

The Essential Travel Forecast Report 2021 (Part 4)



Angelina Villa-Clarke Contributor ©

Travel

Chasing the dream: I write about travel and the world around me

Today in the final article in my **Travel Trend 2021** series, I look ahead to brighter times. My fifth trend is **'Regenerative Travel'** – which covers the increase in companies having an eco-aware ethos and 'give-back' mentality – and which has been growing in momentum even before Covid hit.

Since the travel world has been on 'pause', thus allowing many destinations to go through a 'reset', this idea of 'travel for good' has flourished. It has been coupled with reports of an abundance of wildlife and nature returning to areas previously affected by over-tourism. This time apart has also given the opportunity for some hotels, tour companies, safari outfits and the like to rethink about their offering and how they can improve their environmental impact. Will travellers post-Covid think more carefully about where they go, and what they choose to do, in light of their impact on the planet? It is looking hopeful that this will indeed be the case.

Today, I also consider my sixth trend – what I am calling **'Optimistic Travel'** – because there is light at the end of the tunnel. Despite these current hard times, many in the travel industry are quietly looking ahead and planning for the time when we can get out and explore again with plenty of new openings and new ventures still in the pipeline.



Beyond Mnemba Island is one of the Preferred Hotels' Beyond Green properties. (CREDIT: STEVIE MANN)

“Never before has there been a greater need to promote a kinder and gentler way to explore our beautiful, yet fragile planet,” says Lindsey Ueberroth, CEO of **Preferred Hotel Group**, which has announced the launch of a new sustainable hotel brand, **Beyond Green**.

“Driven by our brand promise, Believe in Travel, which guides every decision we make as a company, we believe that now is the time to go big and be bold as we look to the future of travel,” she says.

Beyond Green brings together a global portfolio of 24 founding member hotels, resorts, and lodges that exemplify sustainable tourism leadership. Included are **&Beyond Bateleur Camp** in the Masai Mara National Reserve, Kenya; **Aristi Mountain Resort** in Zagori, Greece and **The Brando** in Tetiaroa, French Polynesia. “Driven by purpose, the new brand represents Preferred’s steadfast commitment to build a better and brighter future for travel in a way that also helps to protect the planet for future generations.”



The Brando in French Polynesia is one of the founding members of Beyond Green. (CREDIT: BEYOND GREEN)