

The background of the slide is a photograph of a mountain range at sunset or sunrise. The sky is a mix of soft orange, yellow, and light blue. The mountains are silhouetted against the sky, with some peaks showing more detail in shades of blue and grey. The overall mood is serene and expansive.

# BEYOND GREEN<sup>SM</sup>

## 2021 SALES RECAP



2021 RECAP SALES INITIATIVES

# Beyond Green

2021 SALES RECAP

# BEYOND GREEN

(MARTIN THOMAS)

**PHR – NYC Showcase** (September)

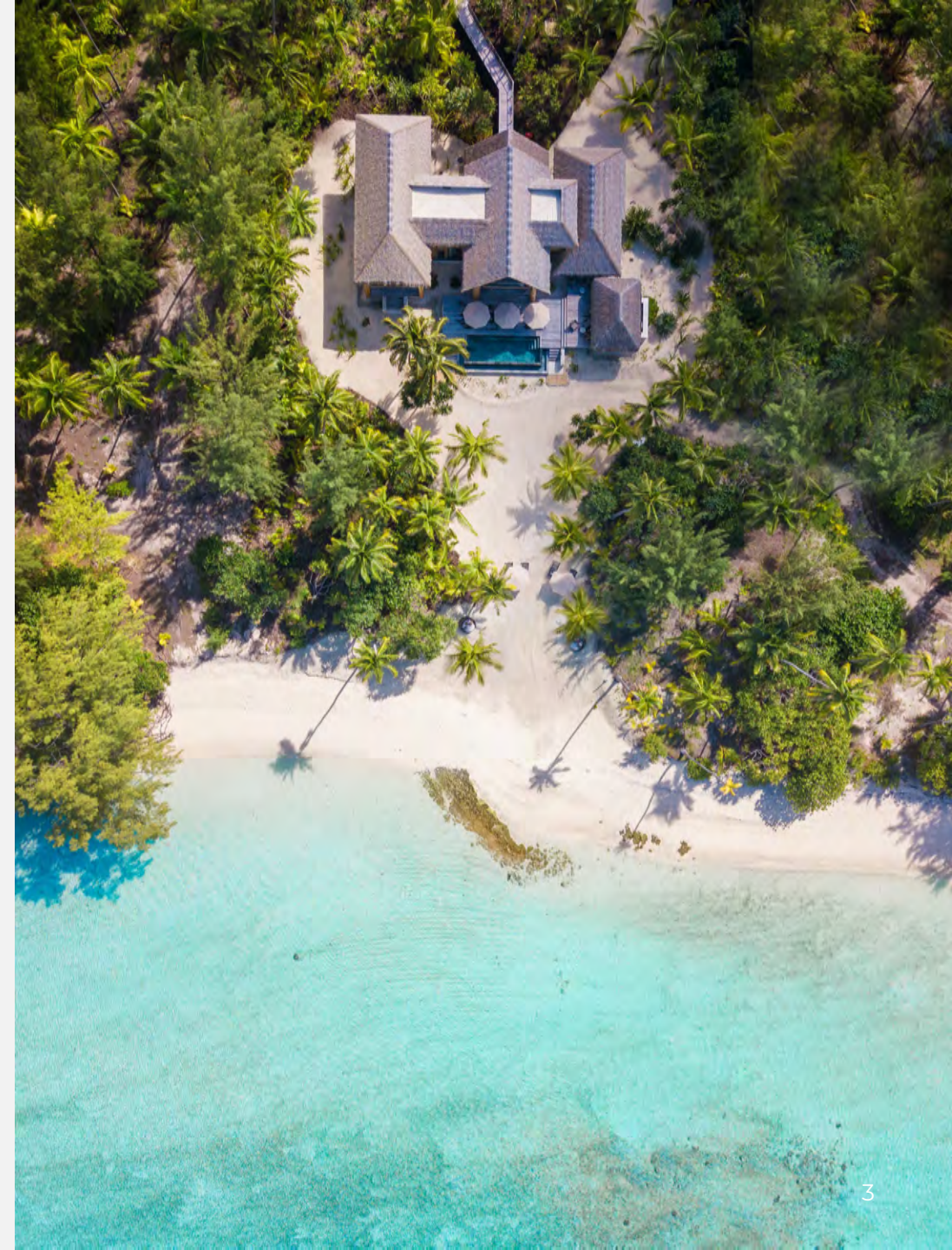
- BG attended with dedicated table + follow up to all attendees

**Agency Owners E-Mailing** (October)

- Reached out to my network of 120 agency owners highlighting my new position

**ILTM Cannes** (December)

- BG attended with dedicated booth with 45+ one on one appointments with agency owners and tour operators + follow up to all appointments





2021 RECAP BRAND EDUCATION

# Global Leisure Sales

# BRAND EDUCATION

## GLOBAL LEISURE SALES

- **Conducted Beyond Green Hotel Presentations** to BG Global Sales Team and VIP Desk (JAN-APR)
- **Beyond Green Agency Press Release** – Distributed to Managed Global Travel Advisors – 42,000 emails (APR)
- **Beyond Green Love Letter to Earth** – Distributed to Global Travel Advisors – 42,000 emails (APR)
- **Presented Beyond Green Overview** to 55 Serandipians (Traveller Made) global buyers at their virtual The Essence of Luxury tradeshow (MAR)
- **Beyond Green Travel Agency Webinars** conducted in the following regions:
  - EMEA- 10 webinars conducted in English, Spanish, German. Italian and French
  - US/Canada- 5 webinars
  - Mexico/Latin America- 4 Webinars in Spanish and Portuguese
  - ASPAC/China 3 Webinars conducted in English, Japanese and Mandarin



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## A Love Letter to Earth

We love hospitality, we love our planet, and we want that to last forever. So, we decided to commit and invest our energy and passions on "purpose."

With purpose, we made a **dedication to to today and tomorrow**, and **Beyond Green** — a powerful platform designed to propel the message of **traveling with gratitude** — where **good hosts and good guests enrich each other's lives**.

Each day, we make choices. We choose to care, to embrace the meaning of sustainability, and transform the way we travel. Our respect, consideration, and relationship with nature and each other connects us all in infinite ways, allowing us to **grow together as we treasure nature**, people, places, diversity, origins, wisdoms, and traditions.

From the young to the eternally young at heart, **we dream of new possibilities with every day and time well spent enjoying and helping to protect the places we love to visit and experience**.

Beyond Green's members represent world-class leadership in sustainable tourism. They are committed to you, as travel agents, and are available through GDS. As a new brand, **Beyond Green inspires us all to travel gently and with purpose**.

Your friends at

**BEYOND  
GREEN**



POST RANCH INN  
California, USA



INTERCONTINENTAL BORA BORA  
RESORT & THALASSO SPA  
Bora Bora, French Polynesia



ANDBEYOND BATELEUR CAMP  
Masai Mara, Kenya

### To learn more about Loving Earth:

To contact the VIP Desk:  
**1-800-830-7287**  
[book@staybeyondgreen.com](mailto:book@staybeyondgreen.com)

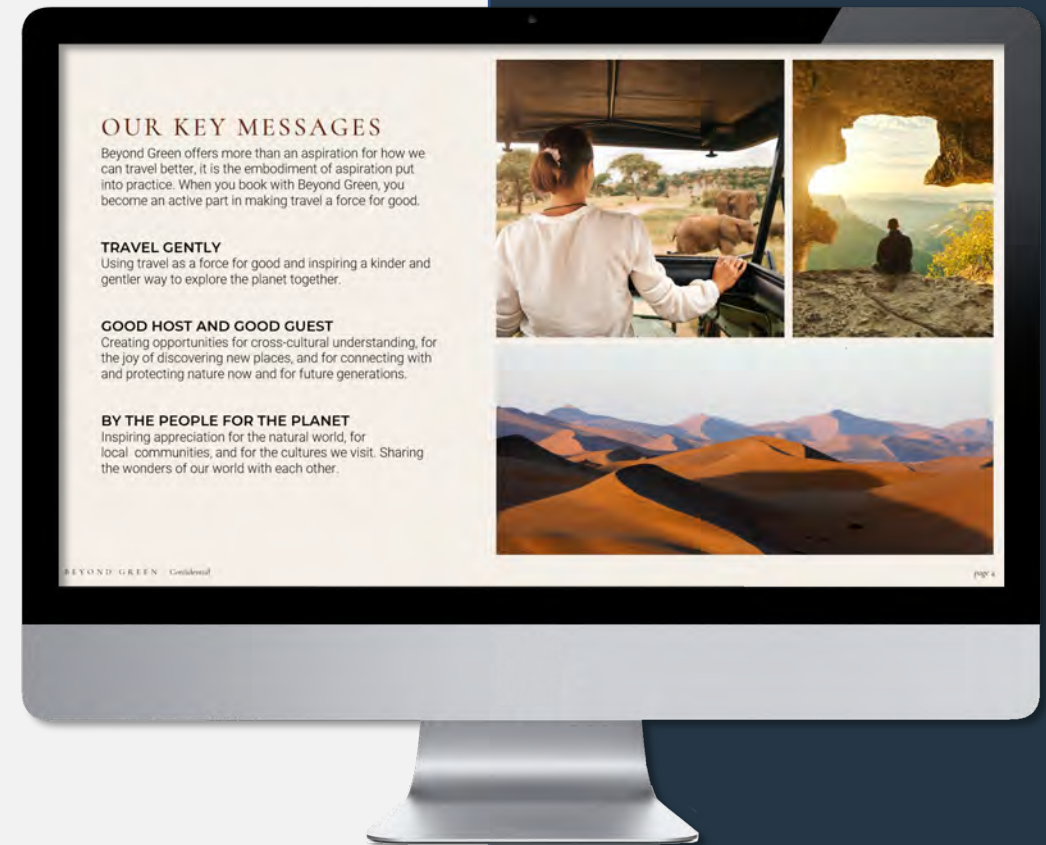
Beyond Green  
GDS Booking Code:  
**LE**

For a complete  
list of hotels, visit:  
[staybeyondgreen.com](http://staybeyondgreen.com)

# BRAND EDUCATION

## GLOBAL LEISURE SALES

- Included Beyond Green in the presentation for **American Express Pacesetters Virtual conference in EMEA, USA and ASPAC (JUN)**
- **Hosted PHG event at Rancho Laguna** – Kurt Bjorkman presented on Beyond Green (JUN)
- **ILTM Singapore** – Beyond Green included in PHG virtual presentation for all buyers (JUL)
- **Virtuoso Travel Week** – invited all BG Hotels to attend client reception complimentary. Conducted meetings/dinner with The Brando, @beyond and Red Carnation with Lindsey Ueberroth (AUG)
- Beyond Green Table at **New York City Showcase** attended by Martin Thomas (130 advisors) (SEPT)
- Three Camel Lodge included in **China and ASPAC's Hotel of the Week** (SEPT)
- **ILTM Americas Cancun** – Beyond Green Overview included in PHG presentation to 40 luxury advisors (SEPT)



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# BRAND EDUCATION

## GLOBAL LEISURE SALES

- ASPAC and China team had call with And Beyond GSA who is represented in Singapore (SEPT)
- **Global Travel Network Virtual Conference** – Included Beyond Green Presentation in all virtual meetings conducted over four days (OCT)
- **New York In Person Roadshow** – BG was presented at all events and office visits (OCT)
- **Deployment of first Beyond Green Leisure Newsletter** (OCT)
- **Signature Travel Conference** – Presented BG for all PHG brand appointments (NOV)
- **ILTM Cannes** – Beyond Green table in PHG booth. Martin Thomas conducted all appointments (DEC)



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BEYOND GREEN

The Green Traveler

**Rick Stiffler**  
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Dear Travel Partners,

A growing number of luxury travelers want to travel in a more sustainable and responsible way. Yet, it can be a challenge when trying to differentiate between hotels that have truly engrained sustainability as part of their DNA from those that do only the very basics for their marketing purposes. Beyond Green, our new portfolio of the world's most sustainable hotels, resorts, and lodges, exemplify true and measurable sustainability in action - we walk our talk while delivering outstanding guest experiences.

To help our trusted advisor partners confidently offer their clients a great holiday that also gives back in positive ways to people and the planet, all Beyond Green member properties have met our robust criteria of globally recognized sustainability standards. In fact, Beyond Green Executive Director and co-founder, Costas Christ, helped to establish the United Nations Global Sustainable Tourism Criteria. Delivering unique, authentic, and inspiring travel experiences for your clients, ranging from private island escapes and wellness retreats to ancient castles and iconic luxury safari camps, is what Beyond Green does best. We encourage you to explore our complete portfolio for your client's next adventure. Enjoy reading about a few of our members below, and please reach out if I can help facilitate an introduction to any of our passionate and dedicated Beyond Green members.

Join us in making travel a force for good.

Best Wishes,  
Rick Stiffler

EXPLORE BEYOND GREEN'S HOTELS, RESORTS, AND LODGES

THE BRANDO  
Tetara  
French Polynesia  
[VIEW HOTEL](#)

ARISTI MOUNTAIN RESORT  
Sagani  
Greece  
[VIEW HOTEL](#)

WILDERNESS SAFARIS DUMATAU CAMP  
Dumatau National Park  
Rwanda  
[VIEW HOTEL](#)

TIME + TIDE CHINZOMBO LODGE  
South Luangwa National Park  
Zambia  
[VIEW HOTEL](#)

VERMEJO  
New Mexico  
United States  
[VIEW HOTEL](#)

ARENAS DEL MAR  
Manuel Antonio  
Costa Rica  
[VIEW HOTEL](#)

UP  
STAINABILITY  
DATE

informed on the latest news trends in Sustainability Travel Beyond Green's Executive Director and global sustainability expert, Costas Christ.

UP HERE  
VIDEO FROM COSTAS

OFFER  
I PREFER  
MEMBER RATE

Be sure to sign up your clients for / I prefer benefits at Beyond Green properties, including exclusive rates, special perks and experiences for members.

[LEARN MORE](#)

TRAVEL ADVISORS FOR SUSTAINABILITY

Advisor Erina Pinder has a video message on the importance of protecting nature with Beyond Green.

[WATCH VIDEO](#)

ERINA PINDER

OFFER  
BEYOND GREEN &  
ARENAS DEL MAR

Book now for **complimentary nights** for your clients at Arenas Del Mar Beachfront & Rainforest Resort in Costa Rica.

[LEARN MORE](#)

STINATION SPOTLIGHT – BOTSWANA

WILDERNESS SAFARIS DUMATAU CAMP  
Linyanti Reserve, Botswana

Wild and remote Africa awaits your clients' dreams in northern Botswana. Thanks to stringent policies and rigorous management of protected areas, this region is a paragon of eco-tourism - which means you can discover for yourselves in a carefully crafted itinerary the ultimate sustainable travel experience. Staying at three exclusive destinations: Wilderness Safaris Dumatau Camp, Wilderness Safaris Momo Camp, and Xigera Safari Lodge, your clients will enjoy unforgettable and diverse wildlife expeditions, spa treatments, floating lunches, on-site art tours and extraordinary stargazing opportunities across this unique country. Email [book@staybeyondgreen.com](mailto:book@staybeyondgreen.com) for itinerary details.

why stop there? Our Beyond Green members in neighboring Botswana, Zimbabwe and Rwanda are all devoted to provide luxury sustainable travel experiences, so be sure to download the fact sheet. Beyond Green's regional partner, Wilderness Safaris, to help you with your itinerary planning.

[FACT SHEET](#)

A MORE  
PURPOSEFUL  
WAY TO TRAVEL

Discover the true essence of Beyond Green's commitment to Sustainability in our **BRAND VIDEO**, and by exploring Sustainability in action at a selection of our members' properties in our **LOOK BOOK**, developed exclusively with our partner Hoteliers Guild.

LOOKBOOK

For a Complete Listing of Beyond Green Members & How to Book your Reservation:

Desk (US & Canada): 800-830-7287  
Global VIP Desk: [book@staybeyondgreen.com](mailto:book@staybeyondgreen.com)

For a complete list of members, visit: [beyondgreen.com](http://beyondgreen.com)

Beyond Green GDS Booking Code: **LE**

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<https://staybeyondgreen.com/sbg-global-sales-contacts>



2021 RECAP

# Global Group Sales

BRAND EDUCATION

# GLOBAL LEISURE SALES

APRIL 25, 2021:  
Q2: Beyond Green  
Brand Launch

[View as Webpage](#)



By the people for the planet.

**BEYOND GREEN**

A PREFERRED HOTEL GROUP

**MEETINGS & EVENTS NEWSLETTER**



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## Introducing Beyond Green ♦

Greetings!

Preferred Hotel Group is excited to introduce our newest brand: Beyond Green! A portfolio of iconic hotels, lodges and resorts around the world representing sustainability leadership, Beyond Green was co-founded by two travel industry leaders — Cosmas Christ, who has been globally recognized for his work as a sustainable travel pioneer, and Lindsey Ueberroth, one of the most influential women in hospitality and chief executive officer of Preferred Hotel Group. Beyond Green combines a purity of vision defined by travel as a force for good with a passion for authentic and meaningful guest experiences at each of its properties. The 27 members of Beyond Green range from The Brando in Tahiti, to Francis Ford Coppola's Family Hideaways in Belize to Ted Turner's private Vermejo estate in New Mexico, including more than 500,000 acres of spectacular nature, and more, — PERFECT for groups, weddings, incentives, or advisory boards, all listed in unique luxury buyout experiences. All the properties are deeply connected to Beyond Green's sustainability values of Nature, Community and Culture making them standout hotels ideal for corporate retreats that want to embrace Beyond Green's of giving back to people and the planet, shining a positive light on your own company's Corporate Social Responsibility. I can't wait to introduce you to these stunning properties and show you how each one can create an unforgettable experience!

Warm regards,

Christie Pienaar

## WE BELIEVE IN Sustainable TRAVEL.

Beyond Green's portfolio of unique properties represent sustainability leadership through style and impact. Members adhere to more than 50 sustainability indicators aligned with United Nations Sustainable Development Goals and global sustainable tourism standards. Collectively, they are protecting and restoring millions of acres of natural habitat on land and sea, embracing environmental innovations including renewable energy, and all Beyond Green members have eliminated plastic water bottles on property, also safeguarding cultural heritage and supporting the social and economic well-being of local communities in the places where they are located.

Organizations and companies looking to align themselves with protecting our planet for generations, celebrating cultural diversity, and improving local livelihoods in communities around the world can do so by booking a stay with the one-of-a-kind properties in the Beyond Green portfolio.



The Brando  
FRENCH POLYNESIA | 35 Guestrooms



Aristi Mountain Resort  
GREECE

[Download the Founding Members Lookbook](#)

## Four Pillars ♦

Nature



Environmentally-friendly practices that go beyond the basics

Culture



Protection of natural and cultural heritage whether urban or rural, on land or sea

Community



Contributing to the social and economic well-being of local communities

## Unique Experiences ♦

Local building materials that have been used for centuries in the region of Zagori, including stone, slate, and wood, together with traditional building techniques, making **Aristi Mountain Resort & Villas** in Greece indistinguishable from the surrounding traditional mountain villages where it is located, while inside sophisticated sustainability operations ensure that reduce, reuse, recycle, is a guiding principle in everything they do.

**Three Camel Lodge** in Mongolia hosts corporate groups in an award-winning luxury lodge and spa that also includes innovative conservation programs to protect the area's rare wildlife, such as the elusive snow leopard, and a reforestation initiative that has planted more than 12,000 trees, along with community partnerships supporting Mongolian traditional music, dance, and art.

A love letter to the wilds of Africa, **Xigera Safari Lodge** is named for the pied kingfisher of the Okavango Delta of Botswana. Environmentally conscious hospitality starts with the design of the lodge and continues through every aspect of the guest experience. Newly built for sustainability leadership today and tomorrow, the lodge is powered by an advanced Tesla solar battery array and is primed for a future of electric safari vehicles with power charging stations already in place — a first among African safari lodges.

[www.StayBeyondGreen.com](http://www.StayBeyondGreen.com)



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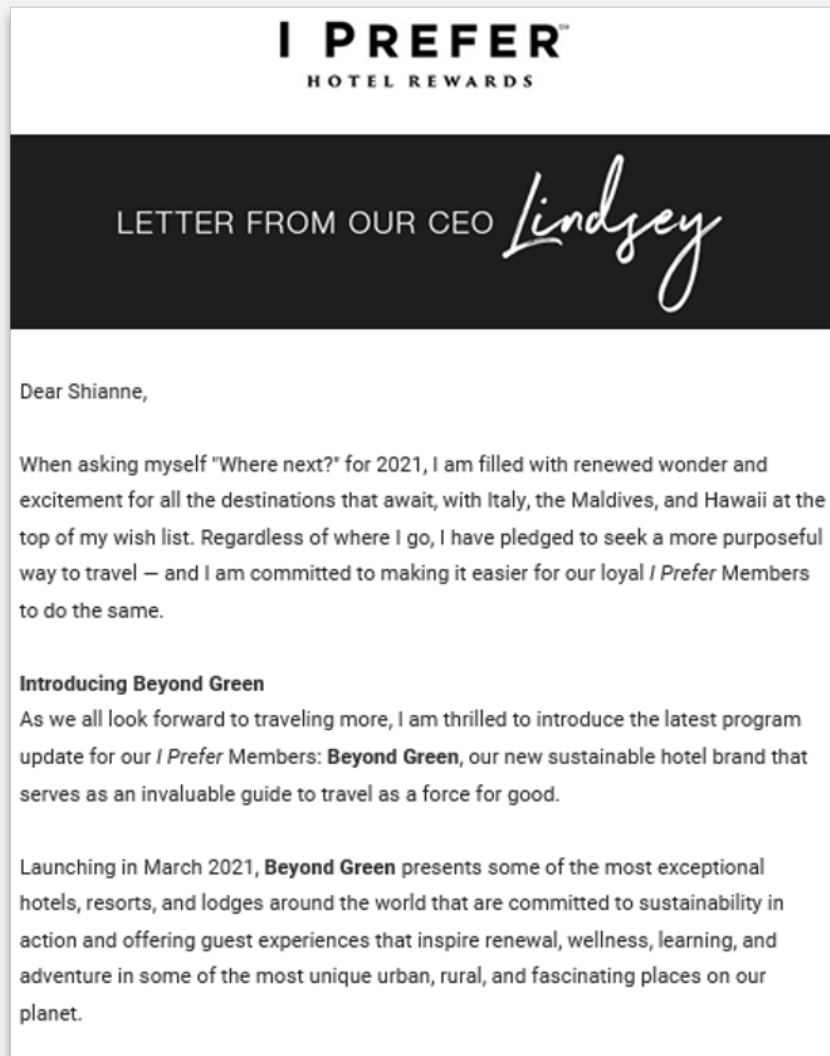
2021 RECAP MARKETING SUPPORT

I Prefer

# I PREFER

FEB 25, 2021:  
BG Introduction from  
Lindsey

1.8M  
DELIVERED



## Staying with Beyond Green

As an *I Prefer* Member, staying with Beyond Green means you will be able to earn and redeem *I Prefer* points at sustainably conscious properties around the world and receive access to unique bonus points-earning opportunities with every stay.

To hear more about **Beyond Green**, please [click here](#) to subscribe to **Beyond Green** Marketing Communications.

SUBSCRIBE

We are so inspired by you and all our *I Prefer* Members around the world who Believe in Travel and are committed to making *I Prefer* Hotel Rewards your favorite recognition program ever.

On behalf of my family and our global company, I would like to extend our sincere gratitude to you for being a valued *I Prefer* Member and supporting our incredible independent hotels around the world.

I look forward to following your #iPreferRewards journeys and wish you your best travel year yet.

Warm regards,



*Lindsey*

**Lindsey Ueberroth**  
Chief Executive Officer



# MARKETING SUPPORT

## I PREFER

APR 14, 2021:  
BG Launch

**6K**  
DELIVERED



CONFIDENTIAL

BEYOND GREEN™

Your First  
Beyond Green  
Journey Begins Here




Thank you for signing up to receive  
Beyond Green communications and for joining  
us on a journey to travel gently.

We're thrilled to announce the official launch of  
the Beyond Green website where you can  
explore all our unique and inspiring hotels,  
resorts, and lodges around the world committed  
to travel as a force for good.

[VISIT BEYOND GREEN](#)

To get you started on your first Beyond Green  
adventure, take advantage of this exclusive initial offer:



### THE JOURNEYER'S PICK

Stay two nights or more at participating Beyond Green  
destinations and enjoy a unique experience such as an  
outrigger canoe paddle for two, a private forest therapy  
session, and more.

As a bonus, you'll also receive  
**5,000 I Prefer points**  
when you book this special welcome offer by September  
30, 2021, for stays through December 31, 2021.

[BOOK NOW](#)

BEYOND GREEN™  
TRAVEL GENTLY ALONG WITH US

[f](#) [@](#) [in](#)

# MARKETING SUPPORT

## I PREFER

Apr 22, 2021:  
Points for Good, BG  
launch secondary  
message

**105K**  
DELIVERED

**I PREFER**  
HOTEL REWARDS

NUMBER CDA435      TIER ELITE      BALANCE 0 pts



**Earth Day 2021**  
*Give Back*

There are so many valuable ways to help conserve the natural world we love to explore. From reusable water bottles and lunch containers to recycling, composting, and buying vintage, it's little actions like these that add up to big results.

In honor of Earth Day 2021, *I Prefer* Hotel Rewards would like to introduce a new way to help preserve the planet:

**Points *for* Good**


Through **April 30, 2021**, Members can **donate** their *I Prefer* points to the environmental non-profit:

**OCEAN HEROES**  
NETWORK

The Oceans Heroes Network channels the potential of emerging youth leaders by equipping them with the tools to transform their passion for ocean health into tide turning campaigns.

Remember, be sure to donate by April 30 to help make a difference.

**DONATE NOW**



**BEYOND GREEN**

We are committed to transforming the way we travel with Beyond Green, our newest brand, dedicated to leadership in sustainability and travel as a force for good.

**LEARN MORE**



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MARKETING SUPPORT

# I PREFER

May 6, 2021:  
Member Newsletter,  
full takeover

467K  
DELIVERED



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SPOTLIGHT

### Transforming Travel into a Force for Good

Introducing Our Newest Brand, Beyond Green

LEARN MORE

SPOTLIGHT

### Partnerships for the Planet

How Travel Can Help Empower Local Communities

Read Now ►

TRAVEL GUIDES

### Rediscovering the Western United States

Getting Back to the Real West

Read More ►

### The Journeyer's Pick

Stay two nights or more at any participating Beyond Green destination and enjoy a unique stay experience, plus 5,000 bonus *I Prefer* points.

Book by September 30 for stays through December 31, 2021.

EXPLORE

### *I Prefer* Member Rate

Take advantage of our exclusive *I Prefer* Member Rate when booking your next stay at Beyond Green properties around the world.

BOOK NOW

### Connect with Beyond Green

Stay up to date with the latest news and offers from Beyond Green, our recently launched brand focused on hotels, resorts, and lodges at the forefront of sustainable travel.

SUBSCRIBE

POST RANCH INN  
Big Sur, California, USA

### Featured Hotels

Take a moment to get inspired and explore these extraordinary Beyond Green destinations.

EXPLORE

**Jul 22, 2021:**  
Journeyer's Pick  
offer reminder

10K  
DELIVERED



CONFIDENTIAL

BEYOND  
GREEN

# The Journeyer's Pick

Offer Ends September 30, 2021

EXPLORE OFFER

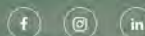
A couple is seen from behind, sitting in folding chairs on a grassy hill, looking out over a vast savanna landscape. The man is wearing a blue long-sleeved shirt and the woman is wearing a light blue shirt. The landscape features scattered acacia trees under a hazy, golden sky, suggesting a sunrise or sunset. The overall mood is peaceful and adventurous.

Stay two nights or more at any participating sustainable destination and enjoy a unique stay experience, plus **5,000 bonus points** – in addition to your member stay benefits.

Book by September 30, 2021,  
for travel through December 31, 2021.

**BOOK NOW**

BEYOND  
GREEN  
TRAVEL GENTLY ALONG WITH US



**BEYOND  
GREEN**

# The Journeyer's Pick

**OFFER DETAILS**

---



## The Ranch at Laguna Beach

LAGUNA BEACH, CA, USA

Enjoy Best Available Rate plus a US \$50 food and beverage credit at our beachfront Lost Pier Cafe, when you book 2 nights or more.



## Borgo Pignano

VOLTERRA, ITALY

Enjoy Best Available Rate plus an organic body scrub at Borgo Pignano Spa, when you book 2 nights or more.




## Aristi Mountain Resort & Villas

ARISTI, GREECE

Enjoy Best Available Rate plus a guided walk and tour of the Monastery of Panagia Spileotissa, when you book 2 nights or more.


[illegible]

GREEN BYDESIGN the sustainable design marketplace




**Wilderness Safari's Delta Tarp Camp**  
 (summer season only)

Wilderness Safari's Delta Tarp Camp is a beautiful, scenic campsite located on the banks of the Mississippi River. The campsite is surrounded by lush greenery and offers a peaceful setting for a night of stargazing and relaxation. The campsite is accessible by a dirt road and is suitable for a variety of vehicles, including RVs and trailers.




**Wilderness Safari's Humuli Skunkton Camp**  
 (summer season only)

Wilderness Safari's Humuli Skunkton Camp is a beautiful, scenic campsite located on the banks of the Mississippi River. The campsite is surrounded by lush greenery and offers a peaceful setting for a night of stargazing and relaxation. The campsite is accessible by a dirt road and is suitable for a variety of vehicles, including RVs and trailers.



**Wilderness Safari's Louisiana Camp**  
 (summer season only)

Wilderness Safari's Louisiana Camp is a beautiful, scenic campsite located on the banks of the Mississippi River. The campsite is surrounded by lush greenery and offers a peaceful setting for a night of stargazing and relaxation. The campsite is accessible by a dirt road and is suitable for a variety of vehicles, including RVs and trailers.



**Wilderness Safari's Louisiana Camp**  
 (summer season only)

Wilderness Safari's Louisiana Camp is a beautiful, scenic campsite located on the banks of the Mississippi River. The campsite is surrounded by lush greenery and offers a peaceful setting for a night of stargazing and relaxation. The campsite is accessible by a dirt road and is suitable for a variety of vehicles, including RVs and trailers.

[illegible]

MARKETING SUPPORT

# I PREFER

Sep 2, 2021:  
Member Newsletter,  
full takeover

460K  
DELIVERED




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TRAVEL GUIDES

### How to Travel Gently

Beyond Green's Four-Step Guide to Treading Lightly

READ NOW



TRAVEL GUIDES

### The Greatest Show on Earth

A Conservation Story About Abundance, Not Extinction

Read Now ▶






FOOD & DRINK

### Tastes of Central America

Diverse Cultural Heritage and Ever-Evolving Culinary Traditions


Read More ▶



### I Prefer Member Rate

Discover exclusive I Prefer Member Rate offers when booking your next stay at Beyond Green properties around the world.


BOOK NOW



### Connect with Beyond Green

Stay up to date with the latest news and offers from Beyond Green hotels, resorts, and lodges dedicated to travel as a force for good.

SUBSCRIBE



BENTWOOD INN  
Wilson, Wyoming, USA

### Featured Hotels

Take a moment to get inspired and explore these extraordinary Beyond Green destinations.

EXPLORE

MARKETING SUPPORT

# I PREFER

Nov 11, 2021:  
VIP Offer, BG  
takeover

475K  
DELIVERED

**I PREFER**  
HOTEL REWARDS

## Treat Yourself

WITH YOUR VIP MEMBER OFFERS

At Beyond Green properties around the world  
Planet Earth's Most Sustainable Hotels

BOOK NOW



The Ranch at Laguna Beach  
LAGUNA BEACH, CA, USA



Vermejo, a Ted Turner Reserve  
NEW MEXICO, USA



Borgo Pignano  
TUSCANY, ITALY



Arenas Del Mar  
MANUEL ANTONIO, COSTA RICA



Carneros Resort and Spa  
NAPA, CA, USA



Bentwood Inn  
JACKSON HOLE, WY, USA



Aristi Mountain Resort  
ZAGORI, GREECE



Three Camel Lodge  
SOUTH GOBI, MONGOLIA



InterContinental Bora Bora  
Resort & Thalasso Spa  
BORA BORA, FRENCH POLYNESIA



The Brando  
TETIAROA ATOLL, FRENCH POLYNESIA



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• I Prefer



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• Marketing



**NENA RYDER**

Senior Creative Manager  
• Marketing



**ASHLEY BELL**

Graphic Designer  
• Marketing



Thank You