

# Introducing Beyond Green: A Purpose-Driven Hospitality Brand

*Forward-Thinking Hotel Network Debuts Booking And Storytelling Platforms That Invite Travelers To Explore How To Travel Gently And Travel Well*

NEWPORT BEACH, CALIFORNIA,  
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/EINPresswire.com/ -- Committed to building a better and brighter future for people and the planet, [Beyond](#)



[Green](#) officially launches today as a curated guide for travelers seeking a more purposeful way to explore the world, featuring a global portfolio of 27 hotels, resorts, and lodges that exemplify sustainability in action. Debuting at the onset of a new era of travel in which protecting nature,

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*Lindsey Ueberroth, CEO of  
Beyond Green*

benefitting local communities, and celebrating cultural diversity has taken center stage, this forward-thinking brand invites travelers to discover, plan, and enjoy adventures that align with their sustainable travel values and aspirations through a variety of intuitive tools and experiences. These include a new brand website; dedicated storytelling via its @StayBeyondGreen social media accounts; exclusive benefits through I Prefer Hotel Rewards; and a celebratory, limited-time Journeyer’s Pick Package.

“At the heart of Beyond Green is a belief that to travel gently and with purpose is to travel well. More than ever,

each of our individual travel choices make a difference, and, together with our outstanding member properties, we designed Beyond Green to make it easier for travelers to enjoy incredible luxury vacations that also support significant social and environmental change for the future,” said Lindsey Ueberroth, CEO of both Beyond Green and its parent company, Preferred Hotel Group. “The world has shown an unwavering need to Believe in Travel, and this is our defining moment to inspire a kinder and gentler way to explore the planet together, where good guests meet good hosts.”

“The question is no longer whether we can transform travel based upon sustainable tourism principles and practices to be a powerful force for saving nature, regenerating ecosystems, and providing tangible social and economic benefits to local people, while also celebrating cultural diversity and inclusiveness around the world. This is now happening, as also represented by Beyond Green members. Rather, the most important question is how can travelers help make sustainability the new normal around the world while also having a great vacation. The answer is when we travel the sustainable way – the Beyond Green way - we can have a positive impact right now on the places we visit,” said Costas Christ, Brand Leader of Beyond Green and President of Beyond Green Travel, also an entity of Preferred Hotel Group.

#### Digital-First Resources for Inspiration and Information

Experiential travelers looking for a more meaningful way to explore the world can now visit [StayBeyondGreen.com](http://StayBeyondGreen.com) for thoughtful, essential resources and tools to book truly sustainable luxury getaways, from Belize to Bora Bora. The new website features highly curated visual content of each member property and the experiences they offer, along with vivid stories about the world of sustainable travel through its Good Stories blog, where novel content, tips and advice will be added on a continuous basis. The brand also invites travelers to engage in daily dialogues about sustainable tourism, inspiring travel experiences, and best practices for being informed global citizens on social media by following its newly launched Facebook, Instagram, and LinkedIn channels and #StayBeyondGreen and #TravelGently online conversations.

#### I Prefer Hotel Rewards Member Benefits

As part of the Preferred Hotel Group family of brands, Beyond Green invites travelers to enroll in I Prefer to access meaningful rewards at more than 650 participating properties worldwide. In addition to receiving standard I Prefer benefits such as points for every eligible stay and early check-in and late check-out privileges, I Prefer members who book stays at participating Beyond



The Ranch at Laguna Beach



Wilderness Safaris Hoanib Skeleton Coast Camp

Green hotels, resorts, and lodges receive access to exclusive bonus points-earning opportunities that are tied to participation in on-property enrichment activities representative of the three pillars of sustainable tourism. Varying from property to property, these experiences range from an Ecology Tour in San Juan Capistrano at The Ranch at Laguna Beach in California to a specialized lecture on the Gobi Desert at Three Camel Lodge in Mongolia. I Prefer members with Elite-tier status will also receive a welcome amenity or community giving opportunity, in addition to earning 50 percent more bonus points during every eligible stay.

### Celebratory Launch Offer

Whether seeking to stay within their own country or satisfy the pent-up desire to dust off their passport and go somewhere new, Beyond Green encourages travelers to seize the moment by taking advantage of a limited-time only Journeyer's Pick Package, available at 15 participating properties for bookings made by September 30, 2021 for travel through December 31, 2021. Featuring the best available rate plus a unique local experience or meaningful memento exclusively available through this special offer, as well as 5,000 I Prefer bonus points, the Journeyer's Pick Package include highlights such as, but not limited to:

- Private 1.5-hour Shinrin Yoku Forest Therapy session at andBeyond Vira Vira
- Traditional sunset Dhow Cruise with snacks and drinks at andBeyond Mnemba Island
- Guided walking tour of the Monastery of Panagia Spileotissa at Aristi Mountain Resort & Villas
  
- Body scrub wellness experience using organic ingredients at Borgo Pignano
- Polynesian outrigger experience at the InterContinental Bora Bora Resort & Thalasso Spa

With plans for steady, thoughtful growth, Beyond Green celebrates its official launch in collaboration with 27 inspiring member properties that each take a unique and genuine approach to hospitality while representing sustainable tourism leadership through actionable, measurable efforts. Travelers are invited to access more information on Beyond Green, its three key pillars of sustainable tourism, and its member properties, and book authentic, luxury travel experiences around the world by visiting [StayBeyondGreen.com](https://www.staybeyondgreen.com).

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