

BEYOND GREEN

BEYOND GREEN WELCOMES SIX NEW MEMBER PROPERTIES

New York, New York – May 8, 2025: [Beyond Green](#), a global portfolio of some of planet Earth's most sustainable accommodations, is pleased to announce the addition of six new member properties to its global portfolio between January 1 and March 31, 2025. This strategic expansion underscores the brand's continued growth across four continents—Africa, South America, Asia, and Europe—including its inaugural property in Bhutan.

Beyond Green is dedicated to connecting travelers with properties that positively impact local nature, culture and community, requiring all members adhere to over 50 sustainability indicators aligned with global standards and the United Nations Sustainable Development Goals. The global portfolio now includes almost 60 properties across 22 countries, including 20 renowned and Beyond lodges, following our partnership with this award-winning luxury experiential travel company.

"It is an honor to welcome these properties as the newest members of our global network of leaders in sustainable hospitality," said Lindsey Ueberroth, CEO of Beyond Green. "Their membership creates a powerful opportunity for mutual impact – by combining their valuable perspectives as safeguards of our planet with the strength of our collective resources and community, we can work together to scale meaningful, positive change."

The most recent new member properties include:

- **[EK HOTEL \(Bogotá, Colombia\)](#)** – Located in Bogotá's vibrant financial district—where world-class restaurants, cultural attractions, and the city's most exciting nightlife converge—EK HOTEL blends contemporary design with comfort and sustainability. This sophisticated urban retreat features carefully curated green spaces and locally sourced materials from Colombian artisans, fostering a serene connection to nature while celebrating the region's rich cultural heritage and supporting the local economy. EK HOTEL is also deeply committed to social responsibility and ethical tourism throughout Colombia, actively supporting indigenous communities through Amazon reforestation projects, promoting diversity and inclusion in hospitality, and working to protect children from exploitation.
- **[Can Lluç \(Ibiza, Spain\)](#)** – Transformed from a 300-year-old farmhouse, this family-run estate is enveloped by gardens of almond, olive, and fig trees, nestled in a lush, tranquil valley at the heart of the island. Can Lluç provides a genuinely authentic experience, showcasing traditional Ibicencan architecture blending seamlessly with the countryside and many restored and repurposed elements from the original home. In addition to the renovated farmhouse, the estate includes newly built villas around the central area, some with private pools and a wellness cabin offering massages, facials, or body treatments. Sustainability plays a central role, with 110 solar panels

meeting nearly half of the hotel's energy needs and reducing CO₂ emissions by over 45,000 pounds each year. The pool uses a saline electrolysis system, and the restaurant features local ingredients, including estate-produced olive oil.

- **[andBeyond Klein's Camp \(Sedeco, Tanzania\)](#)** – Situated on the border of the Serengeti and the Masai Mara National Reserve, andBeyond Klein's Camp boasts sweeping views of the wooded hills, rolling grasslands, and forested riverbanks from the edge of the Kuka Hills. The private preserve provides an unsurpassed wildlife experience featuring bush walks, off-road and night drives, while serving as a host to the annual Great Wildebeest Migration. andBeyond Klein's Camp actively contributes to conservation efforts, including combating poaching through the Serengeti De-Snaring Program and reducing plastic waste with an on-site bottling plant that eliminates over 220,000 plastic bottles annually. Guests also engage meaningfully with the Maasai community, whose deep-rooted connection to the land enriches every aspect of the stay.
- **[andBeyond Serengeti Under Canvas \(Serengeti National Park, Tanzania\)](#)** – Anticipating the movements of the Great Migration, these luxurious tented suites rotate through private campsites in Serengeti National Park to offer guests unrivaled access to this extraordinary phenomenon. Guests are immersed in the raw beauty and theatre of the African bush, with up-close encounters of vast wildebeest herds, big cats, rhinos, cheetahs, elephants and buffalo traversing the plains—all experienced through the charm of classic safari camping. Across Tanzania, andBeyond is focused on community support, with an emphasis on education, healthcare and infrastructure improvements to positively impact the well-being of local villagers. Additional highlights include thrilling excursions to Olduvai Gorge, Shifting Sands or Lake Victoria and stargazing, al fresco dining and hot air ballooning.
- **[andBeyond Lake Manyara Tree Lodge \(Magara, Tanzania\)](#)** – Extending ten stilted treehouse suites cradled by a lush ancient mahogany forest, andBeyond Lake Manyara Tree Lodge seamlessly blends into the natural beauty of its leafy surroundings. Guests can spot large families of elephants or a stunning diversity of birds from generous decks and the treetop boardwalk suspended above the forest floor. A meaningful highlight is a bicycle tour through the village of Mayoka and community visit, offering a unique opportunity to witness development projects, fostering future leaders, healthy ecosystems, and thriving communities. The Echo program—developed in partnership with nonprofit Wild Impact—introduces local schoolchildren to Lake Manyara National Park, fostering conservation awareness and inspiring future environmental stewards.
- **[andBeyond Punakha River Lodge \(Punakha, Bhutan\)](#)** – Tucked in the lush green Punakha Valley on the banks of the Mo Chu River, this all-inclusive lodge provides an exclusive experience fusing Bhutanese culture, active adventure and spiritual wellness. Uninterrupted views of the Himalaya and safari-style suites built in perfect harmony with the surrounding terrain exude a true sense of place, within one of the

world's few carbon-negative countries, committed to preserving its forested landscapes. and Beyond Punakha River Lodge upholds these responsibilities, intricately built and delicately furnished on only 7 of the 50 acres the company owns. The lodge also supports regional wildlife efforts to protect various endangered species while fostering community partnerships, including land donations to local farmers and career opportunities for nearby villagers.

As part of Preferred Travel Group, Beyond Green's parent company, each of these new member hotels participate in [**I Prefer Hotel Rewards**](#), the brand's points-based loyalty program with 5 million travelers enrolled globally. Complimentary to join, members earn points redeemable for cash-value Reward Certificates, tier status, and other value-rich benefits from eligible stays at more than 600 participating hotels and resorts worldwide.

For stays at any of the spotlighted new member hotels, travelers are invited to book via the Beyond Green [**I Prefer Hotel Rewards**](#) website.

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ABOUT BEYOND GREEN

Guided by a passion to embrace travel as a force for good, Beyond Green is a global portfolio of some of planet Earth's most sustainable accommodations, representing nearly 60 hotels, resorts, and lodges across 24 countries. Dedicated to creating a more purposeful way to explore the world, Beyond Green connects conscientious travelers with properties committed to the three pillars of sustainable tourism: environmentally friendly practices that go beyond the basics; the protection of natural and cultural heritage; and the enhancement of social and economic well-being in local communities. To ensure these standards are met, each member property undergoes a rigorous vetting process based on over 50 sustainability indicators that align with global sustainable tourism standards and the United Nations Sustainable Development Goals. Owned and operated by Preferred Travel Group, the family-owned company that also manages Preferred Hotels & Resorts, Historic Hotels of America, and Historic Hotels Worldwide, Beyond Green offers a new way to experience genuine hospitality, benefiting both people and the planet. For more information, visit www.StayBeyondGreen.com.

ABOUT PREFERRED TRAVEL GROUP

Owned and operated by the Ueberroth Family, Preferred Travel Group is the parent company of Preferred Hotels & Resorts, Beyond Green, Historic Hotels of America, Historic Hotels Worldwide, and PTG Consulting, representing more than 1,100 hotels, resorts, and residences across 90 countries, in addition to a global portfolio of destination marketing organizations and tourist boards. With more than 350 seasoned associates situated across 35 countries, the company connects independent hotels, hospitality companies, and destinations to key markets worldwide through strategic branding, sales, integrated marketing, revenue management, distribution services, and other consultancy services. Fueled by its brand promise, Believe in Travel, the company and its hotel and travel brands champion an unwavering belief in the transformative power of travel and its ability to enrich lives, inspire a greater respect for the planet, and expand hearts and minds to other cultures and ways of living. For more information visit PreferredTravelGroup.com.

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