



## **LUXURY HOSPITALITY and ENVIRONMENT-FRIENDLY HOTELS:**

**A case study: THE BRANDO, TETIAROA, French Polynesia**

Sustainable Development and Circular Economy  
Seminar 2: Sustainable and Responsible Tourism

PECC - November 21st, 2017

# PACIFIC BEACHCOMBER Hotels



Tahiti



Moorea



Bora Bora



Bora Bora



Rangiroa



Huahine



# **TOURISM & HOSPITALITY**

**Paradoxe – equation to be resolved:**

**MORE Luxury = LESS Environment**

**OR**

**MORE Environment = LESS Luxury**

**2 major trends on a worldwide scale:**

- 1) Development of Luxury travel segment
- 2) Growing interest and demand for « low impact » products/consumption

**Our vision for Tetiaroa – The Brando:**  
**MORE Luxury AND MORE ENVIRONMENT**

**Not only an OPPORTUNITY, But a NECESSITY**

French Polynesia - as a tourism destination -  
has many assets

Tetiaroa development with The Brando Resort:  
A comprehensive and pioneer answer

### **Sustainability Goals for The Brando:**

- Net Zero Energy Use
- Site Water Balance
- Materials : Local, Recycled, Renewable
- Carbon Neutral Transportation
- Market Recognition (Validation - LEED)



# « SAVE TETIAROA, SAVE THE PLANET » (*TEIHOTU BRANDO*, 2014)

## MARLON BRANDO PRIVATE ISLAND





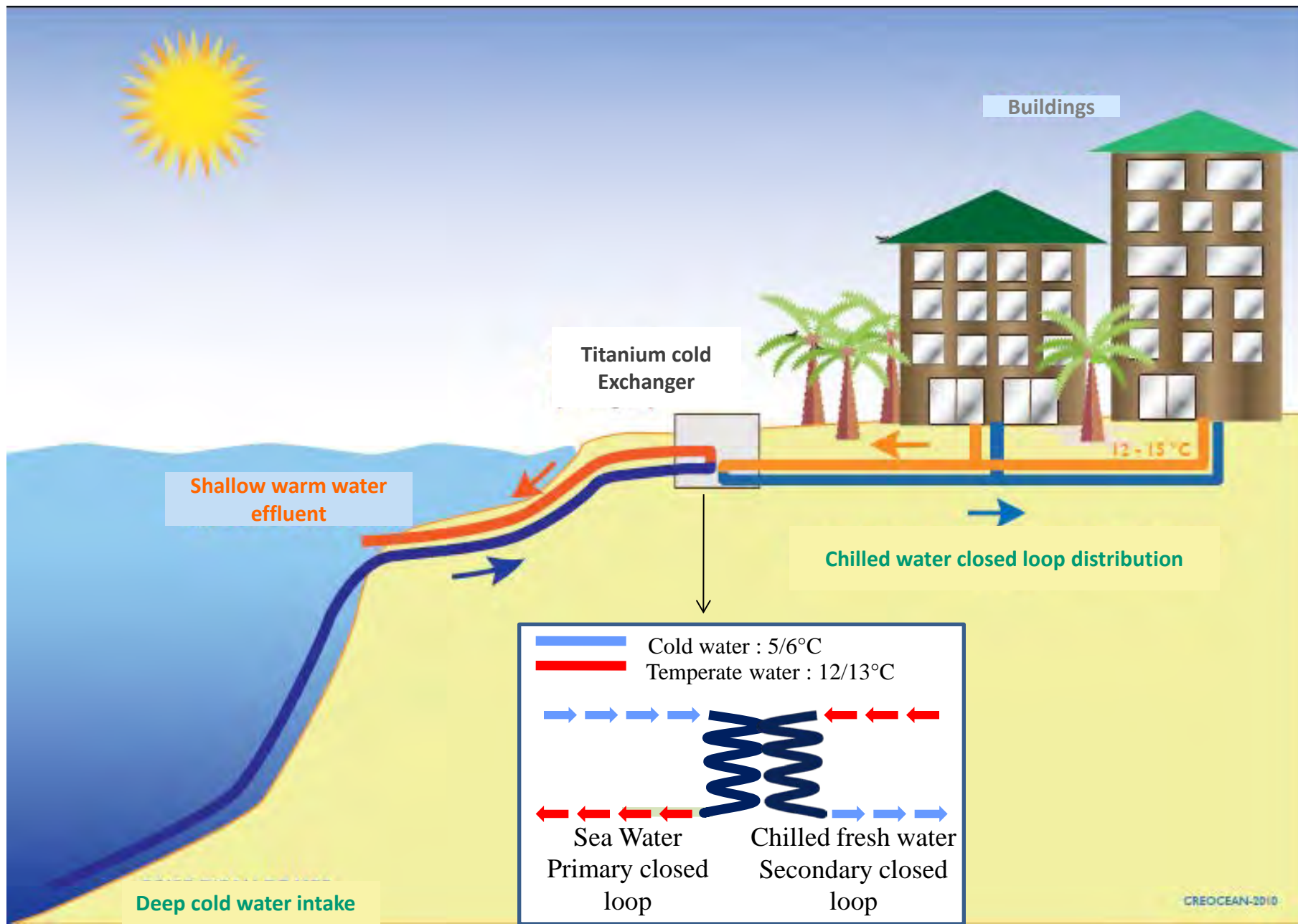
THE BRANDØ

THE BRANDØ



# Sample of initiatives and infrastructures







# The Brando, Tetiaroa – SWAC 2011

## SWAC Specs

- Refrigerating power: 2,4MWf
- Green gas reduction: 1530 TeqCO<sub>2</sub>/year
- Economy of fuel: 660,000 Liters/year
- Pipeline
  - Diameter: 450mm
  - Length: 2600m
  - Max. Depth: -960m
- Open ocean marine work:  
underwater trench between 0/20m deep
- Need for maximum environmental  
protection/preservation



**RACE TO SAVE THE PLANET**  
**US CONGRESS 2007**

*Certificate of Recognition*

**RACE TO SAVE THE PLANET AWARD**

**InterContinental Resort & Thalasso Spa Bora Bora**

in recognition of its innovative leadership in saving the world we live in through its excellent  
environmental stewardship program



Presented at the  
**Congressional Dinner and Honors**  
**United States Capitol**  
**June 5, 2007**

*Asigler*  
Andrea Sigler, PhD  
President



# LEED®

## Categories:

Prerequisites and Credits  
are achieved over a  
broad range of topics



**The Brando: PLATINUM Certification**  
**August 2016**

### Sustainable Sites

Transportation, Stormwater, Site Design

### Water Efficiency

Irrigation, Domestic Water Use

### Energy & Atmosphere

Energy Use, Renewable Energy, Commissioning

### Materials & Resources

Recycling, Local Sourcing, Certified Wood

### Indoor Environmental Quality

Ventilation, Low Toxin, Controls, Daylighting

### Innovation & Design Process

Exemplary Performance, New Strategies



## Who We Are

Tetiaroa Society is a non-profit that has been given the authority and responsibility to manage, conserve, and protect the island of Tetiaroa.

For guests of The Brando Resort, Tetiaroa Society will be your host and guide to natural and cultural world of the island.





Marlon Brando Estate

Community Elders and Teachers



## Tetiaroa Society Partners

### Pacific Beachcomber



### Scientific Partners

UC Berkeley Gump Research Station

CRIOBE

Institute Louis Malarde

University of Washington

Smithsonian Institute

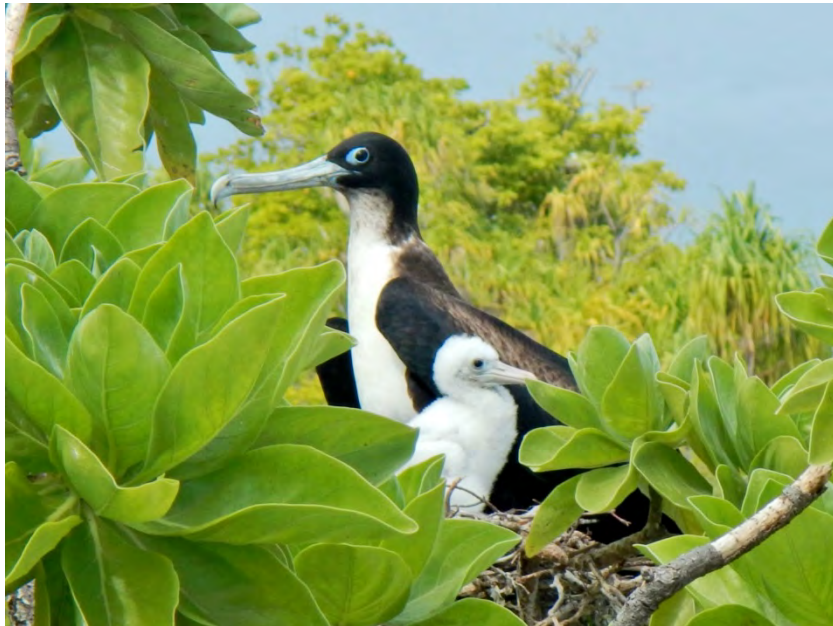


# Conservation Programs

## Green Sea Turtle Monitoring



## Seabird Habitat Restoration



## Cultural Heritage





# Scientific Research

Mosquito Control



Shark Ecology



Ocean Acidification



# Sustainable tourism in Tetiaroa

What I believe is that in this business the planet is our product. And so are we, as a species. We are lucky in the tourism industry to have an inexhaustible supply of powerful agents of change – the travelling consumer.

Discovery of the astonishing natural and cultural wonders of our world, how we fit into it, whence we came, what our future holds – these transformational experiences are the value proposition of our business. We damage or lose these at our peril. So tourism is the perfect laboratory for sustainable technologies and concepts.

For me doing well by doing right means making a business out of saving our world and ourselves, one precious island, river, plain, reef, custom, legend, habitat or village at a time.

By offering others the opportunity to enjoy and learn from these things we preserve them, and by preserving them we not only perpetuate our business model, we also build knowledge about why preserving them is so important to our own well-being.

Richard H Bailey

# MAURU'URU!

