



Industry

Travel & Tourism

Services

Sustainability Consulting

Sustainable Tourism Development

Date of Service

June 2017 - June 2020

Case Study

Ecotourism Development in New Mexico

Situation

Ted Turner Reserves in New Mexico encompasses three adjoining ranches – Armendaris, Ladder, and Vermejo – covering more than one million acres as a private nature reserve. Seeking to develop luxury hospitality ecotourism products across these ranchlands, Ted Turner Enterprises contracted Beyond Green Travel, a subsidiary of PTG Consulting, to assess and develop ecotourism and sustainable tourism products including accommodations, recreational activities, culinary experiences, content development, and guest education, among other services to introduce and grow the brand in the luxury ecotourism market.

Solution

Beyond Green Travel completed an in-depth sustainable tourism and ecotourism development assessment on-site with private landowners to closely evaluate potential for ecotourism product development. This was bolstered by work with the resort’s existing staff through training and capacity building in understanding sustainable tourism principles and practices, guest activities focused on sustainable tourism, culinary offerings utilizing local ingredients, and enhancing natural and cultural heritage conservation efforts. Beyond Green Travel also worked with branding and marketing partners to refine and craft messaging and inputs for tourism products, creating content, and story lines to promote new ecotourism activities and services.



Results

- As a result of Beyond Green Travel's long term consulting work, Ted Turner Reserves has been recognized as a world-class ecotourism destination, and developed a completely new high-end travel market aimed at nature and ecotourism enthusiasts.
- Developed mission statement and website content focused on inspiring guests to book their ecotourism holiday with Ted Turner Reserves
- Transformed guest experiences and culinary offerings, including support for the development of an on-site organic garden and greenhouse, locally-focused and seasonal menu offerings, and signature cocktails
- Provided training and capacity-building to both guest facing and back of the house staff to understand the concepts of sustainable tourism and ecotourism
- Recommended and spearheaded the development of guest activities to enhance guest offerings, focused on linking nature conservation and protection of the Ted Turner Reserves ranchlands for future generations

“As stewards of spectacular and biodiversity-rich lands, our passion is to share the transformative power of nature with guests through authentic and meaningful experiences at our unique wilderness properties. We are committed to restoring, sharing and safeguarding America's wild places for future generations, while providing an inspiring guest experience that showcases our planet's natural treasure.”

— Ted Turner Reserves Mission Statement