entirely driven by high-income travelers.

Industry reporting reinforces this:

- Luxury RevPAR is outpacing all other segments
- Premium cabin demand is booming
- Half of U.S. summer travelers earn over \$100K
- Hotel pipelines are expanding primarily in luxury

This is a major opportunity for boutique, eco, and experience-driven properties — if AI understands who you are and positions you correctly.

CLEAR GLOBAL PATTERNS ARE EMERGING – AND EARLY MOVERS ARE PULLING AWAY

Despite differences in geography, amenities, or audience, the properties seeing the biggest visibility gains share four traits:

- Structured, machine-readable website content
- Steady earned media to create authority signals
- Clear thematic positioning ("luxury eco retreat," "wellness escape," "adventure-focused lodge")
- Content aligned with actual prompts travelers ask AI tools

These properties are already capturing more visibility and higher-value traveler interest than their competitors. And the gap is widening quickly.

LOOKING AHEAD

If May was the moment the wheel was invented, today we're already watching engines bolt onto it. The pace of innovation is accelerating weekly, and the divide between adopters and laggards is becoming unmistakable.

For hospitality operators, this is not a "wait and see" moment. It's a repositioning moment.

If you'd like to understand how the Zero-Click Era affects your property — or want a GEO visibility assessment based on what we're seeing globally — I'm always happy to help.

Because the plane is taking off either way. The real question is: what are you riding in?

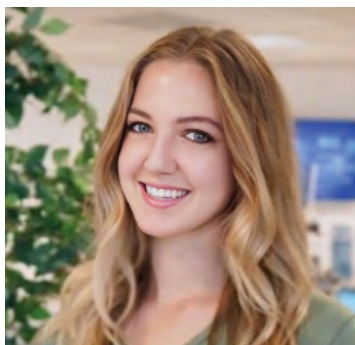
HOW BALANCE FARM BLENDS TECHNOLOGY, NATURE AND QUIET LUXURY

A CONVERSATION WITH CO-FOUNDER HILLARY FLUR

SOME HOSPITALITY CONCEPTS ARE BUILT ON TRENDS. OTHERS ARE BUILT ON A DEEP SENSE OF PURPOSE.

Hillary Flur and Ari Smith's regenerative, design-led retreat in Vermont, called Balance Farm, is very much the latter. It is a place where nature and technology coexist, where calm is curated with intention, and where sustainability is not a marketing angle but a lived reality.

For those unfamiliar with Hillary and her work, the foundation of Balance Farm lies in the merging of two distinct worlds: human experience and high-level technology. Hillary spent her career building joyful customer experiences and high-growth teams within e-commerce brands, while also creating meaningful physical spaces such as Folly Joshua Tree. Ari, on the other hand, was the youngest solutions architect at Microsoft after studying at MIT, specialising in systems-level thinking and digital innovation.



Balance Farm is the convergence of their strengths, combining experience and technology to deepen human connection.

A REGENERATIVE VISION ROOTED IN PERSONAL VALUES

The idea for Balance Farm took shape at an unexpected moment. During a cross-country drive at the height of COVID, Hillary and Ari arrived in Vermont and instantly felt grounded. "We knew we'd found something special," Hillary says. The property became the canvas for a regenerative hospitality model, where the land, the guests and the community all thrive in harmony. As lifelong vegans with a strong sustainability ethos, they set out to create a place shaped by conscious choices: the materials they build with, the partners they work with, and the way guests experience daily life on the farm.

TECHNOLOGY THAT DISAPPEARS INTO THE BACKGROUND

Despite Ari's deep technical background, guests don't arrive to find a smart-home showroom. In fact, the opposite is true. "Technology should enhance the experience and not overshadow it," Hillary explains. At Balance Farm, systems are designed to feel invisible, allowing guests to be fully immersed in nature and the moment.

One example is the property's AI hospitality agent, which quietly optimises energy use, predicts maintenance needs and helps guests live more sustainably during their stay. There's also a smart access and control platform that seamlessly connects cabins and communal spaces, ensuring ease and privacy without intruding. The result is an experience where friction disappears, helping guests feel more grounded, present, and emotionally at ease.

LUXURY THAT INVITES REFLECTION, NOT EXCESS

Where many resorts define luxury with abundance, Balance Farm defines it with intention. Guests wake with the land, cook from the garden, and move through architectural spaces that prioritise calm, curiosity and beauty. This is not the loud, overstimulated luxury of traditional resorts. It is something more human.

"Balance Farm is designed for reflection and reconnection," Hillary says. "People become part of its rhythm." Whether wandering the grounds, engaging with thoughtful design elements, or simply sitting still, guests experience a kind of luxury that feels grounding and purposeful.

SUCCESS MEASURED IN ALIGNMENT, NOT OCCUPANCY

When asked how they measure success, Hillary's answer is quietly radical: "Success is alignment." Occupancy matters, of course, but it is only one part of a larger picture. Guest feedback, the health of the land, the carbon footprint of operation, and the emotional impact of a stay all carry equal weight. "The deeper metric is how people feel when they leave," she says.

Behind the calm of Balance Farm lies a challenging process shaped by big decisions. Scaling without losing soul, refusing to compromise on materials or values, and building bespoke systems instead of settling for off-the-shelf solutions – this all required grit and clarity. "Our biggest challenge has been scaling without losing soul," Hillary says. Constraints forced innovation, and innovation shaped their identity: intimate, intelligent and regenerative.

The future of Balance Farm extends beyond accommodation. Hillary and Ari are exploring partnerships around regenerative agriculture, sustainable technology, and values-driven expansion. The next phase is not about becoming bigger, but about replicating principles, which creates impact that reaches beyond the boundaries of the farm.

For operators building or refreshing glamping or eco-resort concepts, Hillary's advice is simple and powerful: start with the land and the story. Every decision - from siting to materials to amenities - should reinforce the values of the place. "Think about how waste becomes input, how guests become advocates, how data becomes insight. Real sustainability is circular."

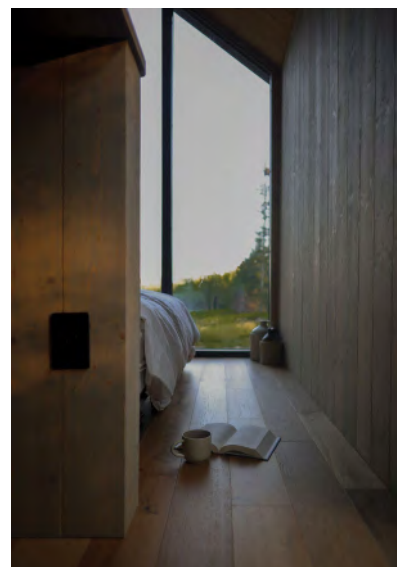
WHAT BALANCE TRULY MEANS

When asked what "balance" really means in hospitality, Hillary offers a perspective that feels like the soul of the project:

"Balance is a practice. It's knowing when to add and when to subtract, when to guide and when to let go. For us, it's the ongoing conversation between human design and natural intelligence."

At Balance Farm, that conversation is alive in every structure, every guest stay, and every choice Hillary and Ari make. It's a reminder that hospitality can be regenerative, intentional and deeply human and that technology, when used with wisdom, can help us return to what matters most.

Hillary Flur and Ari Smith will be speaking at Eco Resort Network 2026 in Chiang Mai





FOUR YEARS STRONG

IN THIS INTERVIEW, BRENDAN O'MOLONY, FOUNDER AND CEO OF TENTHOUSE STRUCTURES, REFLECTS ON FOUR YEARS AS GOLD SPONSOR OF THE ECO RESORT NETWORK EVENT AND SHARES HIS INSIGHTS AHEAD OF THE 2026 GATHERING IN CHIANG MAI.

TENTHOUSE STRUCTURES IS RETURNING AS A GOLD SPONSOR FOR THE FOURTH YEAR RUNNING – WHAT KEEPS BRINGING YOU BACK TO SUPPORT ECO RESORT NETWORK?

Eco Resort Network consistently gathers the most engaged, forward-thinking people in sustainable outdoor hospitality. For us, sponsoring is less about branding and more about investing in a community that is genuinely shaping the future of eco resorts.

AS SOMEONE WHO HAS BEEN PART OF THE NETWORK FROM EARLY ON, HOW HAVE YOU SEEN THE EVENT EVOLVE, AND WHAT MAKES IT VALUABLE TO YOU AND TENTHOUSE?

It has matured from a small, passionate gathering into a highly focused global forum where operators, designers and owners talk openly about real projects. Each year, the conversations go deeper, and what we learn there feeds directly into Tenthouse's strategy and product development.

YOUR FIRESIDE CHAT IN GREECE WAS A HUGE SUCCESS. WHAT DID YOU ENJOY MOST ABOUT LEADING SUCH AN OPEN AND UNSCRIPTED DISCUSSION?

The lack of script created real honesty. People shared their failures as openly as their wins, which turned the session into a collective problem-solving exercise rather than a one-way talk.

FROM THAT SESSION, WHAT INSIGHTS STOOD OUT TO YOU ABOUT “WHAT’S GOOD, WHAT’S BAD, AND WHAT’S NEW” IN THE ECO-RESORT WORLD?

The good is that more projects are embedding sustainability into operations, not just marketing. The bad is that greenwashing and under-engineered structures still exist. The new is a noticeable shift toward better-capitalised, more thoughtfully structured projects that take design, engineering and long-term performance seriously.

YOU HELPED US IDENTIFY CHIANG MAI AS THE LOCATION FOR THE 2026 EVENT. WHAT MAKES THE REGION SUCH AN INSPIRING CHOICE FOR THE NETWORK?

Chiang Mai sits at a crossroads of mountains, forests and a strong craft and food culture, which makes it ideal for talking about regenerative hospitality. You can move from intense, strategic sessions in town to deeply grounding experiences in nature in under an hour.

YOU SPEND A LOT OF TIME IN NORTHERN THAILAND – WHAT WOULD YOU RECOMMEND TO FIRST-TIME VISITORS IN TERMS OF CULTURE, NATURE, OR CREATIVE INSPIRATION?

Spend time walking the old city's temples, markets,

and night street food stalls, then seek out smaller studios for ceramics, textiles and woodwork. Balance that with a day or two in the surrounding hills to really feel the landscape that so many eco resorts are trying to celebrate and protect.

FROM YOUR GLOBAL WORK WITH TENTHOUSE STRUCTURES, WHAT MAJOR TRENDS OR SHIFTS ARE YOU SEEING IN ECO-RESORT DESIGN AND DEVELOPMENT RIGHT NOW?

There is a strong move toward low-impact but highly robust structures that meet international codes and handle extreme climates. Operators also want modular, phased solutions that let them open quickly, then expand intelligently as demand grows.

HOW ARE GUEST EXPECTATIONS CHANGING AND HOW IS TENTHOUSE ADAPTING ITS STRUCTURES OR APPROACH TO MEET THOSE EVOLVING NEEDS?

Guests now expect deep immersion in nature and hotel-grade comfort in the same stay. Tenthouse responds with high-performance envelopes and modular systems that deliver proper thermal comfort, acoustics and privacy, while still allowing each project to express local culture and identity.

WHAT DO YOU PERSONALLY HOPE TO GET OUT OF THE 2026 GATHERING IN CHIANG MAI, WHETHER CONNECTIONS, CONVERSATIONS, OR CREATIVE DIRECTION?

I'm looking for candid conversations with people tackling the same challenges around permitting, climate, capex and operations. Those exchanges often unlock new collaborations and directly influence how we refine Tenthouse's products and partnerships.

FINALLY, WHAT DO YOU THINK MAKES ECO RESORT NETWORK UNIQUE IN THE WAY IT BRINGS PEOPLE TOGETHER, AND WHY SHOULD NEW OPERATORS OR DESIGNERS JOIN US NEXT YEAR?

It stays intentionally small, curated and practitioner-led, which keeps the discussions honest and practical. New operators and designers should join because it can compress years of trial and error into a few days of shared learning and relationship-building.

AND A PERSONAL NOTE ON CHIANG MAI...

Chiang Mai has become a second home for me, so hosting the Network there feels very personal. I'm excited to open up a few of my favourite "secret" spots to visit, dine and experience for those who make the trip.



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A MAN FOR ALL SEASONS – INGO HAMANN

AS BUSINESS UNIT LEAD FOR INTERNATIONAL HOSPITALITY AT STIEBEL ELTRON, WHAT HAVE BEEN SOME OF THE MOST INTERESTING OR CHALLENGING PROJECTS YOU'VE WORKED ON IN 2025?

One of the most remarkable projects this year took place in the Kalahari on the South African side, where we supplied heat pumps for a series of luxury safari tents. These systems provided hot water as well as heating and cooling. What made the project unique was the smart floor system inside each tent, built with phase-change material that keeps the surface cool or warm depending on the season. Our technology supplies the thermal energy required to activate this effect. The tents were manufactured by Tenthouse Structures, and the collaboration pushed the boundaries of innovation.

We also continued delivering solutions for off-grid lodges in the Okavango Delta, where energy reliability is essential, and supported a major lodge development on South Africa's West Coast. Additional projects included a resort in Zanzibar and a famous hotel on the rim of the Ngorongoro Crater. Each of these environments comes with its own environmental and logistical constraints, and they reinforce why robust, efficient, low-maintenance systems are critical for remote hospitality.



ARE THERE PARTICULAR INNOVATIONS OR SYSTEMS THAT ARE GAINING TRACTION, AND WHICH STIEBEL ELTRON IS HELPING TO DELIVER?

One of the most important innovations gaining momentum is the integrated hot water heat pump, which is particularly transformative for remote hospitality locations. Stiebel Eltron offers one of the most energy-efficient heat pump systems on the market, perfectly suited for off-grid photovoltaic setups because they use only a fraction of the electricity required by conventional geysers.

Key advantages include full autonomy for remote lodges, suitability for harsh outdoor conditions across Africa, Australia, the Middle East and beyond, and

proven global deployment. For hospitality operators dealing with unpredictable energy costs or limited infrastructure, this technology is a genuine step-change.

WITH 2026 ON THE HORIZON, ARE THERE NEW MARKETS OR PROJECT TYPES YOU ARE KEEN TO TARGET, AND WHAT'S DRIVING THAT INTEREST?

We are expanding into the wider African continent, with Zambia, Zimbabwe and Rwanda among our priority markets. These regions are seeing strong growth in eco-lodges and sustainable hospitality developments. I am also particularly focused on strengthening our work in Kenya, Tanzania, Mauritius,



Morocco, Egypt and Zanzibar, where we already have partners and several high-profile installations.

One new destination I am eager to explore is Madagascar. The island's eco-tourism potential is rising quickly, and its environmental conditions present exactly the kind of challenges our systems are designed to solve.

YOU SPOKE AT THE ECO RESORT NETWORK EVENT IN GREECE – WHAT VALUE DOES ERN BRING TO YOUR WORK AT STIEBEL ELTRON?

ERN is incredibly important because it brings together the people actively shaping the future of sustainable hospitality: architects, designers, investors, tent manufacturers, operators, and technical solution providers. For me, it offers new project opportunities, fresh ideas from around the world, a community of professionals facing similar challenges, and long-term relationships that go far beyond a single installation.

It is one of the few platforms that truly accelerates collaboration in this sector.

LOOKING AHEAD TO ERN 2026 IN CHIANG MAI, WHAT ARE YOUR OBJECTIVES FOR ATTENDING AND CONTRIBUTING?

For ERN 2026, we want to position Stiebel Eltron as the preferred partner for hot water and heating solutions in global hospitality. Because we operate in Thailand, we can share Asian reference projects, including those in Chiang Mai itself.

We plan to offer a "first look at your project" service at the event, where delegates can bring their design concepts and receive immediate technical



feedback and ideas. Our goals include strengthening collaboration within the ERN community, being involved earlier in design stages to help reduce energy consumption, increasing the visibility of our international hospitality division, and developing new strategic partnerships in Asia, Africa, and potentially South America.

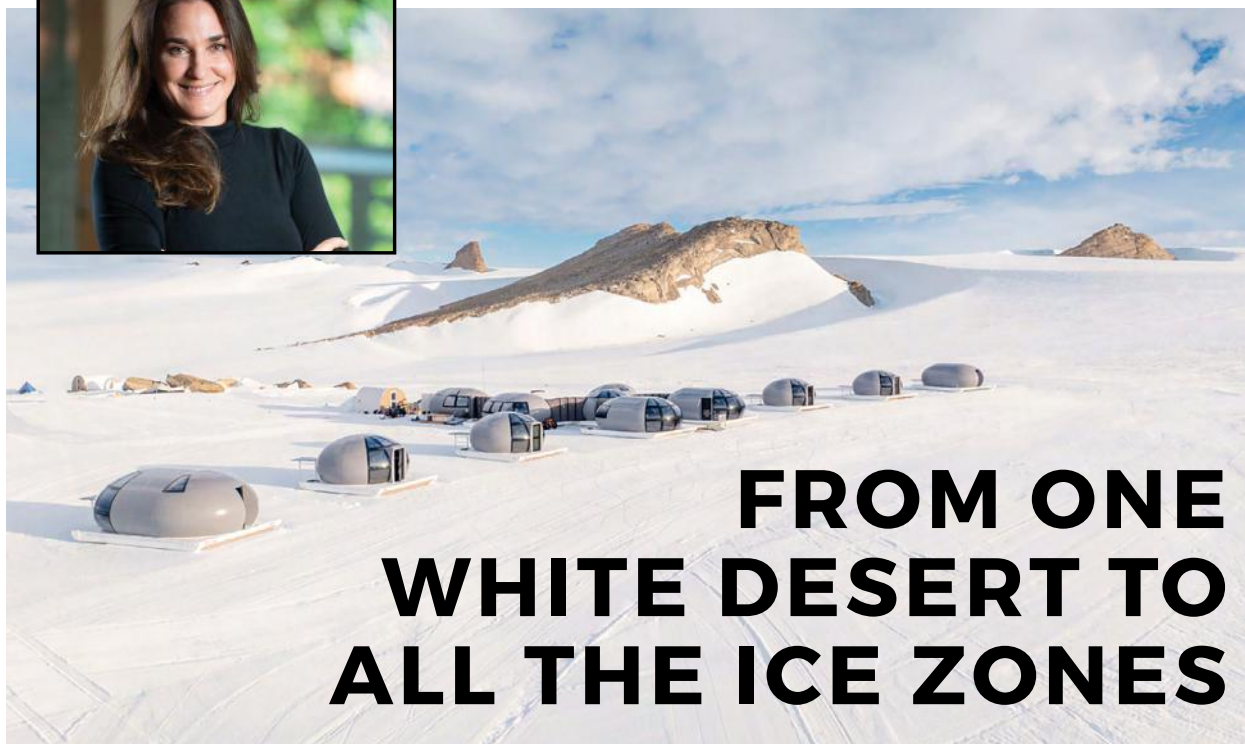
FOR RESORT OWNERS AND DEVELOPERS, WHAT ARE THE MAIN ADVANTAGES OF WORKING WITH STIEBEL ELTRON? WHAT SHOULD THEY PRIORITISE FOR LONG-TERM SUSTAINABILITY AND OPERATIONAL EFFICIENCY?

Our greatest advantage is reliability built on more than a century of engineering experience. Stiebel Eltron offers 102 years of company history, 50 years of heat pump innovation, German engineering, and a family-owned culture that prioritises long-term thinking. We also maintain service structures in 120 countries, either through our own teams or premium partners.

For resort developers looking to achieve long-term sustainability and cost efficiency, the key criteria should include: technology that performs reliably in harsh environments; systems that reduce operational costs, especially in off-grid or hybrid solar applications; lifecycle support rather than one-off equipment sales; and a partner who understands the specific needs of hospitality rather than only residential heating. Future-proofing through low maintenance and long lifespan should also be central to every investment.

This is precisely where Stiebel Eltron focuses its effort - helping resorts and lodges achieve sustainability targets while ensuring operational stability and predictable costs for years to come.





FROM ONE WHITE DESERT TO ALL THE ICE ZONES

White Desert, the eco-luxury Antarctic travel company I co-founded twenty years ago, has nurtured my passion for wild places for two decades. But by June 2025, it felt time for a new challenge. After years operating luxury expeditions in the heart of Antarctica – the most remote place on Earth – I realised some of those skills might be surprisingly transferable.

Just two days after seeing many of you inspiring people on the Greek island of Spetses at the last Eco Resort Network in May, my next adventure began. What followed was a whirlwind of travel, learning and, well, ice.



In Spetses, I was christened "Ice Queen" by David Leventhal on a cocktail coaster, which is still relevant to my new role as Consultant to the Cryosphere Foundation. My mission: to help protect the planet's ice zones as its "Ice Queen"!

First, a quick geography refresher. The cryosphere is one of Earth's major spheres, alongside the atmosphere, geosphere and biosphere. It encompasses all the frozen parts of the planet: glaciers from Antarctica to Alaska and Bhutan to Bolivia. These are the frontlines of climate change. As global temperatures continue to rise, ice melts faster, reducing the planet's reflectivity (the albedo effect) and raising sea levels.

With that in mind, my first stop was sunny Nice, France, for the United Nations Ocean Conference on June 8th, where we launched the United Nations Decade of Cryospheric Science (2025–2034). French President Emmanuel Macron and Tajikistan's President Emomali Rahmon officially opened the Cryosphere Pavilion – marking the start of a decade dedicated to advancing climate science, strengthening cooperation and developing solutions for ice-related impacts.

For something that sounds like a cold spa treatment, the cryosphere carries enormous weight. The conference was a blur of conversations with presidents, prime ministers, scientists and activists – one of whom entrusted me with holding her baby while she spoke passionately about the loss of Amazonian culture to deforestation.



Soon after that, I travelled to Georgia (the country, not the U.S. state) to visit the Caucasus Mountain glaciers, which span roughly 1,000 square kilometres shared with Russia. There, I met with local Government officials to discuss how the Foundation might support efforts to slow glacial melt, adapt to its consequences and protect what remains. Georgia also happens to be the birthplace of wine, so we made sure to taste a few of the world's oldest vintages whilst there.

Next came the Kingdom of Bhutan, where we hosted the world's first Cryosphere Workshop: Cryosphere and People at Risk in Bhutan and the Hindu-Kush Himalaya. We brought together experts from across the globe – Switzerland, France, Nepal, Georgia, the UK and even Antarctica – to collaborate on this pressing issue.

Among our travelling companions was Kristin Harila, the ICIMOD (International Centre of Integrated Mountain Development) Ambassador and world record-breaking mountaineer. In 2023, she climbed all 14 of the world's 8,000-metre peaks in just 92 days, shattering the previous record of 188 days. Her Netflix documentary comes out in January 2026: mark your calendars!

While in Bhutan, we witnessed first-hand how rapidly the glaciers are retreating, with some melting at an astonishing 46 metres per year. During one mountain visit, we narrowly avoided a severe storm that stranded 600 people on the Nepalese side of the same glacier. Extreme weather events like these are becoming more frequent and unpredictable, underscoring the urgency of our work.



After landing safely back in Thimphu, we visited the proposed site of the Gelephu Mindfulness City, an inspiring project that blends mindful living, sustainable design and truly green architecture. The city's vision – balancing environmental stewardship with human well-being – echoes the ethos we're striving for globally.

The months since have been a powerful reminder that the climate crisis is as complex as it is interconnected. From the ice caps to the Himalayas, from government halls to mountain passes, one truth stands out: collaboration is everything.

As I begin my new chapter in the cryosphere, I carry with me the lessons learned from two decades in Antarctica. There, I saw the profound beauty of untouched nature and how fragile it truly is. Today, I see the same fight playing out across every frozen frontier.

There are moments of despair, yes, but also incredible hope. Hope in the scientists mapping future ice scenarios. Hope in leaders and philanthropists willing to act. Hope in local communities determined to adapt. And hope in each of us – whether we're running eco-resorts, studying glaciers, or simply choosing more sustainable ways to live.

If my journey from one White Desert to all the ice zones has taught me anything, it's that even in the coldest places on Earth, there's warmth in collective purpose. And with enough of us working together, I truly believe we can preserve these frozen worlds. For their beauty, their balance and their crucial role in the health of our shared planet.

VISAMA'S VISION FOR ECO-LUXURY

WILLEM NIEMEIJER, CEO AND CO-FOUNDER OF VHG HOSPITALITY ASIA, TELLS US ABOUT VISAMA TENTED CAMPS' GROWTH IN SOUTHEAST ASIA, THE INSPIRATION BEHIND ITS ECO-LUXURY CONCEPT, AND HOW TOURISM CAN BE A POWERFUL FORCE FOR GOOD IN REMOTE COMMUNITIES.

This article first appeared in International Glamping Business, November 2025.

TELL US THE STORY BEHIND VISAMA TENTED CAMPS - WHAT INSPIRED YOU TO ENTER THE ECO RESORT SPACE?

I founded Khiri Travel in 1993 to deliver authentic local experiences and open new areas responsibly. As we expanded, I worked closely with communities that deserved exposure to thoughtful tourism. This led to a nature lodge overlooking the Tad Fane waterfalls in Laos in 1999, followed by a community-run tented camp in Bhanteay Chhmar, Cambodia, and later Anurak Community Lodge near Khao Sok National Park in Thailand.

Our pace accelerated in 2017 with Cardamom Tented Camp in Cambodia, developed with MINOR Group and Wildlife Alliance. A portion of its income funds protection of 18,000 hectares of forest—an approach that has earned multiple responsible tourism awards.

With growing experience, we launched the Visama brand and opened Visama Mae Chan in northern Thailand in 2023, followed by Visama Explorer Nan, opening in December 2025. Another site in Cambodia is planned for next year. We continually seek remote, beautiful, underserved locations where tourism can uplift communities. Tents offer a small development footprint, quick setup, and the sensory immersion guests want without sacrificing comfort. I'm very optimistic about the future of outdoor lodging in Southeast Asia.



WHAT WAS THE BIGGEST CHALLENGE IN TURNING YOUR VISION INTO REALITY?

We're experienced in developing remote sites, and Khiri Travel keeps us closely aligned with traveller interests. Regulatory challenges are manageable after three decades of navigating diverse Asian markets. The greater hurdle has been securing investment. Many investors are more comfortable with traditional large-scale hotels, making financing innovative tented projects more challenging.

HOW DID YOU CHOOSE YOUR SITE IN NORTHERN THAILAND, AND WHAT MAKES IT UNIQUE COMPARED WITH OTHER LUXURY ECO-RESORTS IN THE REGION?

Chiang Mai and Chiang Rai receive most international visitors, but Nan, near the Lao border, remains largely undiscovered by foreign travellers. Thai visitors account for over 90% of the province's tourism, drawn by its culture, dramatic landscapes, and cool climate, with winter temperatures dipping to 10°C. Despite this appeal, the remote areas of Nan have very limited high-quality accommodation. Visama Explorer Nan helps address that gap.

WHAT MEASURES HAVE YOU TAKEN TO MINIMISE IMPACT AND SUPPORT LOCAL ENVIRONMENTS AND COMMUNITIES?

Our work at Cardamom Tented Camp in Cambodia showcases our sustainability philosophy. The camp is part of The Long Run, an organisation grounded in the 4Cs: Conservation, Community, Culture,



and Commerce. This framework guides all our developments.

We recruit and train most of our staff locally, design energy-efficient structures, and incorporate culture directly into the guest experience. These practices help build sustainability from the ground up and ensure benefits flow back to the people and ecosystems that host us.

EVERY PROJECT HAS TEETHING ISSUES. WHAT UNEXPECTED HURDLES DID YOU FACE IN YOUR FIRST YEAR, AND HOW DID YOU OVERCOME THEM?

Gaining trust in remote communities takes time. Construction challenges also arise: landslides, unstable electricity, and teams that need closer supervision in isolated areas. These projects demand resilience. And even after opening, attracting visitors requires patience. “Build it and they will come” still applies, but only with sustained effort and consistent storytelling.

WHAT HAS BEEN YOUR BIGGEST SUCCESS SO FAR?

Tad Fane Resort proved that small, thoughtfully located lodges can create meaningful impact. It helped put the waterfalls on the tourism map and contributed to the area becoming a key destination in southern Laos.

Cardamom Tented Camp remains our strongest conservation achievement. Income from guests funds forest ranger patrols that protect the surrounding ecosystem. Its slogan—“Your Stay Keeps the Forest Standing”—captures the model perfectly. Passion, perseverance, and positive guest feedback guide our work and signal success.

WHAT TYPE OF GUEST IS DRAWN TO VISAMA? ARE YOU FINDING MORE INTERNATIONAL TRAVELLERS, DOMESTIC THAI GUESTS, OR A MIX?

At Visama Explorer Nan, we aim to attract both domestic and international guests. Nan is new to most foreign travellers, so we expect specialised travel trade partners—who can explain our story and context—to be more effective than OTAs in generating sustainable demand. This trade-led approach has worked well for our other lodges.



HOW IMPORTANT HAS CULTURAL STORYTELLING BEEN IN SHAPING YOUR GUEST EXPERIENCE, AND HOW DO YOU INTEGRATE THAI HERITAGE INTO YOUR OFFERING?

Culture is one of the 4Cs and integral to our sustainability framework. Nan province - especially Bokleua district - is rich in heritage, from ancient salt wells to tribal traditions and regional Lanna culture. There is no shortage of stories to share.

Visama Explorer Nan will feature a traveller’s meeting place called the Ambalama, inspired by Sri Lankan campfire culture, where guests gather to exchange stories and learn from one another.

WHAT IS YOUR LONG-TERM GOAL FOR VISAMA TENTED CAMPS?

After opening in Nan, we will begin construction in a remote region of Cambodia. We have several additional developments planned across Asia and beyond, all in deserving locations where community involvement and cultural immersion are central to the guest experience.

WHAT ADVICE WOULD YOU GIVE TO THOSE LOOKING TO CREATE A PREMIUM, CULTURALLY ROOTED EXPERIENCE IN AN INTERNATIONAL MARKET?

Join industry associations and learn from best practice. Stay curious – it fuels motivation. The affluent market increasingly values authentic, sustainable, original experiences. Be patient, stay persistent, and keep championing your vision.

Willem Niemeijer will be attending Eco Resort Network 2026 in Chiang Mai.





SACRED SPACES, GLOBAL IMPACT

FROM CRYSTAL PYRAMIDS IN DUBAI TO LAND-ENERGY AUDITS IN INDONESIA, VALENTINA CEREDA OF ENERGY & SPACE EXPLORES HOW CONSCIOUS DESIGN IS INFLUENCING RESORTS, CLINICS AND HOMES, AND REFLECTS ON HER TIME AFTER JOINING US IN SPETSES.

The past few months have been filled with adventure and powerful emotions. Since the wonderful Eco Resort Network event in Spetses, I've been travelling extensively for a wide range of projects, including several exciting new ones across the Middle East.

One of the most inspiring projects of 2025 is Akari, a wellness and health centre in Dubai. Its design concept interlaces sacred ancient wisdom with regenerative principles such as Classical Feng Shui, Sacred Geometry, Geomancy and Building Biology. Every proportion, angle and pathway is intentionally shaped to support natural coherence and harmonic resonance, creating a space where architecture itself becomes the first medicine.

Materials were selected not only for their non-toxic and sustainable qualities, but also for their vibrational properties. Wood, limewash, organic materials and carefully orchestrated light interact to create a sanctuary that feels alive and responsive.

At its core, a Rose Quartz Crystal Pyramid radiates healing and self-love, while overhead, a dome constructed using sacred geometric principles amplifies and distributes this energy. From the dome's curvature to the arches, circles, and even the smallest hardware details, sacred proportions are woven seamlessly throughout, evoking an immediate sense of awe – a space you simply never want to leave.

Another meaningful project this year was the Dubicars office space, designed with a philosophy that goes far beyond sustainability: creating environments that support health and emotional wellbeing.

Before working on aesthetics and layout, we developed a tailored health and wellness design strategy to help the team understand the importance of a workspace that truly nurtures physical, emotional, and mental health.

The strategies integrated into the design include:

■ **Building Biology**, a health-first approach studying how materials, ingredients, and interiors affect human and planetary wellbeing.

■ **Classical Feng Shui**, an ancient Chinese metaphysical science analysing time- and direction-based energies to cultivate harmony and balance.

■ **Environmental Psychology**, the study of how physical environments influence thoughts, feelings, behaviours, and overall wellbeing.

Additional techniques include:

■ **Mindfulness Techniques**, promoting presence, sensory awareness, and reduced stress.

Blue Space Theory, highlighting the calming and restorative effects of natural or artificial water elements.

■ **Ecological Valence Theory**, incorporating natural or nature-inspired materials, textures, patterns, and colours to enhance physiological comfort and wellbeing.

Meaningful work continues in Indonesia, where I support clients with land-energy assessments, building biology and sacred geometry. I serve as an advisor for wellness resort developments, ensuring that each project begins with an understanding of the land's energy and integrates sacred and regenerative principles from the ground up.

A new and very exciting project has also begun in southern Italy, where I recently conducted a site visit for a nature-immersed health clinic: 2,000 sqm of healing space combining ancient modalities with modern technology.

This year, I also began teaching a course on sacred and regenerative design for professional architects at a local university. Sharing this knowledge is deeply fulfilling, empowering more architects to design from health and consciousness rather than focusing solely on aesthetics and function.

Alongside these projects, I continue performing remote land-energy audits for clients around the world who are struggling to settle into their homes, improve their sleep, or renovate in ways that align their living spaces with the land's energy and the rhythms of the sun. I also collaborate with several doctors to support their patients' healing journeys by assessing their homes for environmental toxins, energetic disruptions, and geopathic stress.

This year also brought invitations to speak at conferences around the world – an honour and a joy that I look forward to continuing in the coming year. Looking ahead, 2026 is already shaping up to be extraordinary, with new health and wellness centres on the horizon and a special collaboration with international development companies and hospitality brands to create guidelines for truly healthy buildings and residences, both spiritually and physically.

More conferences and wellness summits are planned, where I will be speaking about my work at the intersection of spirituality and health for the land and the built environment. I continue to support families building or renovating their homes, whether through full design services or as an advisor to their architectural teams.

And finally, some wonderful news: we've welcomed a new team member, bringing us to four, who will help us continue delivering spaces that are genuinely sacred, healthy and deeply supportive.





BUILDING REMARKABLE PLACES AND LOOKING AHEAD

WE CATCH UP WITH DAVE COURT, BUSINESS CONSULTANT
AT BUSHTEC CREATIONS



We started 2025 with a real sense of momentum, and quite frankly, with a bang.

One of the standout projects of the year was the iconic Massiya's Camp at Royal Malewane, a safari development that demanded the very best of us. It was a substantial and complex order, with tight timelines and exacting standards, but our teams delivered in perfect orchestration. The quality, the finish, the pride in the work – it was everything we strive for. Projects like Royal Malewane don't just test your systems; they raise your standards. And that's exactly what this one did.

Alongside this, we continued work on a large 40-key resort with Al Bridi in the UAE, still under construction but already shaping up to be something very special. Together with projects in Kafue, the Mara and beyond, these developments have set the tone in the market. When clients are looking to create a truly remarkable experience, they know Bushtec is the partner to lean on. Our reputation continues to grow from strength to strength, and that is something I'm immensely proud of.

Looking back at what we achieved together in 2025, a few things stand out. Our work in luxury safari environments reaffirmed our leadership in this space. Royal Malewane pushed our finishing standards higher than ever, while Kafue and Mara reinforced our position as a trusted partner for high-end safari experiences. We also completed more installations than ever before – 63 deployments



in total, with 25 international installations across 11 countries, a testament to the global demand for what we do.

Innovation has been another defining theme. We've designed and delivered more complex tensile projects, expanded our tent portfolio with contemporary designs, and significantly enhanced the way we present our work to clients. Our presentations are no longer just sales tools; they are a showcase of our design thinking, interior capability and attention to detail. Truly world-class.

Structurally, the business has also evolved. Alongside Bushtec USA, Europe and Botswana, we proudly opened Bushtec GCC, with a new office in Riyadh, and are finalising our presence in Australia to better serve the Far East. It's an exciting time of expansion and opportunity.

As we look towards 2026, it's also a year of personal change for me. My eldest daughter, Jemmah, is preparing to set sail – quite literally – heading to Cape Town to complete a yacht deckhand course before making her way to France and, hopefully, around the Mediterranean. My youngest, Milah, is equally excited about what lies ahead, convinced she'll enjoy the best of both worlds: more time together and the occasional adventure by my side.

As for me, I remain what I've always been – grateful, optimistic and quietly excited about the next chapter. And yes, Eco Resort Network Thailand 2026 is very much part of that excitement.



SCALING WITH PURPOSE

LINISA GEORGE PROVIDES INSIGHTS INTO THE STRUCTURED, SCALABLE SYSTEMS POWERING THE NEXT GENERATION OF ECO-HOSPITALITY PROJECTS.

YOUR WORK CENTRES ON CREATING STRUCTURED, SUSTAINABLE SYSTEMS FOR FOUNDERS AND SMALL TEAMS. HOW DID THIS PASSION FOR WORKFLOW CLARITY DEVELOP, AND HOW HAS IT SHAPED YOUR CAREER ACROSS DIFFERENT SECTORS?

I've always been a systems-driven thinker. My commitment to operational clarity grew from years working with global marketing teams that had strong creative vision but lacked the workflows needed to scale. I noticed how often teams worked harder, not smarter, without decision-support systems guiding their efforts.

After a decade in Antigua's real estate sector, I formally pivoted into project management two years ago, merging strategy, structure, and execution intentionally. I'm also pursuing my Project Management Certification with PMI to deepen these skills. These principles now guide all my clients, especially Lake Estate Antigua, a 74-acre rainforest property that requires sustainable, phased planning. My work focuses on operational design that aligns resources, integrates workflows, and supports eco-conscious development so teams can scale without compromising their values.

ECO RESORT TEAMS OFTEN JUGGLE COMPLEX, OVERLAPPING RESPONSIBILITIES. WHAT BOTTLENECKS DO YOU SEE MOST OFTEN, AND HOW CAN THEY OVERCOME THEM?

The biggest bottleneck is a lack of clarity at both leadership and departmental levels. Without



a roadmap that connects environmental priorities with development goals, teams face confusion, duplicated effort, and inefficiency.

Sustainable system design solves this by creating clear communication pathways and predictable processes. At Lake Estate Antigua, this approach helps preserve ecological integrity while maintaining organizational clarity and supporting strategic marketing decisions over time.

YOU'VE SUPPORTED PROJECTS FEATURED IN USA TODAY, ESSENCE MAGAZINE, TRAVEL NOIRE, INSIDER, AND BET. WHAT LESSONS FROM THOSE HIGH-VISIBILITY COLLABORATIONS CAN HOSPITALITY BRANDS APPLY?

Those collaborations taught me the power of intentional storytelling and strong brand positioning. Hospitality brands must articulate their identity, heritage, and impact in a compelling way.

But visibility alone isn't enough. Operational readiness must support increased attention. At Lake Estate Antigua, efficient workflows and communication structures ensure that the property's ecological story and generational legacy are backed by consistent marketing and guest-facing systems.

Ultimately, the brands that integrate marketing, operations, and guest experience into a unified ecosystem see the most sustainable long-term growth. That holistic mindset shapes all my eco-hospitality projects.



WHAT DREW YOU TO ECO RESORT NETWORK, AND WHAT HAVE YOU OBSERVED SINCE JOINING?

Lake Estate Antigua engaged me to market their property to regional and international investors focused on regenerative development. During that research, we discovered the Eco Resort Network, which aligned perfectly with our vision.

Since joining, I've found a highly engaged community committed to sustainability, stewardship, and innovative tourism models. It's an ideal environment for partnerships, attracting aligned investors, and applying my expertise in sustainable project management and real estate positioning.

YOU'LL BE ATTENDING THE EVENT IN MAY 2026. WHAT ARE YOU MOST EXCITED TO SHARE AND LEARN?

I'm excited to learn how other members integrate sustainable and regenerative practices within their developments. I value transparent conversations about challenges, solutions, and evolving models in eco-hospitality.

I'm also eager to share the vision for Lake Estate Antigua and demonstrate how sustainable development can honour community legacy, protect the environment, and create long-term value.

HOW DOES ANTIGUA'S REAL ESTATE ENVIRONMENT SHAPE THE PERSPECTIVE YOU BRING TO THE GLOBAL ECO-HOSPITALITY COMMUNITY?

Antigua teaches that development, cultural identity, and environmental stewardship must coexist. Land holds generational meaning, and ecosystems are sensitive. That understanding shapes how I support sustainable projects, ensuring ecological protection remains balanced with real estate viability.

Lake Estate Antigua embodies this approach. As a rainforest estate within a green corridor, it requires careful planning for regenerative tourism and eco-



conscious living. My work illustrates how small island states can lead in sustainable tourism through smart planning, heritage preservation, and responsible investment.

MANY ECO-HOSPITALITY PROJECTS STRUGGLE TO SCALE WITHOUT LOSING THEIR VALUES. HOW DOES YOUR WORK HELP THEM GROW RESPONSIBLY?

Responsible scaling begins with embedding values into operational systems. I help teams create sustainability frameworks that guide workflows, procurement, guest experience, and communication. Adaptive planning strategies allow developments to grow without compromising principles, especially on complex properties like Lake Estate Antigua.

I also build measurement and accountability systems to track impact and performance. This ensures growth remains aligned with ecological and community-centered commitments.

WHICH RECENT PROJECTS HAVE INSPIRED YOU THE MOST, AND HOW DOES THAT INFLUENCE THE SUPPORT YOU OFFER HOSPITALITY TEAMS?

Lake Estate Antigua has been especially inspiring. The project aligns a generational family legacy with sustainable development in the Caribbean. It reinforced the importance of collaborating with stakeholders who respect ecological sensitivity and long-term economic vision. That insight shapes my approach with other hospitality teams: intentional, clear, and environmentally conscious.

WHAT ONE PIECE OF ADVICE WOULD YOU GIVE HOTELIERS, DEVELOPERS, OR ECO-ENTREPRENEURS WHO FEEL OVERWHELMED IN THEIR OPERATIONS?

Establish clarity before establishing movement. Every successful project begins with a structured roadmap. When you define direction and implement systems early, you reduce overwhelm and build a foundation for sustainable, effective growth.

RESONANCE OF BEING

A CONVERSATION WITH ANA RAMIREZ - KALĀ DESIGN GROUP & ANCESTRAL HANDMADE HOTELS

ANA, WE RECENTLY CAUGHT UP WITH YOU IN LONDON WHERE YOU WERE EXPLORING SOME EXCITING NEW OPPORTUNITIES. CAN YOU SHARE WHAT HAS BEEN UNFOLDING FOR BOTH KALĀ AND ANCESTRAL HANDMADE HOTELS, AND HOW A BLEND OF FATE, TIMING AND LONG-TERM PLANNING HAS BROUGHT YOU TO THIS CURRENT MOMENT IN YOUR BUSINESS JOURNEY?

These past months have been an extraordinary convergence of timing, intention, and long-term vision. At KALĀ Design Group, our wellness-focused luxury architecture and interiors practice, we are experiencing one of our most exciting cycles yet, balancing built work, new commissions, and international opportunities that continue to expand our reach.

KALĀ has become the economic anchor that allows us to sustain the long gestation of Ancestral Handmade Hotels, our heart-led hospitality brand rooted in cultural preservation, ancestral wisdom, and regenerative design. While we finalize our operational structure and continue conversations with aligned investment partners, this synergy between both companies has brought us to a moment of clarity, momentum, and beautiful possibility. It truly feels like a blend of fate meeting intentional preparation.

YOUR PROJECTS ALWAYS CARRY A DEEP SENSE OF PURPOSE AND CULTURAL GROUNDING. WHAT CURRENT OR UPCOMING PROJECTS CAN YOU SPEAK ABOUT, AND HOW DO YOU MANAGE THE TIMING AND COMPLEXITY OF THESE DEVELOPMENTS WHILE MAINTAINING SUCH A LEAN, HIGH-PERFORMING TEAM?

Several projects are moving forward in parallel, including:

- The Luxury Collection Punta Cana, now under construction and scheduled to open in late 2026.
- The renovation of The St. Regis Mexico City scheduled to open in May 2026 for the World cup

■ The Ritz-Carlton in Nayarit, currently in schematic design under KALĀ Design Group.

■ Ancestral La Estrella (Cusco) and Ancestral Santa Elena (Medellín suburbs), both advancing through the capital raise phase.

We operate with an intentionally lean, cross-pollinating team across KALĀ and ANA Design Group, which leads the creative architecture and interiors for our Ancestral properties. Our structure allows us to stay agile, focused, and deeply committed to quality while growing organically and sustainably. This approach has been fundamental in managing complexity while preserving the cultural depth and purpose of every project.

THE FIRST ANCESTRAL HANDMADE HOTEL HAS LONG BEEN YOUR DREAM AND THE HEART OF YOUR VISION. HOW CLOSE ARE WE NOW TO SEEING THIS BECOME A REALITY, AND WHAT MILESTONES ARE YOU FOCUSED ON NEXT?

It has been a journey of deep patience, resilience, and unwavering commitment. Our Medellín property experienced an 18-month pause due to personal circumstances on the landowner's side, but the property is now fully regularized under a holding entity and ready for capital raising.

For Ancestral La Estrella in Cusco, we are well advanced in the investment process. The landowner, whom I met 11 years ago while designing a luxury hotel, has already received offers. We reconnected by pure synchronicity at SAHIC almost two years ago, assembled the project team, and secured the most critical milestone for this site: archaeological permits. If all continues on track, we expect to begin the full design process in the first quarter of 2026. After so many years of dreaming, refining, and preparing, it finally feels within reach.

WELLNESS DESIGN IS EVOLVING RAPIDLY, AND YOU'VE ALWAYS BEEN AHEAD OF THE CURVE IN INTEGRATING ANCESTRAL WISDOM, CONTEMPORARY AESTHETICS AND REGENERATIVE PRINCIPLES. WHAT IS INSPIRING YOU RIGHT NOW IN THE WELLNESS WORLD, AND HOW IS THAT INFLUENCING YOUR LATEST WORK?

Right now, I am deeply inspired by the rise of Wellness Ecosystems as the future of regenerative travel. Wellness is no longer an isolated amenity, it is a living system connecting personal wellbeing, collective health, and planetary regeneration. This systems-based perspective mirrors ancestral worldviews, where reciprocity, ecological balance, and spiritual connection shaped how communities lived and healed.

What moves me most is the understanding that true regeneration begins within. When travelers cultivate inner coherence, empathy, and presence, they naturally extend those qualities to the places and cultures they encounter.

Across our projects, we are weaving: Ancestral wisdom, neuroaesthetics, Regenerative principles, and design that nurtures emotional and vibrational wellbeing. This integration is shaping new models of hospitality, ones that are inclusive, culturally grounded, and transformative.

TRANSITIONING FROM ARCHITECT AND DESIGNER INTO THE ROLE OF OPERATOR IS A SIGNIFICANT SHIFT – AND NOT ONE MANY PEOPLE MAKE. HOW ARE YOU NAVIGATING THIS LEAP, AND WHAT HAS SURPRISED YOU (OR CHALLENGED YOU) THE MOST ABOUT STEPPING INTO THE OPERATIONAL SIDE OF HOSPITALITY?

Stepping into operations has been both humbling and exhilarating. I am deeply intrigued by the idea of becoming a designer-hotelier, advocating for the wellbeing of guests, hosts, communities, and the land itself.

The operational vision for Ancestral includes a strong educational mandate: training local communities in hospitality, reviving ancestral building techniques and celebrating cultural traditions that younger generations may no longer know.

We are currently shaping our operating model, refining our service standards, and seeking the right partners who resonate with our mission. The biggest challenge is finding investors willing to support a new brand from the ground up, but we trust in alignment and timing. I often say: our ancestors are guiding this process, and we will meet the right partners at the right moment.



IF YOU COULD STEP AWAY FROM THE DEMANDS OF DEVELOPMENT FOR A MOMENT AND EXPERIENCE ONE WELLNESS OFFERING, WHETHER FROM YOUR FUTURE HOTEL OR ONE YOU ADMIRE GLOBALLY, WHAT WOULD YOU CHOOSE AND WHY?

I would choose the experiences aligned with one of our core DNA pillars:

**RESONANCE OF BEING,
Harmonizing the soul through sound.**

In Ancestral, our spaces are conceived as living instruments, where materials, proportions, and geometry hold specific vibrational qualities. I would immerse myself in our shamanic sound-healing circuits or our stargazing acoustic labyrinth, where guests move through rhythmic soundscapes, celestial silence, and harmonic frequencies. These experiences reconnect us with our inner rhythms, awaken presence, and invite a profound sense of renewal.

LOOKING AHEAD, HOW DO YOU SEE THE RELATIONSHIP BETWEEN ANCESTRAL KNOWLEDGE, ARCHITECTURAL INNOVATION AND SOULFUL HOSPITALITY CONTINUING TO EVOLVE IN YOUR WORK OVER THE NEXT FEW YEARS?

This triad is the core and soul of my work. For more than a decade, I have immersed myself in sacred geometry, bio geometry, permaculture, psychology, bamboo construction, and sustainable design. I feel that every step of my career has been preparing me for this exact moment, where purpose, technique, and intuition come together.

I believe the future of hospitality lies in the convergence of:

- Ancestral wisdom,
- Technological innovation,
- Emotional and vibrational hospitality,
- Regenerative practices, and
- Meaningful cultural storytelling.

As a dear friend once told me:

"Let time nurture the gestation of your baby Ancestral." We are doing exactly that, moving with patience, clarity, and love. The dream is to one day host the Eco Resort Network gathering at Ancestral Cusco, welcoming this beautiful community to experience the project in its full expression.

We are also deeply grateful to the many respected leaders in the industry who have validated our concept. Their belief fuels our determination to keep advancing with integrity and purpose.



Thailand *awaits*

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