



THE LIST

Vol. 05 - 2013

OFFICIAL PURE SHOW CATALOGUE

By Inspiration Only



Pure
LIFE EXPERIENCES

REAL PEOPLE, UNREAL EXPERIENCES

PURE AWARDS

— 35 —

*Revealing experiential
travel's heroes*

EXHIBITOR PROFILES

— 86 —

*Details of PURE
2013 exhibitors*

PURE CONFERENCE

— 20 —

*New Frontiers,
New Challenges*

SHOW AGENDA

— 16 —

*Your working year
in one week*



AROUND THE WORLD IN 25 DAYS

By First-Class Private Jet

Limited to just 50 elite travelers, take off on a journey like no other. 180° flat-bed seats with 6^{1/2} feet of personal space with Wi-Fi connectivity. Personalized ground experiences in 8 stunning destinations. Fully inclusive of luxury accommodations and complete dining freedom.

38.6706° N, 34.8392° E
CAPPADOCIA, TURKEY

INTRAV

PRIVATE • JET • TRAVEL

INTRAVJET.COM / 206.209.5770 / 888.757.9700

CONTENTS

EXHIBITOR FLOORPLAN LISTING

Welcome to PURE

Meet the Team

WHERE IT'S AT: PURE 2013

PURE Charity

TRANSFERS & AGENDA

PURE Official Partners 2013

PURE CONFERENCE 2013
NEW FRONTIERS *NEW CHALLENGES*

PURE AWARDS 2013
REVEALING EXPERIENTIAL TRAVEL'S HEROES

PURE ENCOUNTERS

Sylvia Earle
Edward Norton
Colin Bell
Richard Bangs
Gérman del Sol

Morocco

The Insider Guide to Marrakech

Terra Incognita

Top End Tales

EXHIBITORS

Profiles

Exhibitor Regional Listing

01-03

07-11

12-13

14-15

16

18-19

20

22-26

29-42

44-57

44-45

46-47

50-51

52-55

56-57

59-65

67-73

76-81

82-83

86-128

86-125

126-128



Be healthy. Be well. Be SHA

“When body mind and soul are in harmony, the result is health and happiness. Only then can we experience our true potential”



WEIGHT LOSS DETOX HEALTHY AGING CARDIOVASCULAR HEALTH AESTHETIC MEDICINE
 COSMETIC DENTISTRY ANTI-TOBACCO THERAPY SLEEP RECOVERY STRESS MANAGEMENT
 EXECUTIVE HEALTH POSTURAL REEDUCATION CHRONIC FATIGUE & FIBROMYALGIA FERTILITY



Download our App of SHA Wellness Clinic on iTunes



Dear PUREists,

It's so good to be here with you all, back once again in magical Marrakech!

PURE Life Experiences is growing up. We've come a long way since launching our first show back in 2009, when 239 exhibitors and 269 Private Travel Designers assembled to jump-start the maverick movement that made experiential travel what it is today. We're sure our founding members will agree that it's been an amazing journey... And to our newest initiates, we say welcome!

Today, PURE Life Experiences is so much more than just a travel trade show: together, we are a community that celebrates real people and unreal experiences. Underpinned by a steadfast set of values and an unyielding commitment to high-end, experiential, 'high emotion/low impact' travel, PURE's 'By Inspiration Only' ideal is at the core of everything we do. We'd like to take the opportunity to thank our all of our partners for their incredible support, without whom none of this would be possible.

Since day one we have been committed to pushing the boundaries of travel – it is with this in mind that we decided on the theme for the PURE 2013 conference: 'New Frontiers, New Challenges'. We're exploring the reasons why humans thrive in pushing boundaries – be they territorial, physical or emotional; but we also want to spark discussion on the challenges and responsibilities that come with it. Shaking up everything you thought you knew, we have oceanographer Sylvia Earle, President of Space Adventures Tom Shelley, and pioneer swimmer Lewis Pugh. After all, if you want to push boundaries, first you have to break them.

We've spent the past year sifting through a mind-blowing selection of offerings from the world's most inspiring creators of life enriching experiences. For our 5th Edition we are proud to welcome over 450 fiercely passionate high-end experiential suppliers, along with over 470 Private Travel Designers – our artists of the travel industry. However, it has always been our prerogative to keep our community intimate and exclusive; so it is with a mixture of excitement and apprehension that we have to announce we will be capping the growth of the show this year. Places for PURE Life Experience 2014 will be even more competitive, which we think can only be a good thing!

But enough from us! For now we hand over to our newly appointed Event Director, Alejandra Campos – we're extremely excited to welcome her to the team and hope you will be too! We look forward to making many more fond memories with you all over the course of the show.



SERGE DIVE
 Founder & CEO



SARAH BALL
 Co-Founder & COO



A True Canadian Tented Safari
CLAYOQUOT WILDERNESS RESORT
 REMOTE · REFINED · REMARKABLE



Start your adventure....

www.wildretreat.com
 sales@wildretreat.com

Dear PUREists,

It is a pleasure to find myself at the forefront of such an innovative and engaging travel movement. Although new to this exciting community, I have heard and witnessed for myself the inspiring things you all do. I cannot wait to learn more about your companies and the ways in which you operate.

With such incredible achievements before us, holding our inaugural PURE Awards 2013 felt essential. Against the backdrop of such a diverse and continually evolving industry, we always knew that there would be no shortage of champions in the running – now it's up to our panel of high-profile judges to decide on the finalists and winners. You can find out more about the shortlisted entries on the PURE Awards 2013 boards on the Upper Deck and join us in celebrating true excellence in the industry when we announce the winners at the Official PURE 2013 Farewell & Awards Party on Thursday, hosted by Es Saadi in partnership with Tourism New Zealand.

The PURE Awards are an exciting addition to the usual party schedule that kicks off with the Official PURE Welcome Party hosted by Amanresorts at Amanjena Marrakech on Monday night, followed by the Official PURE Cocktail Party hosted by Sofitel Palais Impérial and the Official PURE Afterparty at SO Night Lounge on Tuesday.

Parties aside, there's a whole host of new discoveries to be made at PURE 2013. Each one of you has a diary packed full of effective pre-scheduled meetings, which we hope will prove fruitful and fascinating. In between appointments there is not a networking moment to waste, thanks to the three dedicated networking cafés and an exciting new Pop Up Restaurant experience where you can enjoy a productive lunch with business allies old and new. And not forgetting, of course, that many of you will be coming from or going to a Pre or Post Tour from our first ever pan-Europe schedule – providing yet more opportunities to connect with your fellow PUREists.

With all that going on and more, you're going to need all the energy you can muster for a week of great networking and plenty of fun... I for one look forward to welcoming you all in true PURE style!

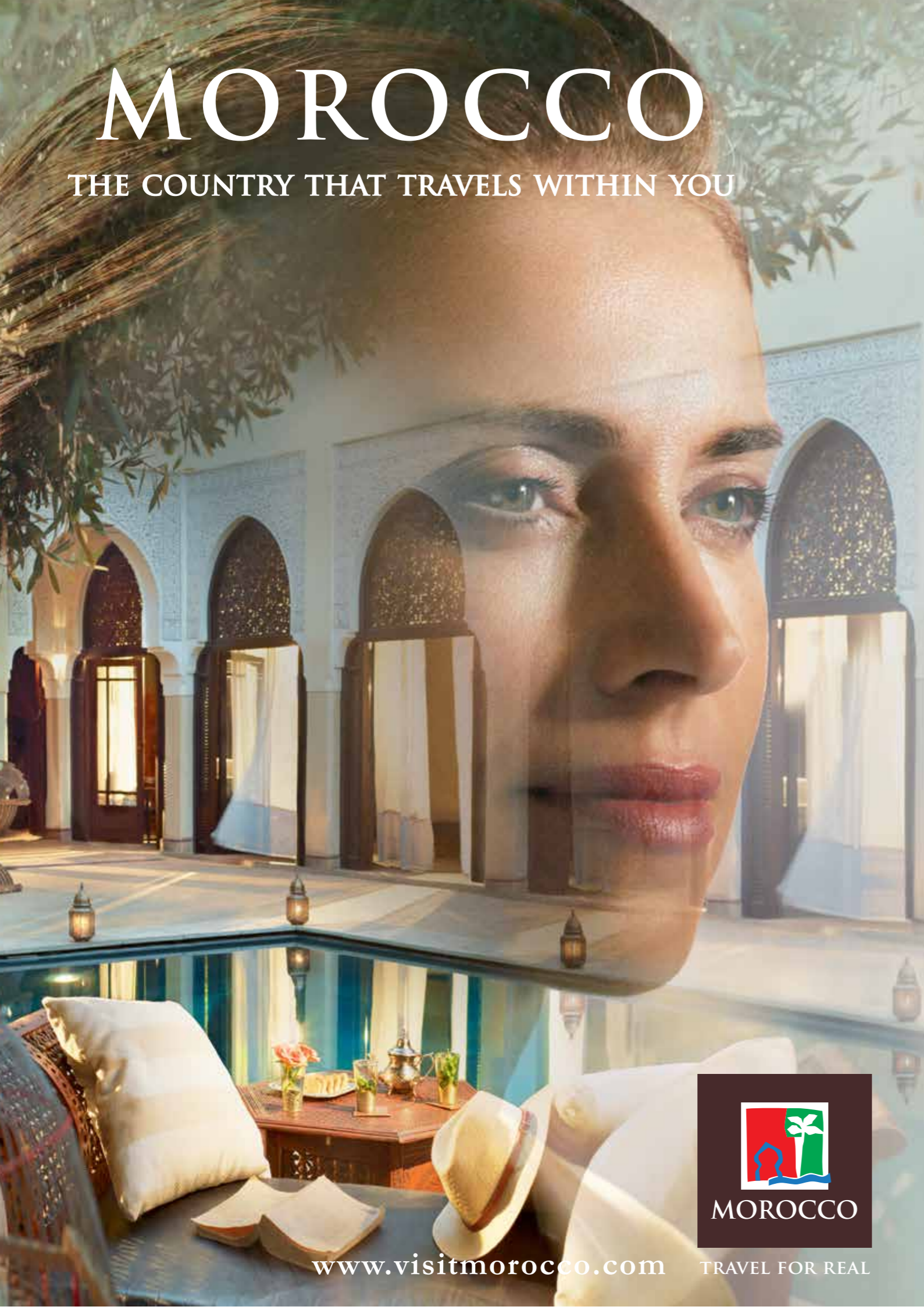


ALEJANDRA CAMPOS
 Event Director



MOROCCO

THE COUNTRY THAT TRAVELS WITHIN YOU



www.visitmorocco.com TRAVEL FOR REAL



ABDERRAFIA ZOUITENE

CEO of the Moroccan National Tourist Office

Dear PUREists,

Morocco and Marrakech are equally proud and honoured to host the 5th edition of PURE Life Experiences – an event that has become a global reference for the travel industry. Playing host to this prestigious event five years running bears witness to the fact that Marrakech is PURE's spiritual home. Marrakech is world-renowned as an exceptional and attractive destination, providing authentic experiences for holidaymakers in search of PURE inspiration. With its unique cultural heritage, breath-taking landscapes with unparalleled contrasts and world-class infrastructure, where better to host PURE? Through its nature, culture, traditions and magic, Morocco provides a soul nurturing experience that amazes visitors and makes them feel truly welcome. Hospitality is an art-de-vivre in Morocco, so it's no surprise that the country was ranked as 3rd most welcoming country in the world by the World Economic Forum. The Kingdom is committed to preserving Morocco's natural diversity, rich cultural heritage, values and traditions, whilst simultaneously embracing modernity – these are also, you will agree, the foundations of PURE Life Experiences. Dear PUREists, the Moroccan experience you are about to embark upon will travel with you for as long as your memories can relive it. It is a sensation that will be revived each time you or one of your clients travels to Morocco. Allow me to invite you to be a part of the resounding success of PURE's concept, whilst wishing you fruitful business opportunities and, above all, a pleasant stay in Marrakech.



HAMID BENTA HAR

President of Regional Council of Tourism Marrakech

Dear PUREists,

Welcome to the authentic and glamorous city of Marrakech. Over the years, Marrakech has established worldwide recognition for its experiential offerings: the delicious cuisine, magnificent, hidden riads – all in the middle of the desert, yet surrounded by the spectacular, snow-capped Atlas Mountains. Today, its new energy, glamour and class means it appeals to the high-end traveller. The old and the new world have come together to offer a truly magnificent travel destination. The hybrid of cultural influences is second to none, making Marrakech a place of charm and allure for the new millennium traveller. Marrakech city is now connected with the biggest cities worldwide (either by direct flight or via Casablanca) – such as London, New York, Paris, Berlin, Moscow, Sao Paulo, and Milan... It has been the city of luxury and experiential travel. PURE Life Experiences has become the must-attend for the experiential travel industry since 2009 and the city of Marrakech looks forward to hosting this revolutionary event yet again. I would like to take this opportunity to congratulate the organisers of PURE and to wish them every success. I hope you have a truly memorable stay and a life enriching experience during your time in Marrakech and at PURE.



MEET THE TEAM



SERGE DIVE
FOUNDER & CEO



SARAH BALL
CO-FOUNDER & COO



ALEJANDRA CAMPOS
EVENT DIRECTOR



RYAN WALLACE
*BEYOND LUXURY
EVENT MANAGER*



SOPHIE WEDGWOOD
*CUSTOMER RELATIONS
EXECUTIVE*



EMMA LADKIN
*CUSTOMER RELATIONS
EXECUTIVE*



KATIE WOOD
*TRAVEL INDUSTRY RELATIONS
MANAGER*



CERI MORRIS
OPERATIONS MANAGER



ELIZA BAILEY
MARKETING MANAGER



KATIE PALMER
MARKETING EXECUTIVE



KATLIN SIIL
*MARKETING SERVICES
EXECUTIVE*



SABRINA CORELLI
SALES COORDINATER



JAMES SPRAWSON
HEAD OF CREATIVE STUDIO



HARRY TRUSSELL
DESIGNER



STUART DOOLEY
DESIGNER



CHARMAINE FROST
PA TO CEO & COO

WHERE IT'S AT: PURE 2013

A tour of the 5th Edition hotspots

PURE Life Experiences 2013 is the only destination to be seen in this November. Renowned for constant innovation, the 5th Edition is shaking things up once again with a profusion of exciting surprises. For both seasoned PUREists and those new to the scene, there's plenty to discover...



PURE POP UP RESTAURANT

Designed by Ludovic Petit of Lup31 Design



EAT

Pop up, pop in, PURE pops!

Ever the experientialist, PURE Life Experiences has added a new dimension to lunchtime networking opportunities with its first ever Pop Up Restaurant. Taking a stand against drab, uninspiring catering, lucky PUREists are taken on a journey back in time through a 1940s Moroccan street... All the while having their taste buds titillated by the culinary prowess of Head Chef Rahal, whose spectacular array of tantalising dishes are first choice of the King.



DRINK

The sociable show

For 2013 PURE Life Experiences is once again taking proceedings to the next level with an ample choice of places to meet and network during show hours. Located on the Upper Deck, the all-new Upper Café and the boozier Bar Latitude provides a continuous flow of tea and coffee and a cash bar respectively. Also upstairs, PURE's long-term friends and partners Relais & Chateaux have created a Gastronomic Bar – the perfect place for a spot of mid-show downtime! On the ground floor, PUREists can get their caffeine fix at Terrace Café or Corner Café, while the now-traditional Morocco Lounge is ideal for socialising.



HIGHLIGHT OF THE WEEK

Unmasking the heroes

With its mission to 'reveal experiential travel's heroes', the inaugural PURE Awards, in partnership with Tourism New Zealand, was always going to represent something quite epic. The PURE Awards 2013 shortlist has been released and is available for viewing on the Upper Deck throughout the show. Finalists and winners, as judged by a high-profile panel of industry legends, will be announced at the party. Dubbed 'a celebration of everything PURE is today', it's not to be missed.



PARTY

PURE party people

It might be the show's 5th Edition, but PURE Life Experiences is certainly not slowing down with age. No stranger to electrifying evening events, PURE is maintaining its sociable reputation with another typically sleepless week of parties!



Amanresorts is hosting the Official PURE Welcome Party on the first night of the show. Expect a fairytale evening within the pisé-walled



There's no rest for the PURE as it's on to the Official PURE Cocktail Party at Sofitel Palais Impérial on the second night. As any PURE veteran knows, Tuesday evening usually signals the most 'energetic' of the week's parties – with a day of productive networking over, it's time to let loose! Look forward to exquisite food and flowing drinks, fabulous entertainments and energetic music – all set amongst the soft colours, clean lines and spicy aromas of the beautiful Hivernage gardens. Next it's on to the Official PURE Afterparty at SO Night Lounge... There's only one question left to ask: who'll be the last PUREist standing?!



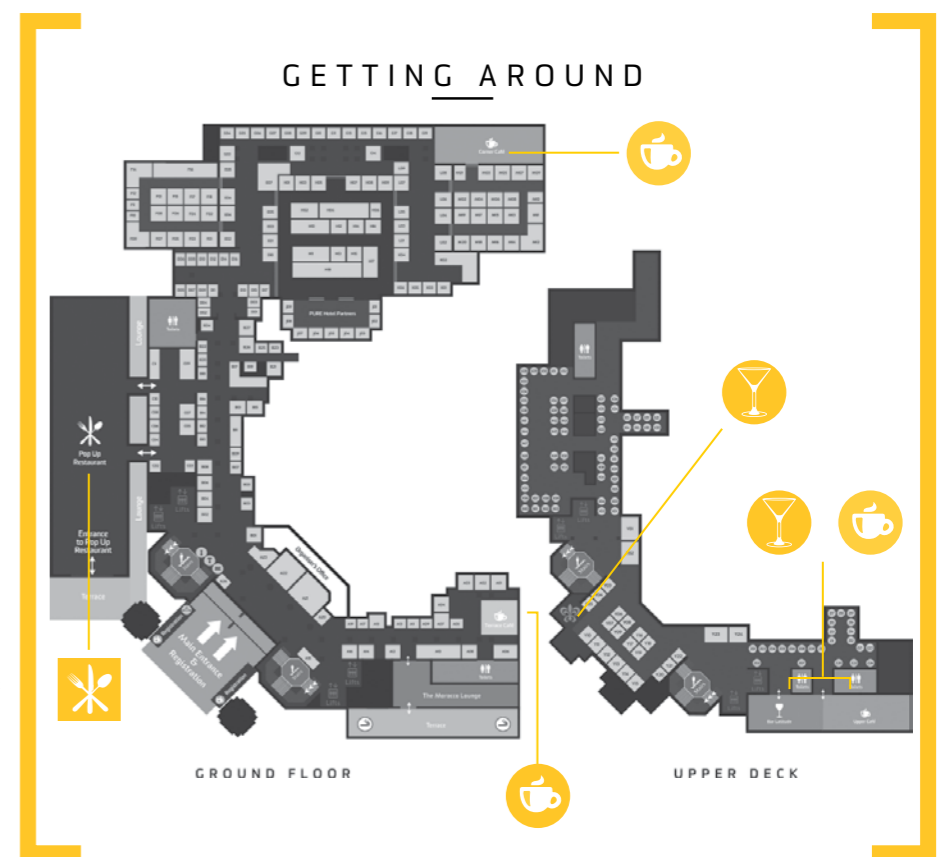
A chance to breathe, take stock and recuperate!



The grand finale is the Official PURE 2013 Awards & Farewell Party hosted by Es Saadi in partnership with New Zealand on the closing night. Beginning in a serene setting around Es Saadi's beautiful pool, take time to reflect on your week and indulge in delectable food, before moving into TheatrO for the ceremony and afterparty. This is the night to don your most glamorous attire!



PUREists can get exclusive free access to TheatrO all week just by showing their PURE wristband!



enigma

INSPIRING TRAVEL
EXPERIENCES IN PERU

PRIVATE CUSTOM JOURNEYS | TREKS & EXPEDITIONS | ADVENTURE TRIPS | FAMILY PROGRAMS | SPECIAL-INTEREST EXPERIENCES
WWW.ENIGMAPERU.COM

Pure
LIFE EXPERIENCES



A BIG THANK YOU

TO ALL THE PUREISTS WHO SPONSORED EDUCATION FOR ALL THIS YEAR

YOU HAVE RAISED A GRAND TOTAL OF

£11,750*

*TOTAL SHOWN IS CORRECT AT THE TIME OF GOING TO PRINT



WORLD CHANGE STARTS WITH EDUCATION



JOIN US FOR A CYCLOSPORTIVE IN AID OF EFA

www.marrakech-atlas-etape.com

140km 2,129 meters of altitude gain. Bigger than Galibier,
Mont Ventoux, Tourmalet.

Pure is proud to support EFA

More information or to help us:
www.efamorocco.org info@efamorocco.org

TRANSFERS



SUNDAY 10 NOVEMBER

ALL DAY Transfer shuttles between airport and hotels*

MONDAY 11 NOVEMBER

ALL DAY Transfer shuttles between airport and hotels*
 10:00 - 15:00 Hourly transfer shuttles between hotel pick up points* and Palais des Congrès until conference
 18:30 Post conference transfer shuttles between Palais des Congrès and hotels*
 19:45 Transfer shuttles between hotels* and the Official PURE Welcome Party hosted by Amanresorts at Amanjena Marrakech
 22:00 - 00:00 Return transfer shuttles to hotels*

TUESDAY 12 NOVEMBER

08:30 Transfer shuttles between hotels* and Palais des Congrès
 18:00 Onwards Transfer shuttles between Palais des Congrès and hotels*
 20:00 Transfer shuttles between hotels* and the Official PURE Cocktail Party hosted by Sofitel Palais Impérial Marrakech, followed by the PURE Afterparty @ SO Night Lounge
 22:30 - 02:00 Return transfer shuttles to hotels*

WEDNESDAY 13 NOVEMBER

08:30 Transfer shuttles between hotels* and Palais des Congrès
 18:00 Onwards Transfer shuttles between Palais des Congrès and hotels*

THURSDAY 14 NOVEMBER

08:30 Transfer shuttles between hotels* and Palais des Congrès
 18:00 Onwards Transfer shuttles between Palais des Congrès and hotels*
 20:00 Transfer shuttles between hotels* and the Official PURE 2013 PURE Farewell & Awards Party in partnership with Tourism New Zealand hosted by Es Saadi, followed by the PURE Awards Afterparty at TheatrO
 22:30 - 02:00 Return transfer shuttles to hotels*

FRIDAY 15 NOVEMBER

ALL DAY Transfer shuttles between hotels* and airport

*TRANSFERS FROM THE FOLLOWING APPOINTED HOTELS ONLY:



PICK UP POINTS IN FRONT OF THE FOLLOWING HOTELS:

La Mamounia / La Sultana / Naoura Lucien Barrière / Selman / Palais Namaskar / Amanjena / Royal Mansour / Four Seasons Marrakech / Mosaic Palais Aziza



PICK UP POINTS IN FRONT OF THE SOFTEL PALAIS IMPÉRIAL:

Sofitel Palais Impérial / Es Saadi Palace & Villas / The Pearl Marrakech / Hivernage & Spa Hotel / Suite Novotel / Della Rosa



PICK UP IN FRONT OF THE PALAIS DES CONGRÈS: Le Meridien N'Fis** / Ryad Mogador Menara** / Atlas Medina**

**PLEASE NOTE: These hotels are within walking distance of the Palais des Congrès, so only airport and party transfers will be provided.

For all airport transfers, you will be dropped off/picked up in front of your allocated hotel.

AGENDA

SUNDAY 10 NOVEMBER

ALL DAY Arrivals
 12:00 - 18:00 Registration at the Palais des Congrès Marrakech (NO ACCESS TO STANDS)

MONDAY 11 NOVEMBER

10:00 - 18:00 Registration continues at the Palais des Congrès
 12:00 - 15:00 Exhibitor access for stand decoration
 15:00 - 15:15 Pre-conference coffee
 15:15 - 15:30 Entry to PURE 2013 conference (doors close promptly at 15.30)
 15:30 - 18:30 PURE 2013 conference 'New Frontiers, New Challenges', Palais des Congrès
 20:00 - 23:00 Official PURE Welcome Party hosted by Amanresorts at Amanjena Marrakech

TUESDAY 12 NOVEMBER

08:45 Doors open for PURE Life Experiences
 09:00 - 18:00 Official opening hours
 09:15 Morning appointments start
 10:50 - 11:25 Networking break
 12:35 - 13:45 Lunch at the Palais des Congrès
 14:00 Afternoon appointments start
 15:35 - 16:15 Networking break
 17:25 Last appointment of the day finishes
 17:25 - 18:00 Free networking
 20:00 - 23:00 Official PURE Cocktail Party hosted by Sofitel Palais Impérial Marrakech
 23:00 - 03:00 PURE Afterparty @ SO Night Lounge

WEDNESDAY 13 NOVEMBER

08:45 Doors open for PURE Life Experiences
 09:00 - 18:00 Official opening hours
 09:15 Morning appointments start
 10:50 - 11:25 Networking break
 12:35 - 13:45 Lunch at the Palais des Congrès
 14:00 Afternoon appointments start
 15:35 - 16:15 Networking break
 17:25 Last appointment of the day finishes
 17:25 - 18:00 Free networking
 18:00 Onwards Free evening

THURSDAY 14 NOVEMBER

08:45 Doors open for PURE Life Experiences
 09:00 - 17:45 Official opening hours
 09:15 Morning appointments start
 10:50 - 11:25 Networking break
 12:35 - 13:45 Lunch at the Palais des Congrès
 14:00 Afternoon appointments start
 15:35 - 16:15 Networking break
 17:25 Last appointment of the day finishes
 17:25 - 17:45 Free networking
 20:00 Onwards Official PURE 2013 Farewell & Awards Party in partnership with Tourism New Zealand hosted by Es Saadi, followed by the PURE Awards Afterparty at TheatrO

FRIDAY 15 NOVEMBER

ALL DAY Departures



OFFICIAL PARTNERS



TRAVEL FOR REAL



Amanjena

DELIGHT
EVENT MANAGEMENT



ONLYONE
by MOROCCO SAGA



ROYAL MANSOUR
MARRAKECH



SOFITEL
LUXURY HOTELS



beyond
L U X U R Y

Beyond Luxury Media Ltd
Barley Mow Business Centre,
10 Barley Mow Passage, London W4 4PH
Tel: +44 (0) 203 176 4623 Fax: +44 (0) 207 657 3235
E: inspireme@purelifeexperiences.com
W: www.beyondluxury.com

Photos of Morocco courtesy of Moroccan National Tourist Office
Beyond Luxury Media Ltd would like to thank those exhibitors who supplied images to illustrate the The List 2012.
© Beyond Luxury Media Ltd.

All rights reserved. No part of this publication may be reproduced, stored in any retrieval system or transmitted in any form or by means electronic, photographic, recording or otherwise without the prior permission of Beyond Luxury Media Ltd. Whilst every effort is made to ensure correct information at time of going to press, neither the publisher nor the organisers can be held responsible for any errors or omissions.



Mongolia
Extraordinary Experiences with the
World's Top Experts on Mongolia



info@NomadicExpeditions.com | www.NomadicExpeditions.com | www.ThreeCamelLodge.com

PURE 2013 CONFERENCE

NEW FRONTIERS NEW CHALLENGES

“As humans we thrive in pushing boundaries, whether they are territorial, physical or emotional. We want to explore the reasons why and ways in which travellers do this. The ‘New Challenges’ element puts into perspective the fact that the more mankind breaks into new territory and fragile ecosystems, the more it is our responsibility not to damage them.” – Serge Dive, Founder of PURE

Every year the PURE conference spearheads a revolutionary way of thinking by getting imaginations fired up and sparking conversations, with the ultimate goal of driving businesses in exciting new directions. For 2013 we've taken inspiration from the true mavericks of experiential travel – those who leave boundaries in the dust. Our theme is ‘New Frontiers, New Challenges’.

The travel industry is changing. Today's wealthy, sophisticated traveller seeks powerful and immersive experiences; the over-commoditised cookie-cutter offerings of traditional luxury will no longer do. So, where should we venture next? Into the unknown, of course – and PURE is leading the way.

We've devised a stellar lineup of thought-leading speakers, bound to shake up everything you thought you knew. After all, if you want to push boundaries, first you have to break them...



SYLVIA EARLE

Oceanographer and National Geographic Explorer-in-Residence

Oceanographer, explorer, author, lecturer and all-round conservationist icon, it's hard to believe that as a young woman Sylvia Earle had to fight unfavourable 1960s odds to be allowed to join ocean expeditions at all. She has since blown all mention of odds out of the water, so to speak, by putting her name next to titles including chief scientist of NOAA, founder of Deep Ocean Exploration and Research Inc., founder of Mission Blue and SEAlliance and chair of the Advisory Councils of the Harte Research Institute and the Ocean in Google Earth.

Honoured as a “Living Legend” by the Library of Congress and first “Hero for the Planet” by Time magazine, Sylvia's assiduous career has thus far seen her receive over 100 honours – including the 2009 TED Prize and the 2011 Royal Geographical Society Gold Medal. She has authored more than 190 publications, lectured in over 80 countries and appeared in countless radio and television productions. At the age of 78, Silvia has led over 100 expeditions – including leading the first team of women aquanauts during the Tektite Project in 1970 – and logged more than 7,000 hours underwater, yet still shows no sign of slowing down.

With her fervid commitment not only to protecting the world's oceans, but also to finding new and innovative ways of doing so, you could say that Sylvia Earle has made pushing boundaries something of a vocation. Who better to educate us on ‘New Frontiers, New Challenges’ than a woman whose very career encapsulates the topic?

Read more from Sylvia herself on page 44.



TOM SHELLEY

President of Space Adventures Ltd.

As President of Space Adventures – the first company ever to send private travellers into space – Tom Shelley is literally and figuratively going where no man has gone before. He joined Space Adventures in 2006 as the Vice President of Sales and Marketing, focusing on the development of the orbital spaceflight programme, before being appointed President in June 2010. Since its inception, Space Adventures has built a client list including self-funded explorers such as Dennis Tito, Mark Shuttleworth, Gregory Olsen, Anousheh Ansari, Charles Simonyi, Guy Laliberté and Richard Garriott.

Far more than just a fad for the few, Shelley's overarching vision for Space Adventures is to make experiencing spaceflight and the space frontier more accessible for private travellers the world over. Over the next decade, Space Adventures plans to send more people on flights to space than have made the journey since the dawn of the Space Age, on a programme encompassing suborbital flights, voyages to Earth's orbit and historic expeditions that circumnavigate the moon.

This is a man who understands that muttering about innovation isn't enough. Today's exacting, high-end traveller has an insatiable appetite for adventure and it is up to the experiential travel industry to deliver more than they ever thought possible, and then more again. Tom Shelley knows first hand that if you can dream it, you can do it – and that is why we are delighted that he will be imparting his invaluable insights on our eagerly awaiting PUREists at the 2013 conference.



LEWIS PUGH

Ocean advocate, pioneer swimmer and author

There aren't many people who can attest to completing long-distance swims in every ocean in the world, but Lewis Pugh is one of them. In fact, he was the first one. By swimming in vulnerable ecosystems, Pugh aims to highlight the impact that humans' actions have on our oceans. By his own account, he's seen enough drastic environmental changes in his lifetime to know that climate change is no false threat and extinction is no myth: actions have consequences.

But Pugh is a firm believer that it is within our power as humans to make a positive impact on our planet. He is a leading figure in efforts to protect our oceans – in 2010, the World Economic Forum named him a Young Global Leader and in 2013 the United Nations Environment Programme appointed him as Patron of the Oceans.

Aside from being completely in line with PURE's High Emotion, Low Impact motto, Pugh's suggestion that the sense of achievement and purpose you get from doing something you love makes nothing seem impossible is an inspiring message to us all. This sentiment is never more relevant than in the context of high-end experiential travel: when creating transformational, life-enriching experiences, dreaming is believing; but imagine if we could find a way to redirect this motivation to simultaneously have a positive impact on the environment? That is Lewis Pugh and PURE's shared mission – and that is why we are delighted to add Lewis to our inspiring agenda of speakers at the PURE 2013 conference.



GUY DITTRICH

PURE MC

Previously the UK Managing Director for Design Hotels, Guy Dittrich is now a journalist and independent commentator on design, travel and hotels. He is a long-term contributor to Wallpaper* magazine and regularly writes for Condé Nast Traveller, Forbes and Sleeper. Guy's first book, Fashion Hotels, was followed by four Wallpaper* City Guides. He also moderates for conferences including HI Design, Brussels Design Forum and the Design Hotels Arena. We are delighted to welcome him as MC for the PURE 2013 conference.



Captivating YACHTS



THE ISLAND OF ALL ISLANDS



be one of the first to visit the Brando on Tetiaroa: enchanted kingdom and natural sanctuary.

get lost and be found.

thebrando.com



THE BRANDO

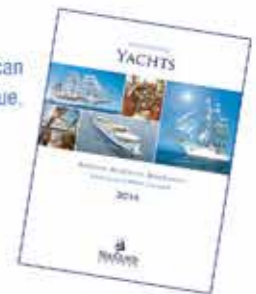
Arrive, switch off, savour.

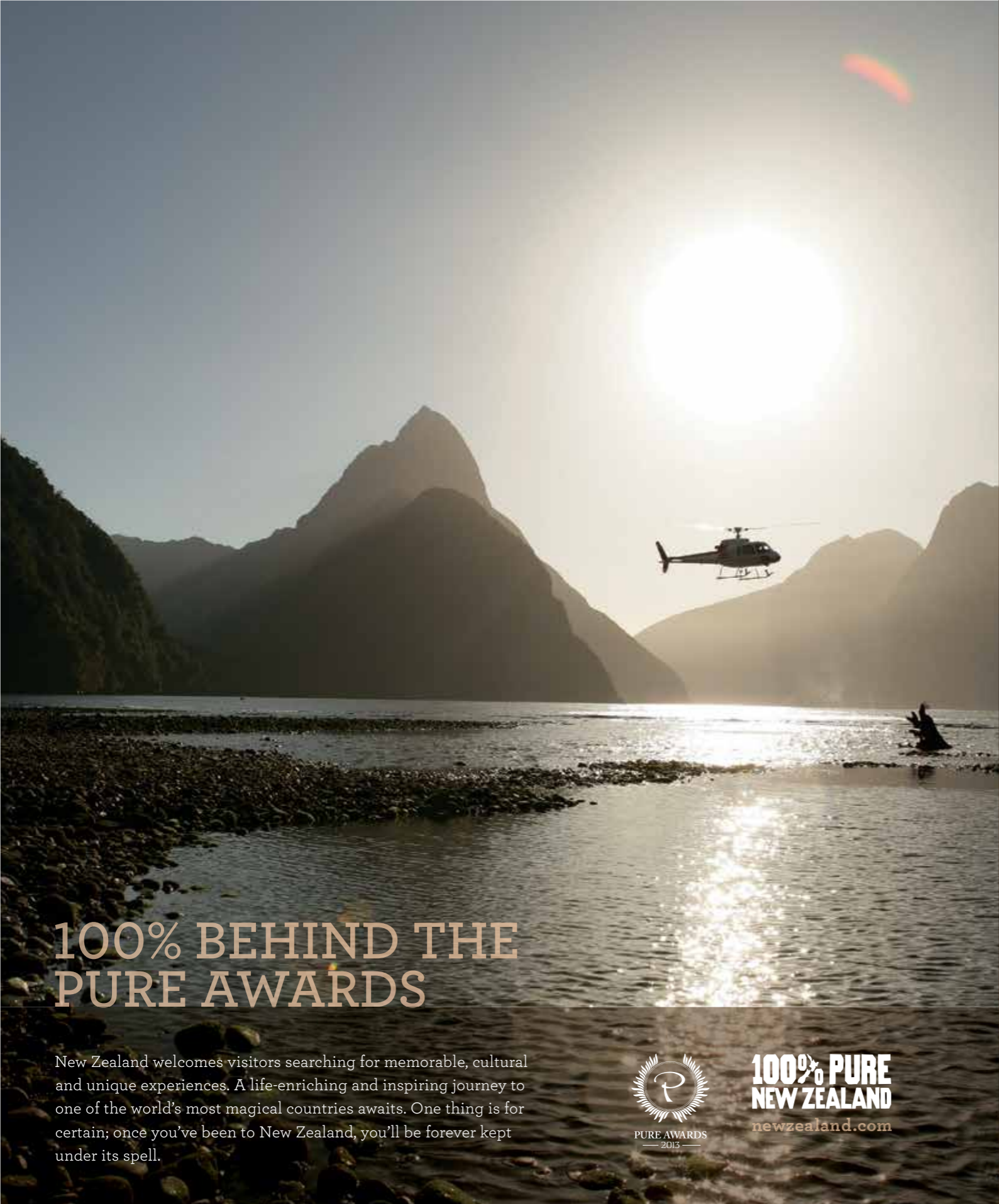
The small, exclusive fleet of SEA CLOUD CRUISES is distinguished by an atmosphere of relaxed conviviality, by a first-class cuisine and an attentive, discreet level of service. On board two impressive windjammers and an exclusive river yacht, guests can head out to the most beautiful destinations in Europe, the Lesser Antilles or Central America.

The SEA CLOUD and her younger sister, the SEA CLOUD II, are the only sailing cruise ships in the world that are still sailed entirely by hand. When the sailors climb into the sky to set the sails, guests can experience the true windjammer feeling, which is completed by idyllic anchorages and smaller, less crowded ports. The river yacht RIVER CLOUD II interprets the maritime atmosphere of our tall ships in her own unique way: elegant and completely relaxed.

We promise to take you on a journey that follows the stars – five stars on three outstanding yachts, which may also be booked for private charters, anniversary celebrations and incentive trips.

All routes and cruise dates can be found in the 2014 catalogue.





100% BEHIND THE PURE AWARDS

New Zealand welcomes visitors searching for memorable, cultural and unique experiences. A life-enriching and inspiring journey to one of the world's most magical countries awaits. One thing is for certain; once you've been to New Zealand, you'll be forever kept under its spell.



**100% PURE
NEW ZEALAND**
newzealand.com



PURE AWARDS — 2013 —



We've been on the hunt for the heroes of experiential travel – those mavericks brave enough to push boundaries and create travel experiences that are really and truly life-enriching. The inaugural PURE Awards 2013 have been imagined and created for the first time this year to recognise and celebrate the crème de la crème of our visionary, transformational PUREists.

Against the backdrop of such a diverse and continually evolving industry, we always knew that there'd be no shortage of champions in the running. The six categories cover all aspects of experiential travel, yet still we've been astounded by the sheer range of entries we've seen.

Burdened with the difficult task of deciding on just one winner per category, we've enlisted the help of five high-profile, multidisciplinary industry legends to consider and cogitate over our shortlists, before anointing the industry's finest. All PUREists are invited to join us in the revelation of the PURE Awards 2013 finalists and winners on the evening on 14 November 2013.

BROUGHT TO YOU BY

**100% PURE
NEW ZEALAND**

PURE AWARDS 2013

The full shortlist is displayed on the Upper Deck – why not grab a drink and peruse the incredible selection for each category? And if you're nominated, you can check out the competition...

1

BEST INBOUND TRAVEL DESIGNER

Travel designers that reflect the country around them with stylish, thoughtful and authentic itineraries.

2

BEST OUTBOUND TRAVEL DESIGNER

Travel designers that look outwards to organise outstanding outbound experiences.

3

BEST HIGH EMOTION/LOW IMPACT EXPERIENCE

The PUREist that hosts the most emotional experience while offering insightful and sustainable connections with the local community, for the benefit of its people and environment.

4

MOST LIFE-ENRICHING EXPERIENCE

Truly transformational, thought-provoking and perspective-shifting travel experiences that help the individual reconnect with both themselves and the world around them.

5

MOST ORIGINAL MARKETING CAMPAIGN

Marvellous marketing that offers a new way to connect with clients and takes a brand to the next level, from the clever use of social media to a game-changing series of events.

6

MOST INFLUENTIAL PUREIST IN EXPERIENTIAL TRAVEL

This is where we recognise the PUREist who is transforming the feel of experiential travel on a global scale.

THE EXPERIENTIAL PANEL

We've scouted out an impressive panel of judges, made up of some of the most inspiring and influential visionaries in experiential travel.



SYLVIA EARLE

Oceanographer and National Geographic Explorer-in-Residence



COLIN BELL

Entrepreneur, author and environmental activist



EDWARD NORTON

Actor, director and environmental/social activist



GERMÁN DEL SOL

One of Chile's most renowned sustainable architects



RICHARD BANGS

Award-winning author, journalist and adventurer



PURE AWARDS
— 2013 —

★
BROUGHT TO YOU BY

100% PURE NEW ZEALAND

LET US WRITE YOUR MEMORIES



DELIGHT is your trusted partner in the world of luxury events and lifestyle management

DELIGHT
EVENT MANAGEMENT

www.delight-event.com



BEST INBOUND TRAVEL DESIGNER

TRAVEL DESIGNERS THAT REFLECT THE COUNTRY AROUND THEM WITH STYLISH, THOUGHTFUL AND AUTHENTIC ITINERARIES.

ENTRÉE DESTINATIONS

METICULOUSLY PLANNED TRAVEL IN ALASKA AND CANADA

Entrée Destinations' meticulously planned journeys have made them a leader in high-end experiential travel across Canada and Alaska. Working with the finest hotels, outfitters and wilderness lodges in each region, the 19-year-

old company is renowned for its turnkey, personalised programmes and dedicated attention to detail. With past itineraries including a broad spectrum of private excursions, covering anywhere from the Inside Passage to the Arctic

Circle – from wildlife viewing, tented safari camps and shore excursions, to rail journeys, urban getaways and luxury ski holidays – the only thing that's predictable is that they'll create a trip to remember.



FILMMAKER ABROAD

PRODUCING DOCUMENTARY FILMS FOR A GOOD CAUSE

Filmmaker Abroad offers philanthropic travellers the chance to create a factual documentary film in a beautiful, exotic destination – they can choose from a wide selection of existing itineraries or request a bespoke trip – with

the help of award-winning filmmakers. The camera affords a privileged sort of access that regular tourists rarely experience, allowing clients to complete a creative broadcast project that serves not only as a rare and enriching experience

in the making, but also as a lifelong memory. Clients leave with a profound sense of personal achievement and the knowledge that their film has the potential to have a positive impact on the world.



IC BELLAGIO

THE BEST OF THE WELCOMING ITALIAN CULTURE

As one of Italy's finest travel designers, IC Bellagio is continuously evolving to stay one step head of the curve, yet they never overlook the importance of the human touch. They make sure each guest's time and money is

used efficiently, by offering incredible experiences and lifetime memories in the country IC Bellagio so proudly calls home. Guests can expect to stay in some of Italy's most prestigious villas and enjoy unique experiences – such as

cooking with a Michelin starred chef in Milan, learning to make olive oil or mastering the art of glass blowing with a Venetian artist.



MATUETÉ

CHIC VILLAS WITH A COMMUNITY STATE OF MIND

Matueté has spent years imagining and creating innovative, immersive experiences throughout Brazil – from offering clients the chance to stay in a tribal village in the Amazon, to transforming a private residence into a

luxury retreat. A particular accomplishment was the Morrinho Project, which they founded in a bid to support talented young people from the favelas. Together they designed an incredible 400m² maquette, which allowed

some of the youth participants become internationally recognised artists and to exhibit at the Venice Art Biennale. Guests lucky enough to visit the project found it to be a deeply profound and humbling experience.



REAL JAPAN

PROVIDING RARE INSIGHT OF JAPANESE SUBLIME CULTURE

Real Japan offers guests the opportunity not only to discover authentic Japanese culture, cuisine and customs, but to completely immerse themselves within it. Every wish can be fulfilled through an endless array of tailor-made,

luxurious itineraries; but guests who don't know what they want will be satisfied by the solutions and guidance that the Real Japan team offers willingly. Either way, the result is a trip defined by great local insights and experiences that

differ from the norm, involving some of Japan's most well-kept secrets and access to stay in some of the country's most hidden ryokans.



SEASONZ TRAVEL

TRAVEL HIGHLIGHTS IN NEW ZEALAND AND SOUTH PACIFIC

Covering New Zealand and the South Pacific, Seasonz Travel creates incredible tailor-made travel experiences which cater for independent and group travellers. Seasonz has access to some of the region's greatest luxury lodges, villas, hotels and

private islands. Each tailor-made itinerary is personalised to offer guests a unique sensory experience. Since the people of New Zealand and the South Pacific are renowned for their friendly faces and attentive service, it comes as no surprise

that the team puts a special focus on the human element of a trip – it is their belief that it's the people who make journeys enjoyable, memorable and life-enriching.



BEST OUTBOUND TRAVEL DESIGNER

TRAVEL DESIGNERS THAT LOOK OUTWARDS TO ORGANISE OUTSTANDING OUTBOUND EXPERIENCES.



BASED ON A TRUE STORY
MAKING WISHES COME TRUE

Founder Niel Fox creates travel experiences for those who live life at its most extraordinary. Clients will be guided to the most secluded, untouched and awe inspiring locations on earth and receive a magic carpet ride of exclusive experiences – such as treasure hunting on a gargantuan yacht, while bringing mythology alive with elves, mermaids, gold making dwarfs, giants and a grand wizard. As highly experienced photographers, the team also captures and produces a lavish leather-bound book of each guest's holiday that becomes a lifelong memento... And is, of course, based on a true story..



IL VIAGGIO JOURNEYS & VOYAGES
VIVA ITALIA

In Italian, "Il Viaggio" translates as "The Voyage" – a phrase that sums up the philosophy this family operation aims to deliver: that is, travel catered to the true traveller, as opposed to the mere tourist. With its inimitable Italian flair, the team is renowned for their innovative way of approaching experiential travel. They base journeys on a succession of emotional sensations – the six Buddhist senses: sight, hearing, taste, smell, touch and mind. By creating itineraries designed to play on the interchange between these senses, they are able to create a balance of comfort and experience, edginess and style.



LISA LINDBLAD TRAVEL DESIGN
TRUST YOUR TRIP TO A LEGEND

For over a decade, Lisa Lindblad has been recognised as one of the top Private Travel Designers in the world. With a background in cultural anthropology, Lisa is known for blending the expected with the undiscovered. Through her priceless network of quality guides and DMCS based around the world, she is able to offer truly unique and life changing experiences. From organising a private visit to the Sistine Chapel at night, to taking guests to play with baby elephants at the Sheldrick Elephant Orphanage, to seeking out a village homestay in China – it's no surprise that Lisa Lindblad and her team are considered experiential travel pioneers.



MICHAEL POLIZA EXPERIENCES
EXPECT THE UNEXPECTED

Internationally famed wildlife photographer Michael Poliza thinks in pictures and stories. Through his Private Travel Design company, Michael Poliza Experiences, he is able to share this special gift with his clients – "So far, I have brought the pictures to the people, now I bring people to the images". His breathtaking journeys aim to immerse the client and help them see the world from a new perspective. While each destination is painstakingly researched – including building relationships with local people prior to a trip – Michael remains cynical of overly detailed itineraries and prefers to leave space for spontaneity, in a bid to deliver surprises and unexpectedly special moments.



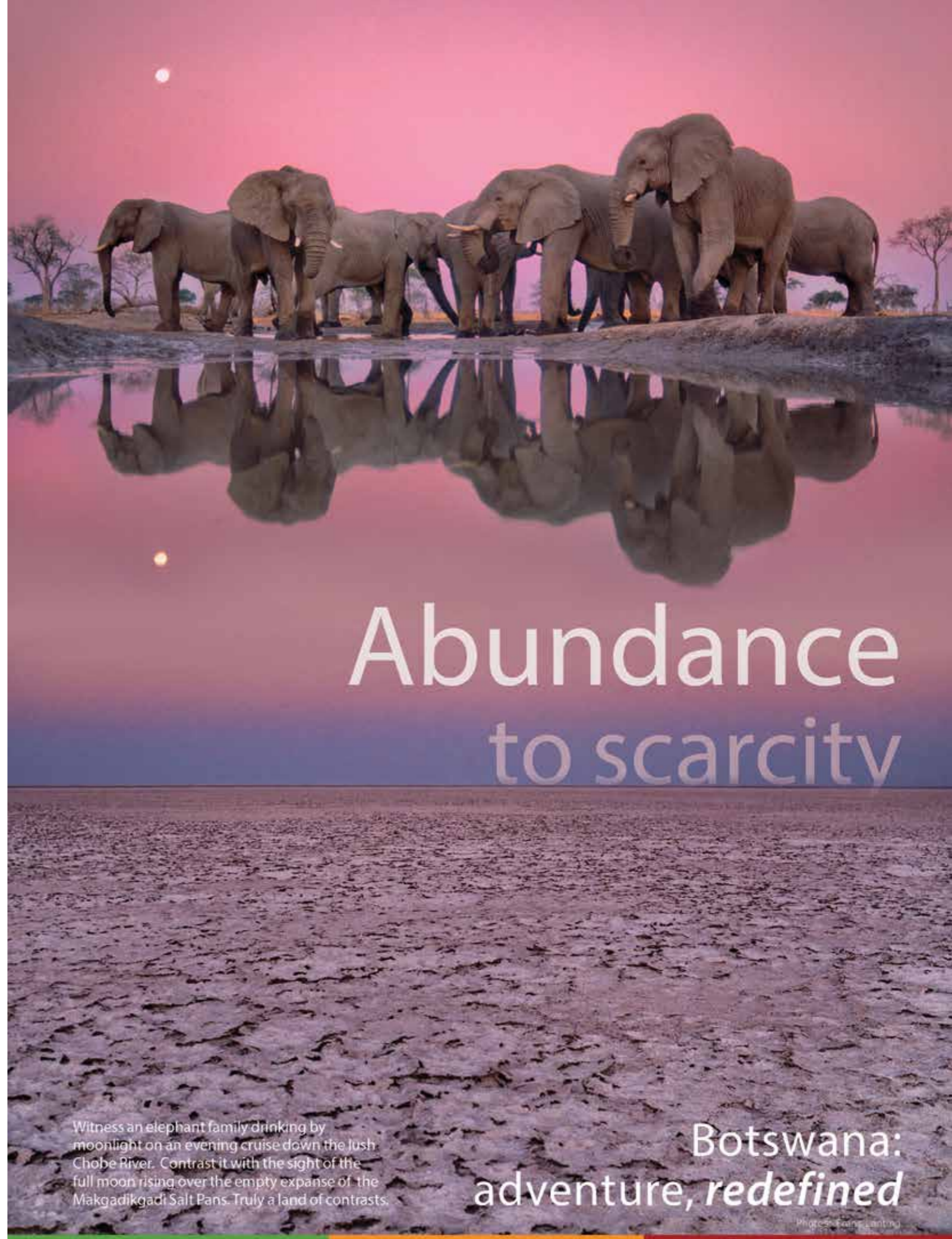
PRIVATE JOURNEYS
IT'S A WOMAN'S WORLD

For over 25 years Diane Terry has worked as a writer, editor, photographer, expedition leader and, most recently, a Private Travel Designer. Diane is best known for organising exceptional high-end adventure travel around the globe that caters especially for women. Her exciting and eclectic trips combine culturally immersive activities with sports, luxurious pampering, private shopping sprees with local artists and designers, exclusive takeovers of unique properties and much more. From sleepovers with Buddhist nuns to volunteering with HIV positive children in the slums of Nairobi, Diane's continued focus on multi-layered experiences allows her to create itineraries that truly transform.



SCOTT DUNN
MADE-TO-MEASURE

According to Scott Dunn, they don't have clients – only guests. Their carefully tailored travel itineraries are designed to offer guests ideas and experiences they didn't know existed. Having sought to redefine how each destination should be experienced, they pride themselves on their creativity. This is evident in their itineraries – one involved organising for a guest to travel to a charity he supports in India, before spending a week living with them and culminating in him taking 20 orphans to the England vs. India Test Match in Calcutta. Another meant flying guests into rural Nepal for a picnic breakfast overlooking an incredible view, found and divulged by one of Scott Dunn's Nepal experts.



Abundance
to scarcity

Witness an elephant family drinking by moonlight on an evening cruise down the lush Chobe River. Contrast it with the sight of the full moon rising over the empty expanse of the Makgadikgadi Salt Pans. Truly a land of contrasts.

Botswana:
adventure, redefined

BEST HIGH EMOTION / LOW IMPACT EXPERIENCE

THE PUREIST THAT HOSTS THE MOST EMOTIONAL EXPERIENCE WHILE OFFERING INSIGHTFUL AND SUSTAINABLE CONNECTIONS WITH THE LOCAL COMMUNITY, FOR THE BENEFIT OF ITS PEOPLE AND ENVIRONMENT.

AQUA EXPEDITIONS

CRUISING THE AMAZON

Travelling to the Peruvian Amazon is an unforgettable experience – the sights, sounds, tastes and smells of the rainforest are enhanced by the gravitas felt when exploring the mighty river... The volume and sheer force of the water are

inescapable. Aqua Expeditions was the first adventure travel company to introduce boutique luxury cruising on the Peruvian Amazon. The company's aim is to raise awareness of the Pacaya Samiria National Reserve, while

protecting and preserving the fragile, increasingly endangered ecosystem and local communities where their two boutique vessels operate. Guests are encouraged to fully immerse themselves in the Amazonian experience.



CAMPI YA KANZI

ENTERING THE WORLD OF THE MAASAI

Campi ya Kanzi faces numerous challenges in its commitment to preserve its delicate ecosystem: the 280,000-acre Kuku Group Ranch. The Maasai Wilderness Conservation Trust – a pioneering partnership

between conservationists and young Maasai leaders – was established to demonstrate that the Maasai community can thrive by managing their ecosystem wisely. The Campi ya Kanzi lodge offers sustainable five star

accommodation, thanks to rain cropping, solar panels and photovoltaic panels. Guests can immerse themselves in authentic Maasai culture, roam the Chyulu Hills or absorb the majestic beauty of the sun setting over Kilimanjaro.



INKATERRA

A CANOPY WALKWAY IN THE PERUVIAN JUNGLE

Inkaterra's mission is to conserve and celebrate Peru's nature and cultures. In partnership with The World Bank and National Geographic, Inkaterra's NGO Inkaterra Asociacion created a 1,330ft canopy walkway suspended above the Peruvian jungle.

Placed in a pristine part of the jungle where animals are active and numerous, it allows guests to experience a fantastic sense of place in the most high emotion/low impact way. An adjoining canopy tree house 30 meters above ground provides an oasis where guests

can observe a range of wild animal species and listen to the amazing jungle sounds, all while enjoying drinks served by a private butler. The design and construction process took into consideration the lowest impact and damage to the environment.



ION LUXURY ADVENTURE HOTEL

MIXING EXTREME ICELANDIC NATURE WITH CONTEMPORARY ARCHITECTURE

Built from recycled and renewable materials, the ION hotel draws its heat and power from the local geothermal power station and serves organic fair trade food from local farmers. Yet despite its eco-friendly credentials, it makes no sacrifices in style.

The brutal, almost foreboding building seems to float over its otherworldly surroundings, artfully blending in with Lake Thingvellir and the mountainous Icelandic lava fields. This stunning landscape provides the perfect setting for a host of ice-based adventures

– from diving between two of the earth's tectonic plates and trekking across an ancient glacier, to enjoying a bracing day of fly-fishing in world renowned, plentiful icy rivers or simply wondering at the marvel of the Northern Lights from the hotel's spa hot tub.



ISHAV ARCTICO

SAILING ACROSS THE ARCTIC

Ishav Arctico offers personalised sailing journeys into one of the world's most isolated and spectacular environments: the Svalbard islands – a spectacular archipelago in the Arctic Ocean. Small sailing boats carrying no more than six guests escape the beaten

track of big cruise ships and tourists, nimbly sailing past the dramatic mountains of the Lofoten archipelago, the arctic tundra of the Sami lands and the remote wilds of the Norwegian arctic. The boats use no motor, so they create no pollution – it's just the sea, the

silence and the yacht. Ishav's voyages are tailored around the interests and passions of their guests and subtle touches – such as music in the right moment or a glass of wine under the midnight sun – make this a polar voyage trip to tantalise and surprise.



WILDERNESS COLLECTION

GORILLAS IN THE MIST

Of the 18.5 million hectares of forest in the Republic of Congo, 12 million hectares are dominated by logging concessions. By contrast, only two million hectares comes under protected national parks; Odzala-Kokoua National Park makes up more than half of

the protected areas, yet in 2011 it received only 20 visitors. In an effort to raise the profile of the area, improve tourism and show communities the value that forests provide outside of logging and bush meat trade, Wilderness Collection constructed two high-end

campes in Odzala. Each consists of only six rooms – meaning they have an exceptionally low carbon footprint – and is surrounded by countless species of birds, mammals and butterflies. Guests can't help but feel emotion at the untouched forest that surrounds them.



Soul and Romance
of Morocco

la pause



MOST LIFE-ENRICHING EXPERIENCE



TRULY TRANSFORMATIONAL, THOUGHT-PROVOKING AND PERSPECTIVE-SHIFTING TRAVEL EXPERIENCES THAT HELP THE INDIVIDUAL RECONNECT WITH BOTH THEMSELVES AND THE WORLD AROUND THEM.



ARCTIC KINGDOM
CHILLING WITH THE POLAR BEAR

Raw and beautiful, vast and powerful – the emotions of awe and wonder that visiting the Arctic evokes make it a truly life-enriching experience. From hearing the vast stillness broken by the nearby flapping of migrating King Eider ducks and getting up close and

personal with polar bears, to swimming with curious whales in sub-freezing waters and standing atop an iceberg listening to the tales of an Inuit elder – each experience is truly unique. Arctic Kingdom's mission is to expand people's comfort zones, helping them

to form a new perspective on the stark, beautiful Arctic and a deeper appreciation for the lives of its hardy Inuit people. Virtually every guest who has been on an Arctic Kingdom safari has described their experience as life changing.



GREAT PLAINS CONSERVATION
LIVE, LOVE AND SAVE AFRICA

Great Plains Conservation's exquisite high-end camps offer guests the opportunity to immerse themselves in the magical African wilds – whether it's looking across the prime wildlife territory of the Selinda Reserve; meandering on horseback among the "Big

Five" mammals in their natural habitat; or paddling serenely down the waterway linking Botswana's Okavango Delta and Linyanti and Kwando water systems. Encouraging people to appreciate nature and learn how to better protect the environment is Great Plains

Conservation's mission, so it's no surprise that the experiences they offer have a simplicity and rawness that allows for no distractions. Coupled with the beauty and comfort of the camps and the attentive, personalised service, they become transformational.



MARINE CONSERVATION EXPEDITIONS
FOLLOWING THE CINEMATIC SLIPSTREAM OF JACQUES-YVES COUSTEAU

Marine Conservation Expeditions offers guests the opportunity to be Executive Producer in the filming of a conservation documentary. Working alongside world-class filmmakers in a high-end environment, each bespoke trip unveils unique, touching and

truly immersive experiences with people and nature. Importantly, guests have the opportunity to contribute towards the significant positive impact that MCE has on ocean conservation. They learn to appreciate the beauty of our oceans and build a greater

awareness of the importance of conserving them. The knowledge that they have made a difference to the welfare of the planet, coupled with the incredible adventures they have along the way, results in a truly life-enriching experience.



NORMAN CARR & CHONGWE SAFARIS
SLEEPING UNDER AFRICAN STARS

The Norman Carr Safaris SLEEPOUT invites guests to stop, reflect and experience life from a different perspective. In a world where we are connected 24 hours a day, it's easy not to notice the feel of the earth beneath our feet or the glow of the stars above

our heads. Guests venture out on foot from the remotest bush camps and find a spot to camp, before building a camp fire and helping to cook themselves a game rangers dinner. With only a bedroll and a mosquito net, sleeping under the magnificent African sky in

the spectacular and extremely remote Luwi dry sand riverbed allows guests to relive the thrill of the first safari pioneers – including Norman Carr himself – who discovered the wonders of the South Luangwa.



SPACE ADVENTURES
FLY ME TO THE MOON

There is nothing quite as awe-inspiring as seeing the Earth from space: the beauty of the sparkling black sky, with the Earth bursting out of the landscape of our Solar System – bathed in the colour blue with subtle hints of white cloud formations. Space

Adventures' spaceflight clients are able to fulfill a lifelong dream of floating among the stars; they return with a greater appreciation of our planet's beauty and its delicate state of being. Marvelling at and even living on the International Space Station – mankind's

largest orbiting outpost – and learning to live in a weightless environment helps some way in understanding the importance of space exploration as a pathway for continued human prosperity. It is a truly life-enriching experience.



UNCHARTED AFRICA SAFARI CO.
OUT WITH THE BUSHMEN

Uncharted Africa is built on the notion of giving people what they never knew they wanted. By encouraging guests to step outside of their comfort zone, they free them from any limiting preconceptions and allow them to be transformed.

Their expedition from Jack's Camp to Kubu Island by quad bike takes people to the heart of a territory that is still largely unmapped, while the mobile expedition with the Bushmen of the far western Kalahari takes guests to go

back to human roots. Seeing the roots of human civilisation for themselves, and learning to appreciate areas that are totally bereft of civilisation altogether, brings a sense of awe and enriches their lives.

Papua penguins, Antártica

IF YOU LOVE MEETING FRIENDLY LOCALS, COME TO CHILE.

Laguna Cejar, Desierto de Atacama

IF NOT... COME TO CHILE.

Chile



www.chile.travel

BEST MARKETING CAMPAIGN

MARVELLOUS MARKETING THAT OFFERS A NEW WAY TO CONNECT WITH CLIENTS AND TAKES A BRAND TO THE NEXT LEVEL, FROM THE CLEVER USE OF SOCIAL MEDIA TO A GAME-CHANGING SERIES OF EVENTS.

ECOCAMP PATAGONIA

MY TRIP

Cascada Expediciones / EcoCamp Patagonia launched a new marketing campaign called 'My Trip' for the 2012/13 season, using social media to enhance the EcoCamp brand and keep clients engaging

with the company after their experience. The campaign focuses on curating travel photo content submitted by clients and aims to attract, engage and provoke past, present and future travellers

through a series of mini stories centered on the EcoCamp experience. The campaign's highlights include 'Best Romantic Moments' and 'Best Group Moments'.



EXPLORA

DRAW YOUR TRAVESÍA

To celebrate the 5th anniversary of the Travesías – Explora's nomadic journeys – guests were encouraged to join a map drawing competition, for which the major prize was a trip for two to trek the Travesía Los

Andes' journey. Entrants were asked to draw one of the four Travesías, creating the most fetching route in the most dynamic and creative way. A panel of judges was asked to select three finalists, which were

then put to a public vote on the Explora website – Explora.com received more than 8,000 votes for this competition alone.



GLOBAL BLACK BOOK

WHO'S INSIDE YOUR BLACK BOOK?

Founders Gordon MacGeachy and Denise Moreno launched the blog 'Who's Inside Your Global Black Book?' in the summer of 2012 in a bid to engage current and prospective clients with Global Black Book,

through retargeting and social media. The blog is based on the notion of having access to the best places in the world, by integrating technology with personal service. Written in a style that world travellers

appreciate and resonate to, the blog is linked to their social media channels – including Facebook, where they have over 63K followers.



ORANGE COUNTY RESORTS & HOTELS LTD.

STORYTELLING WITH LIFESCAPES

Lifescapes is a fortnightly chronicle of natural and cultural photo-stories that was launched as an online marketing campaign to promote 'conversations about conservation'. After three years

and 100 issues, Lifescapes has become a success story in itself, boasting an audience that has grown to a stupendous 61,000 active subscribers who don't just enjoy the tales, but also pass them on to their friends.

Besides being extremely popular, this innovative campaign has also created new business and a more premium equity for Orange County.



THE RESPONSIBLE SAFARI CO.

EDUCATING MALAWIAN KIDS ABOUT TREE SEEDLINGS

RSC has been working with a small Malawian organisation in trying to develop HIV awareness and environmental education. They teamed up with ElephantBranded, who donated 600 schoolbags to

the community. Each child paid MK50 (less than 10p) for a bag containing a tree seedling. The youth groups then taught the children how to plant and look after their seedling. This campaign has allowed

them to build a tree shelter for the community, to invest in further training and even led to them being featured in The Huffington Post.



UXUA CASA HOTEL & SPA

UXUA ARTISTS CANVAS CAMPAIGN

Founder and fashion designer Wilbert Das launched the UXUA Artists Canvas campaign, where individual artists create horizontal, scrolling sets of photos, graphics or texts to be displayed on uxua.com to express their feelings about

Trancoso or UXUA itself. The especially spectacular contributions were then published – including Brazilian painter Damiao Viera's canvas featuring a 360 degree view of Trancoso's town square; fashion designers Diederik

and Marieke's photos of Trancoso natives; and Fernando Lombardi's photos covered with handwritten lyrics from songs sung at Trancoso's traditional celebrations of patron saints.



LET US TELL YOU OUR STORY OF **ONE THOUSAND AND ONE NIGHTS**



ONLY ONE

EXCLUSIVE EVENTS IN MOROCCO

www.onlyonemorocco.com



MOST INFLUENTIAL PUREIST IN EXPERIENTIAL TRAVEL



THIS IS WHERE WE RECOGNISE THE PUREIST WHO IS TRANSFORMING THE FEEL OF EXPERIENTIAL TRAVEL ON A GLOBAL SCALE.



ANDY LEVINE

FOUNDER OF DUVINE CYCLING + ADVENTURES CO.

Andy Levine is an adventurer, a wine connoisseur, an ambitious cyclist and a fearless traveller. His epic cycling trips around the globe have informed his love of the good things in life and his conviction that in order

to really know a place, you have to know its people, its cafés, its villages and its food. Andy founded DuVine in 1996 on a shoestring and a dream – to share his love of travel and cycling, and to inspire others to travel to their

highest potential.



DERECK AND BEVERLY JOUBERT

FOUNDERS AND CEO OF GREAT PLAINS CONVERSATIONS

In addition to founding world renowned Great Plains Conservation, Dereck and Beverly Joubert are award winning filmmakers and National Geographic Explorers-in-Residence, who have been filming, researching and exploring in Africa for over 30 years. Founders

of the Big Cats Initiative, they have made 25 films for National Geographic, including "The Last Lions". The Jouberts have received many accolades – including seven Emmys, Lifetime Achievement Awards, Peabody, Panda Awards, a World Ecology Award and an induction

into the American Academy of Achievement. They were also given the Presidential Order of Meritorious Service by the President of Botswana.



FRANCESCO GALLI ZUGARO

FOUNDER & CEO OF AQUA EXPEDITIONS

Launching Aqua Expeditions in 2007 with his first boutique luxury vessel, Aqua Amazon, fulfilled a lifelong dream for Founder and CEO, Francesco Galli Zugaro. Through Galli Zugaro's work and that of other industry

pioneers, high-end river cruising continues to rise in popularity, offering high-end travellers the chance of a once in a lifetime trip on one of the world's great rivers. The company continues to expand – with the launch of Aria

Amazon in 2011 and of a third vessel, Aqua Mekong, which will be launched in Vietnam in spring 2014.



LISA LINDBLAD

FOUNDER OF LISA LINDBLAD TRAVEL DESIGN

For over a decade, Lisa Lindblad has been recognised as one of the most accomplished Private Travel Designers in the luxury travel world – even featuring in Forbes' list of the 'Most Influential Woman in Travel'. As founder

of Lisa Lindblad Travel Design and Willing Foot Travel, she has built two successful businesses and a reputation as an experiential pioneer, who expertly unearths the undiscovered. Her priceless global network of

guides and DMCs, combined with incredible knowledge and creativity, allows her to offer guests truly unique, life changing experience.



LUKE BAILES

FOUNDER OF SINGITA

One of Africa's safari pioneers, Luke Bailes opened the first Singita Game Reserve lodge in 1993 and has since helped to redefine the traditional safari experience by introducing high-end tourism to the

continent, in the form of luxury mobile camps. Dedicated to environmentally conscious hospitality, sustainable conservation and the empowerment of local communities, Luke has made a real difference to the lives of local

people and continues to push boundaries for better tourism. He has won several awards for Singita, including Best Hotel in the World by US Travel + Leisure.



MICHAEL POLIZA

FOUNDER OF MICHAEL POLIZA EXPERIENCES

Michael Poliza is a man who has truly lived – as an actor, IT pioneer, WWF Ambassador, globetrotter, wildlife photographer and now Private Travel Designer with Michael Poliza Experiences. It was while travelling the world as an internationally acclaimed photographer

that he saw an opportunity to curate unique and immersive travel experiences, with a focus on storytelling. His aim is to create experiences that take people on a journey that they would not otherwise have taken – he believes that removing someone from their

comfort zone results in a profound experience and better understanding of self.



RALPH BOUSFIELD

CO-FOUNDER OF UNCHARTED AFRICA SAFARI CO.

Son of legendary crocodile hunter Jack Bousfield, Ralph Bousfield has carved out his own niche as naturalist, botanist, ethnographer and archaeologist. In addition to this impressive list of talents, he's also an

acclaimed hotelier and experience provider: his multiple awarded-winning Uncharted Africa camps have been referred to as "one of the last truly traditional safari operations in Africa". Renowned for pushing boundaries,

Ralph's inventive itineraries are the stuff of legends, leaving guests invigorated and enriched – and leading to him being named 'Africa's Top Guide' by the Sunday Telegraph in Spring 2013.



SVEN-OLOF LINDBLAD

FOUNDER OF LINDBLAD EXPEDITIONS

Founder of Lindblad Expeditions – which offers marine-focussed expeditions for curious, active travellers, staffed by historians, naturalists, cultural authorities, marine biologists and undersea specialists – Sven's unique approach to travel and

his commitment to maintaining the world's natural resources has earned him international recognition. Awarded the Global 500 Roll of Honour by the UNEP and named Commissioner of the Aspen Institute's Commission on Arctic Climate Change, he is

also a founding member of Ocean Elders and serves on the National Geographic Council of Advisors, among other accolades.



LAKSHMAN SAGAR

Purely Zero Kilometer™

www.sewara.com



BLOWING PURE 2013 OUT OF THE WATER



With an array of prestigious titles, a library of publications and countless honours under her belt – all achieved alongside a lifetime spent underwater on expeditions – “Her Deepness” Sylvia Earle would be forgiven for retreating into a more relaxed retirement. Yet at the age of 78, she shows no sign of slowing down – there’s certainly a reason she’s celebrated as a “Living Legend” by the Library of Congress and first “Hero for the Planet” by Time magazine.* We caught up with the oceans’ leading lady and PURE conference speaker during a rare moment of ‘down-time’...

How and when did you discover your passion for the ocean?

As a child, I fell in love with the ocean when a wave knocked me off my feet along the New Jersey shore. But the creatures who live in the sea soon captured my heart and they have been my primary focus ever since.

You are known as ‘Her Deepness’ – how was this name created?

David Graham, writer for SeaTechnology, coined the term when he wrote a Sylvia Earle profile in 1979. Soon thereafter, The New Yorker and New York Times adopted the name for profiles they did, and it stuck.

You were the first woman to do an open-ocean JIM suit dive and still hold the women’s depth record for a solo dive today. Who do you think are the women and men to watch and who will be influential in protecting our oceans in the future?

We all need to hold up the mirror and do what we can, individually and collectively, to take care of the ocean that takes care of us. The person looking back at you has the power to act, to make a difference – given the will to do so. Explorers such as James Cameron, who just successfully descended – and

returned – from the deepest place in the sea, is using his power as an artist and filmmaker to influence positive actions for the ocean. Scientists such as Dr. Edith Widder, who recently used a bioluminescent lure to attract a giant squid to be documented while 3000 feet under the sea, and Dr. Greg Stone, who is championing protection for large areas of the Pacific, and Dr. Enric Sala, who is fostering protection for pristine seas, are among those making a difference for the future of the ocean. But most of all, we should be watching the children coming along – armed with knowledge about the ocean that was not known when I was a child. My own children are doing wonderful things, each in his and her own way, to make a difference for the ocean – and the world.

You have launched many award-winning companies, expeditions and research foundations. Which one has been your biggest challenge and why?

The greatest challenge is communicating an understanding to those who have not witnessed what I have seen, nor been as deeply immersed in ocean science and policy as I have been, that the ocean is in trouble – and therefore so are we. If people do not know, they can’t care. If they don’t care, damage to the ocean will continue, putting everything we value at risk. Lack of knowing why the ocean matters is the fundamental reason why ocean research, education, exploration and care are so poorly funded. It is always a struggle to find support for these endeavours.

What has been your greatest achievement in your life so far?

I hope it is still out there somewhere.

What was the most exciting ocean discovery for you?

Most exciting – shocking, really – is the discovery that on my watch – my lifetime – humankind has succeeded in altering the nature of the ocean. Since I was a child, about half the coral reefs have disappeared or are in a state of sharp decline. So are mangroves, marshes, sea grass meadows, ocean plankton, and many species of ocean fish and other marine wildlife. Ocean chemistry is changing owing to the huge volume of CO2 and wastes we are putting into the sea – and the huge volume of wildlife that we are taking out. Even more exciting is the awareness that it is not too late to turn things around. Half the coral reefs are still in good shape... There are still some sharks and tunas swimming in the sea!

You have so much energy and hope – what drives you?

Just being alive is a miracle – a perspective conveyed by my parents. Their love and respect for the wonder and joy of life rubbed off, I suppose. That, and the sense of urgency I feel about doing everything possible to protect the natural systems that keep us alive – while there is still time.



What brands and companies in high-end experiential travel do you admire the most?

I admire most those that respect the natural world as the basis for all we care about – the economy, health, security, and most importantly, the existence of life itself. For many years I have worked with National Geographic/Lindblad Expeditions for experiences in the Galapagos, the Arctic, Antarctica and the Gulf of California. I am pleased to see the approach PURE applies to their programme and look forward to experiencing it personally.

And to end our encounter, what is your encouraging message to all of us?

If you could choose a time to be alive, choose now! Never before has it been possible to see ourselves with the perspective now possible, residents of a small blue planet in a vast inhospitable universe. We have a chance as never before – and maybe, as never again – to explore and protect this miraculous place, and our place in it.

* Time Magazine’s first ‘Hero for the Planet’, 1998

WORDS BY KATIE PALMER

RUNNING WITH THE MAASAI



TWO-TIME ACADEMY AWARD NOMINATED ACTOR AND FILMMAKER EDWARD NORTON SIDELINES AS A COMMITTED SOCIAL AND ENVIRONMENTAL ACTIVIST...

Aside from being a member of the board for President Obama's Committee for the Arts and Humanities and head of the board for the Maasai Wilderness Conservation Trust, Edward Norton is also co-founder of an innovative crowd sourcing, fundraising and volunteering platform and the United Nations Goodwill Ambassador for Biodiversity. Phew. We quizzed him on his thoughts about the role and responsibility of the experiential traveller and on life as an all-round great guy...

When was the first time you went to Kenya and have you seen a positive evolution since then? How many times have you been so far?

I went to Kenya for the first time in 2000. I have family that live in Laikipia and my sister used to work for the Africa desk of a great San Francisco based travel company called Geographic Expeditions. I've been many times in the years since, sometimes more than once a year. I've been involved with the building of a community-based organisation down in the Maasai communities of the Amboseli-Tsavo ecosystem since about 2002. It's called the Maasai Wilderness Conservation Trust and I'm head of the board now. Kenya is changing, like any other country, and it has challenges but also incredible opportunities to get things right that other countries like the US have already screwed up!

Can you describe your first experience with the Maasai and how you have maintained relations with them?

My first experience meeting people from the Maasai community was at the fantastic eco-lodge called Campi ya Kanzi, which is down in the Kuku Maasai Group Ranch in the Chyulu Hills. At first I was like any other visitor to this community-owned eco-tourism operation... Just in awe of the landscape and the wildlife and fascinated by the culture of the Maasai. They were incredibly welcoming and wonderful guides into the environment. I was very struck by a guy named Samson Parashina, who had a very focussed and sophisticated interest in helping his community evolve in their management of natural resources to create a sustainable economic and cultural future. I've spent a lot of time working on conservation issues and around a lot of professional conservationists all my life and I

thought "This guy is the real deal... I should be trying to help him." So I got involved in supporting the organisation that he started with the Italian conservationist who originally founded Campi ya Kanzi with the community, Luca Belpietro. It's called the Maasai Wilderness Conservation Trust and after 10 years of working on it together, MWCT is now a globally recognised and highly awarded organisation.

There were 30 runners, including yourself, taking part in the NY Marathon in 2009 and you raised over \$1million for the Trust, which is incredible! What were you able to do for the Maasai with these funds? And how do you feel about this achievement?

It was a great way for us to involve the guys from MWCT personally in the communication about MWCT's mission and value within the global conservation agenda. The money we raised provided nearly two years' worth of operating funds for the organisation, which now employs over 200 people from the local community through its various programmes. It was great fun. We were all proud of what we pulled off and we had a lot of great friends both running and donating who deserve a lot of the credit. I really had hoped to be the fastest on our team... But one of the three Maasai guys crushed me. He impressed even the pro runners. I did outpace two of them, though, and that bought me a lot of credibility the next time I went back to Kenya!

You have a private pilot license – was that one of the reasons you wanted to explore Africa? What has been your most memorable flight?

I had been in small planes all my life and out in Kenya everybody I know flies around in them... So I finally made the time and knuckled down to study and train about 10 years ago. It's still one of my addictions. I borrowed a friend's plane once in Kenya and flew from just north of Kilimanjaro all the way up to Lake Turkana to visit the Leakeys at their Turkana Basin digs up there. That was pretty memorable.



And where do you still want to fly to?

There's almost nowhere I wouldn't prefer to be flying over driving. I'd like to poke up the British Columbia coast from Vancouver... See those forests and stop and kayak.

What is your advice to the high-end experiential travel industry?

That would not be a short answer! I'd say that tourism has to be understood as an 'extractive industry' just as much as logging or mining or fishing when it's poorly practised. But it can be a great force to assist the preservation of natural places when done in the right way... As they do at Campi ya Kanzi.

As a social activist and environmentalist you launched CrowdRise, which was recently nominated by Barron's as one of the 25 Most Important New Ideas in Philanthropy. What is your message to the experiential traveller?

I'm not sure CrowdRise relates to travel specifically, although we have seen many people, especially young people and even kids, come back from travel experiences that affected them and create crowdfunding projects to support a programme making a positive impact in the place they went. I do think that these days we can engage so much more easily and have direct impact in far away places and that, now more than ever, travel can be the stepping stone into life-long engagements and friendships that really enrich your life. That's certainly been true for me.

WORDS BY KATIE PALMER

Argentina



Beats to your rhythm

GOURMET

"At the end of the world, we celebrated life and tasted the most refined flavors."



www.argentina.travel

The birthplace of Ayurveda is known as God's own country... and you'll want to make it your own

At Carnoustie Ayurveda & Wellness Resort, signature individualised ayurvedic treatments based on a 5,000 year old legacy of natural healing help you unwind, heal, cleanse and rejuvenate. Set in Kerala, the 'land of ayurveda', our luxurious villas wrapped by verdant tropical greenery on the shores of the mesmerizing marari beach provide the ideal space for a personalized holistic wellness journey



Carnoustie 
Ayurveda & Wellness Resort

VOTED "BEST LUXURY SPA RESORT, INDIA" BY BUSINESS DESTINATIONS MAGAZINE
Ph +91 478 2830400 Fax +91 478 2830499 Web: www.carnoustieresorts.com Email: reservations@carnoustieresorts.com

ECO WORRIER

A CONVERSATION ABOUT CONSERVATION WITH COLIN BELL

Having dedicated his life to making a match of tourism and conservation, Colin Bell has worn many a different cap in his time – young safari guide in Namibia, founder of one of the biggest safari companies in Africa, CEO of a successful conservation project and co-creator of a whole new model of tourism to name but a few! Never one to just dip a toe, Colin has made his most recent splash in teaming up with environmental scientist, David Bristow, to write a 400-page book celebrating the most responsible and sustainable safari operations in sub-Saharan Africa: "Africa's Finest". Friend and advisor of PURE since its launch in 2009, speaker at PURE 2010 and now judge for PURE 2013, we caught up with the continent's wildlife hero...

When you founded Wilderness Safaris in 1983 did the concept of 'experiential travel' exist? If so, what did it mean to you?

'Experiential travel' as a concept was not around in those early days. However, we fully understood that the delivery of authentic and

exhilarating experiences to our guests (or lack of it) was the most critical ingredient in the recipe for success (or failure). Everything we did in those early days was aimed at delivering the finest experience for our guests. So, in order to make it as newcomers in the safari and wildlife world in 1983, we had to offer a premium experience and product well above what was on offer at that time. My co-founding partner, Chris MacIntyre, was widely regarded as Africa's very best all-round safari guide. He was key to delivering ultra-happy guests to help spread the word – and thus developing early traction and recognition in the market.

You are a major proponent of the 'conservation tourism' model followed at Great Plains. How does it work and why do you believe in it?

In just my lifetime the planet has witnessed such radical and catastrophic wildlife declines, mainly through habitat losses – in turn caused largely by rapidly expanding neighbouring human populations. Just a quick glance at some of the rapidly declining

wildlife numbers makes sad reading... In the late '70s Africa had somewhere between 1.3m and 3 million elephants; today there are around 500,000 and up to 40,000 elephants (nearly 10% of their population) are poached every year. Many African countries will shortly have no more elephants! Lions have plummeted from 450,000 fifty years ago, to between 16,000 and 23,000. The communities that live alongside the world's parks and reserves now hold the key to the survival of our wilderness areas and of its wildlife – they will need to 'own' the wildlife through being integrally part of and at the heart of an inclusive safari tourism industry. Conservation tourism is just that: tourism that has conservation at a macro level at the very core of its existence.

Can you share with us an example where you believe this conservation model has proved a particular success?

Probably the best examples for a thriving conservation tourism model are Botswana and Namibia, where both countries now have

40% of the country set aside for wildlife. Yet formal national parks and game reserves only make up 17% to 18% of these countries – the balance is now made up of viable conservancies and/or wildlife concessions, where the communities have direct involvement and/or ownership. These conservancies, in many cases, become the buffer zone around a national park or game reserve and these buffer zones help to protect their core wildlife areas.

You see a role for luxury tourism in supporting conservation projects. How do you envisage this relationship working and what does luxury mean to you?

High tariff/low volume/low impact tourism is a critically important component of sustainable conservation tourism. A luxury lodge on average will employ around four staff per guest, while a more budget facility or hotel will generally usually only sustain less than one job per guest. The negative impacts from a well-structured, well-implemented, high-end wildlife product are significantly lower than high-volume tourism – while far more jobs and cash is created for community members. It's all about cash these days. The cliché says "conservation without money is merely a conversation"; cash generated by tourism businesses results in a win-win for both wildlife and communities and the higher-end, luxury tourism niche is far better at generating the money needed for communities and for conservation.

What brands and companies in high-end experiential travel do you admire the most?

I love the companies that struggle against all odds, often operating in difficult and even hostile circumstances to provide superb experiences – especially those whose efforts and presence does make a positive impact and difference on the ground. Take Sangha Lodge in the Central African Republic as an example at the one extreme; at the other extreme, companies like Singita do a remarkable amount of good for both their guests, their communities and for the wildlife of the area. Their one lodge in Zimbabwe feeds over 20,000 school kids every day – yet they successfully provide a safe sanctuary for one of the largest black rhino populations on earth! I also admire characters like Michael Poliza – and his company, Michael Poliza Experiences – who challenges and pushes the boundaries of experiential travel each and every day – probably more than anyone on the planet! I admire them all...

If there were one thing you could change about the travel industry, what would it be?

The industry needs to focus foremost on what is best for the environment in the long run. Collectively, we have to put petty egos and marketing issues aside and come together as an industry for the long run... Otherwise there will be no long-term. The hospitality industry needs to invest today for a brighter tomorrow, by operating more sustainable facilities that focus on using renewable energies, with partnerships that truly embrace neighbouring communities, to create sustainable buffer conservancies around all our national parks and reserves, in order to reverse the environmental degradation. The process to increase the amount of land under formal conservation protection must accelerate – ideally in partnership with our local communities.

WORDS BY KATIE PALMER

WHO'S THE DADDY?

RICHARD BANGS, ON THE RIVER AND ONLINE

When you hear that Richard Bangs produced the first travel website back in the early 90s (www.mtsobek.com), you know he's a man who's done his fair share for the travel industry. Upon finding out that he also counts Mungo Park (a pioneering Microsoft travel publishing effort) and Expedia.com as just a couple of his many other travel 'projects', it's no wonder that he's been nicknamed the 'father of modern adventure travel'. He's spent the last 30 years as an explorer and communicator, leading the first descents of 35 rivers around the globe and publishing more than 1000 magazine articles, 19 books and a score of documentaries along the way. Now a PURE Awards judge, we took the opportunity to interrogate him on the essentials...

On being nicknamed the "father of modern adventure travel"...

It really should be the "bastard child of adventure travel." The real fathers are the mythopoeists a generation before me. Once a province of the improbable, "adventure travel" was something seen in the pages of National Geographic, not available to the average Jane or Joe. The only adventure travel on Main Street was when a well-planned vacation went wrong. Then the likes of Edmund Hillary, Tensing Norgay, Jacques Cousteau, Thor Heyerdahl and others of that ilk changed it all by showing that it was possible, accessible, and with enough passion, practise and will, it could be undertaken and relished. I was a beneficiary of these pioneers and enjoyed the confluence of airline deregulation, political borders smoking away and a period of relative affluence, which allowed a new generation to seek and delight in adventure travel. I started Sobek at this magical intersection and, with alacrity, began to chronicle our explorations. What a magnificent ride it has been.

What, then, is contemporary adventure travel? It has a broad sweep, as it really includes any experience that stretches the legs, the arms, the spirit and the mind in the course of a journey. Rather than horizontal tourism, in which the traveller often returns burned and spent, this is dynamic, interactive travel, with forward momentum, returning the traveller fitter and with a deeper understanding of the world and themselves. So, that means anything from an extreme climb, to a safari, to a Himalayan trek, to a cruise to the Galapagos, to a hike down the local creek, to – dare I say – a stimulating travel read on a website or in a book.

On his first adventure...

My father never really cared much for the outdoors. But one weekend when I was a small boy he took me camping. I don't remember where he took me, but it was by a river, a swift-flowing stream, clear and crisp. With some soda pop and our fishing poles, we went down to the river to have one of those seminal father-son bonding experiences. The air told me first that we were someplace special. It whooshed, delivering the cool message of a fast river on a hot summer day. Then a muffled sound came from behind, back at camp, and we turned around to see through the trees that the tent had collapsed. My dad said something under his breath and started up the hill, then turned back to me and said, "Don't go in the river!"

They were the wrong words.

At first I put my hand in the water to swish it around and was fascinated by the vitality, the power that coursed through my arm, into my chest and up into my brain. I looked in the middle of the stream, where tiny waves burst into a million gems and then disappeared. It was magic, pure magic. I stepped into the river up to my waist and felt the water wrap around and hug me and then tug at me like a dog pulling a blanket. Another step and the water reached my chest and pulled me down wholly into its vigorous embrace. I was being washed downstream.

Effortlessly, the current was carrying me away from confinement, toward new and unknown adventures. I looked down and watched as a color wheel of pebbles passed beneath me like a cascade of hard candy. After a few seconds I kicked my way to shore, perhaps a hundred yards downstream. When I crawled back to land I had changed. My little trip down the river had been the most exhilarating experience of my life. I felt charged with energy, giddy, cleansed and fresh, more alive than I could remember. I practically skipped back to the fishing poles and sat down with a whole new attitude... And a secret.

When my father came back, he never noticed anything different. And I didn't volunteer anything. The August sun had dried my shorts and hair, and I was holding my pole as though it had grown to be an extension of my arm since he left. Only my smile was different – larger, knowing. I grew in that little trip, like corn in the night.

On the adventure that marked him the most...

It was the attempt to make the first descent of the Baro River in Ethiopia. A young man drowned and it haunted me to the degree that I almost left the field. But then I recognised a hard truth: that it is better to go forward and be in the ring

and perhaps suffer the consequences, than to never step forward at all and die on the inside.

If there is a common element to the code of adventure, it is the frisson that comes from touching the maw. At the moment of plunging into a giant rapid we are febrile, but also unlocked in a way that never happens in the comfort zone, so that the slightest tap makes us shiver to the bottom of our beings.

In Hemingway's classic story, *The Short Happy Life of Francis Macomber*, a milquetoast of a man finds an instant of bliss as he fearlessly (and fatally) faces a charging buffalo. I would like to believe that the day of the drowning allowed a lifetime deep and rich and connected, if only for a flash, and that it was better than a dull and deadly senectitude.

On sleeping...

I'll sleep when I'm dead. I'd rather do adventure than think about it; but, then again, there is adventure in the conceiving and planning, so perhaps the answer is 25 hours.

On his favourite river...

I started my career in my late teens as a river guide on the Colorado River through the Grand Canyon. Then, I decided to take what I learned to Ethiopia, to make the first descents of a number of rivers that fall off the Abyssinian Plateau, including the Omo and the Blue Nile. We called our little adventure Sobek Expeditions, after the ancient crocodile god worshipped along the Nile, hoping that he might look kindly upon us and grant us safe passage. For the most part, it worked, and we went on to explore wild rivers around the world – from the Yangtze to the Zambezi to the Euphrates to many others. Which is a favourite? That's like asking a Dad his favourite child... They are all different, and all wonderful and talented.

On the future of communicating travel online...

The power of the internet breaks the tyranny of geography, allowing people anywhere in the world to virtually travel to wild places through the portals of their screens. Its capacity for information exchange and communications can be a more effective tool than anything yet devised to preserve the wilderness. A basic problem is that wilderness areas are hard to get to, and the numbers who see them and experience them are too often too small to make a difference. That's where the

internet could be the instrument of awareness, appreciation and activism that no oversized nature book ever could.

It is the most powerful intercommunications tool yet, one that tears down the media power towers, erases the information filters of middlemen and allows anyone to jump into the thick of things and asseverate a voice and opinion. I'm convinced that when the time comes for a call to action to stop the compromising of sacred and magic places, the patronage for preservation will be that much greater for the web. A few years ago we lost a fight to save Chile's crown jewel of a wild river – the Bio-Bio – from the concrete slug of a private big dam; but then only a few thousand had ever seen the river. Now more people than visit all the parks in the world, regardless of wallet size, physical abilities, age or weight, can be introduced to a far-away wilderness in a more immediate way, and that means that many more can fall in love with a wild place, grasp its issues, and perhaps lend a hand when it needs many.

On the place he can't wait to visit...

Everywhere, and then some.

WORDS BY KATIE PALMER

KASBAH DU TOUBKAL MOROCCO

MOUNTAIN VOYAGE MOROCCO

...Morocco at its best!

60 MILES FROM MARRAKECH | ACCOMODATION | WALKING BASE FOR THE HIGH ATLAS |
 | COUNTRY RESTAURANT | TOUBKAL ASCENTS | **VISIT STAND NUMBER K04** |

Email: mike@discover.ltd.uk website: www.kasbahdutoubkal.com

FAST ANSWERS, RELIABLE SERVICES | LOCAL INSIGHT, INTERNATIONAL KNOWLEDGE |
 | REASONABLE PRICES, UPSCALE EXPERIENCES | VIRTUOSO ON-SITE | **VISIT STAND NUMBER K04** |

Email: pure@mountain-voyage.com website: www.mountain-voyage.com

BACK TO BASICS

KEEPING IT REAL WITH SUSTAINABLE ARCHITECT,
GÉRMAN DEL SOL

Known for his contemporary interpretations of local traditions and possessing a knack for creating exceptional ecological resorts, Germán del Sol's designs are nothing if not sympathetic – a notion he expresses well in describing architecture as “a gift of suggestions that may fill what we usually call an empty space”. He designed the original Explora concept – a design-conscious tourism experience in some of Chile's most remote terrains – by building the first Explora resort in Patagonia in 1993, followed by a second property in Atacama in 1998. He then completed the 72-room sustainable Remota hotel in Patagonia in 2006, when he was also awarded the National Prize for Architecture. We spoke to one of Chile's most celebrated architects about the future of sustainable architecture and its role in high-end experiential travel...

You are one of Chile's most influential architects, focussing mainly on sustainable design. What was your passion and drive to study architecture?

I have always been surprised by places that reflect human's desire of beauty. Places that transcend their practical use and show some of the human splendour. And I have always tried to learn from them, how to give place now to human life in plenitude, and overcome its miseries.

You launched the Explora resorts, which put Chile on the global map for innovative landscape architecture. Can you tell us about the concept and why you decided to launch it?

The idea behind Explora was to open up remote, world class destinations for discerning travellers in the southern tip of America. The two first hotels in Patagonia and Atacama, which include horse stables, spas, and Puritama Hot Spring complexes, were designed to form part of the landscape. I think that landscape has an inside that some people get and others not, and that every building must relate properly to its natural and cultural environment in order to make the experience fruitful for its visitors.

You have been building ecological resorts, wineries and thermal spas. Do you think they are the future of travel? Is that what the high-end traveller is looking for? How do you see sustainable architecture evolving in the future?

If we do not want to destroy the beauty of diversity that refined travellers are looking for, well-designed ecological resorts, wineries and thermal spas may be the appropriate architecture for present and future travel destinations. When a place is overbuilt, its natural and cultural environment disappears

The right architecture can attract the right crowd anywhere in the world – as an architect, how do you see your influence on experiential travel? Do you think it's important for the traveller to be more involved in the local community and to make it part of their travel experience?

I wish architecture had more influence than money in the short run. In the long run, good architecture is a good business for any lucid society. I understand that it may sound politically incorrect, but let us leave the local communities alone to live their lives and do their business and crafts as they like them, and take travellers to meet them only in the public local markets – one of the few places where the exchange may really be of interest for both parties.

What projects are you currently working on?

I am working on a masterplan proposal to make Chile's badly needed infrastructure to produce energy, add beauty and cultural interest to the landscape, instead of being ugly and destructive to the environment.

Which was your most challenging and exciting assignment?

If I am able to do it right, this project may be a contribution to the cultural landscape of a country that has given me so much and that I love.

How do you pick a location and does it become the main source for your design? What other areas inspire you and where would you like to build your next resort?

A location captures my attention if it shows some potential of becoming a place. And a place only exists after someone who creates that piece of architecture is poetically inspired – it will be good and beautiful there in that moment. And that also includes the past and the future that may also be present.

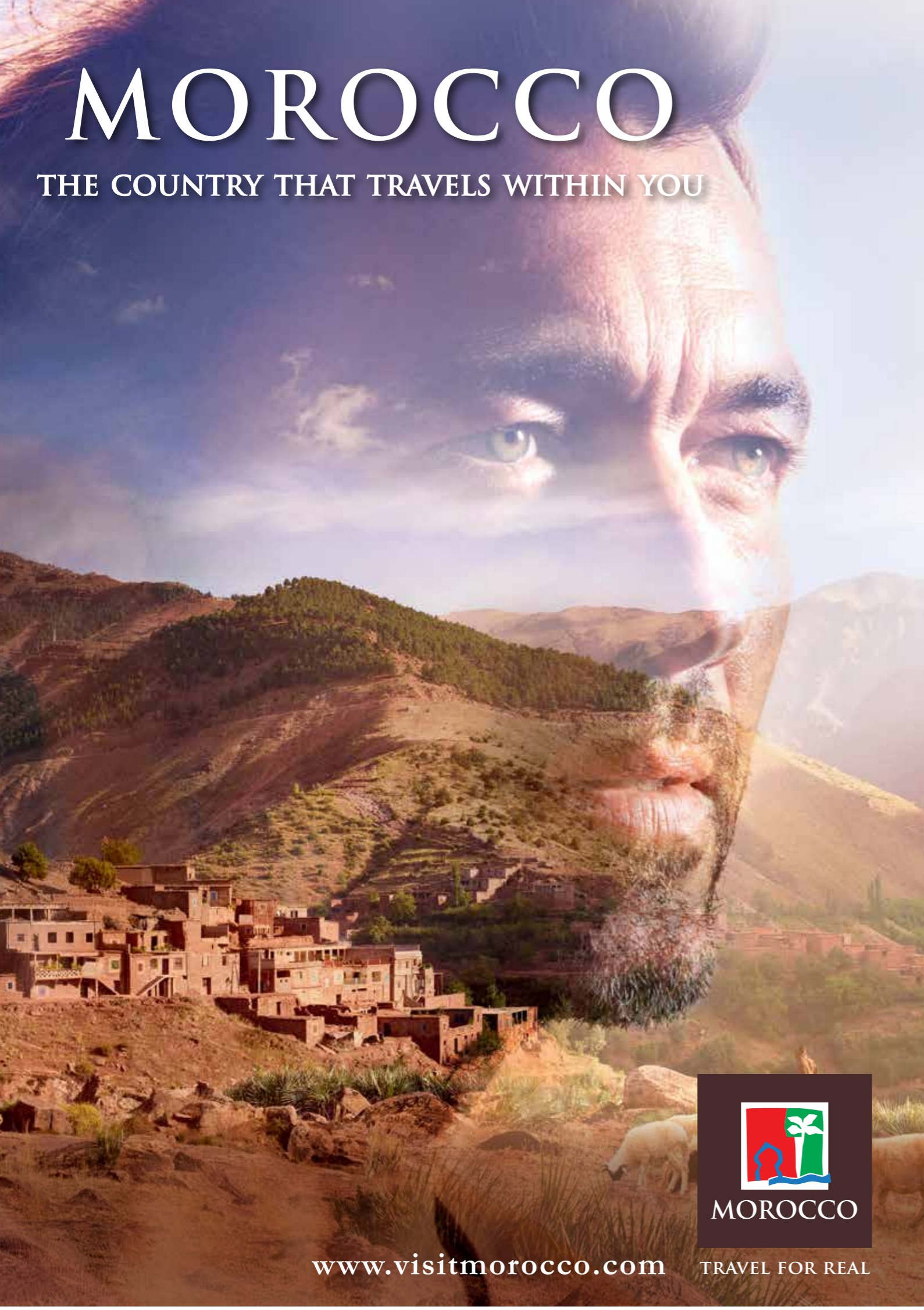
What is your favourite place to be and why?

It is always here and now.

WORDS BY KATIE PALMER

MOROCCO

THE COUNTRY THAT TRAVELS WITHIN YOU



www.visitmorocco.com

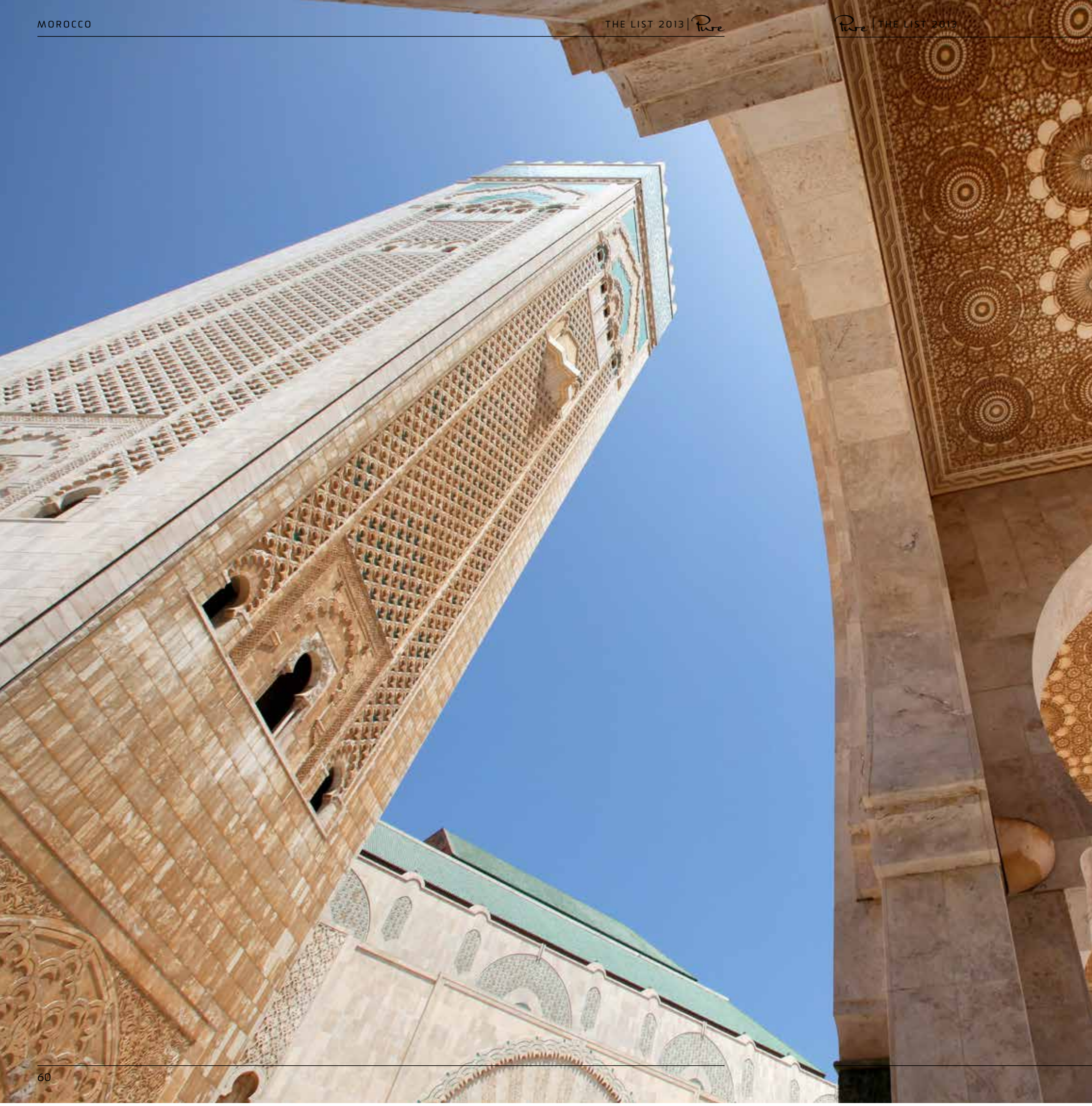
TRAVEL FOR REAL

MOROCCO

AN OUTSTANDING NATURE

Morocco sits at the northwestern tip of Africa. It is bordered to the west by the Atlantic Ocean, on the north by the Mediterranean Sea and is separated from Spain by 14km through the Straits of Gibraltar. It has land borders with Algeria to the east and Mauritania to the south. Enjoying two sea fronts, Morocco boasts more than 3500km of coastline, including over 500km on the Mediterranean Sea, together with an extended 2934km Atlantic Ocean coastline, which ends beyond the Straits of Gibraltar to create the striking fusion of the Mare Nostrum and the Atlantic Ocean. Covering more than two thirds of the Moroccan land, mountains can reach significant heights, with many peaks crossing the threshold of 4000m. Marking the unspoiled beauty of the Moroccan desert, in the southern part of the country in the region of Erg Chebbi a stretch of sand dunes up to 200m high stretches to meet the stars. Beautiful plains cover the Moroccan land, consisting of low plateaus, rivers, hills and fertile plains that allow the farming of a wide variety of products. With a moderate climate tempered in a warm Mediterranean style and the shades of ocean, the weather in Morocco is delightful. The splendour and the unexpected variety have long been the inspiration for many international masterpieces that bear witness to the exquisiteness of this land.





A LIVING CULTURE AND UNIQUE HISTORY

Morocco is seen as the meeting point of the African, Oriental and European worlds. A genuine melting pot of civilisations, the history of Morocco glows with prestige and was relentlessly demonstrated by indisputable masterpieces revealing the magnitude of all dynasties to have ruled through centuries of the country's history. The Idrissides, the Almoravids, the Merinids, the Saadiens and the Alawites have all marked the history of the country and have left a priceless heritage. Cities like Fez, Meknes, Rabat or Marrakech embody the weightiness of the country's history and safeguard a culture created over thousands of years. The wonderful cultural exchange with Spain can be felt through the Arab-Andalusian styles portrayed in various cities. Several sites are acknowledged by the UNESCO as tangible and intangible world heritage. Morocco is where gastronomy and crafts are central components of the culture.

HOSPITALITY IS AN OLD TRADITION

The geographical location of Morocco has made it a target of various conquerors throughout history. The mixing of different cultures through centuries of history is a fact that made the Moroccans very open-minded and tolerant people, to which point hospitality comes artlessly. Churches, Synagogues and Mosques exist side by side in perfect harmony in the alleys of the medina. "Sharing" and "Marhaba" (welcome) are the key words of the Moroccan culture.

AN EXCEPTION

At a time when many of the countries in the region are experiencing instability, Morocco marked a peaceful transition in embracing a new constitution and persevering in its ambitious development policy, aimed at enhancing the welfare of its people.

TOURISM IS ITS NATURAL ABILITY

Morocco is visited each year by almost 10 million tourists from around the world. Its rich and varied offering meets even the highest expectations of travellers in search of scenery, cultural immersion and relaxation, not to mention the wide variety of activities found in different regions of the country. The substantial development in infrastructure and the expansion of airlifts have each played an important role in the significant growth of the tourism industry of the country. Marrakech, Agadir, Fez, Tangier, Ouarzazate, Essaouira and Casablanca are examples of cities that now have become crests in the world of travel.



MARRAKECH

One of the most talked-about cities in recent years, Marrakech has become the destination for those interested in design, shopping and the naturally exotic. The centrepiece in what is widely regarded as North Africa's adventure playground, it has brought international sophistication to this dusty, dry corner of the world. Despite years of French occupation and a brisk trade in tourism, the city has maintained a sense of mystery and old-world charm not found anywhere else so close to Europe.

HISTORY

Almost a thousand years ago, this area – originally called Marra Kouch – was a meeting point between the vast stretches of the Western Sahara and the towering peaks of the Atlas Mountains. In 1062, the Almoravids

set up a central store of weapons and food at this strategic point of a caravan route used for the trading of gold and salt. From their new base, the Almoravids conquered the whole of Morocco; they went on to land in Spain in 1086 and eventually built an empire that stretched from Lisbon to Algiers. The sturdy city walls of Marrakech and the vast areas of palm groves that form the present day Palmeraie to the north of the city date from this era. The hundreds of pools and fountains find their origins in a complex underground irrigation system that utilises melted snow from the Atlas Mountains. The colourful gardens and abundance of vegetables owe much to the ingenious use of resources developed by the Almoravids.

THE JET SET

It was during the swinging 60s that Marrakech acquired its bohemian appeal, as the likes of Yves Saint Laurent, The Beatles, The Rolling Stones and Jean-Paul Getty all chose to hang out there. Over the ensuing

decades increasing numbers of style conscious ex-pats came to the city to invest their money and design ideas, thus creating the mix of ancient tradition and modern chic that epitomizes the place today.

ANCIENT MEETS MODERN

Its sophisticated riads – influenced and inspired by Islamic art but also by practical necessities – continue to captivate visitors with their luxurious, photogenic interiors and indulgent atmosphere. Meanwhile, the streets of the Medina remain relatively unchanged, providing a rare insight into the lives of ordinary Marrakchi and catapulting visitors back in time. The dust and heat of the Medina's streets is a marked contrast with the relative sophistication and westernisation of Guéliz and other, newer parts of the city.

CONTEMPORARY CHIC

There are many ways to spend a perfect day and night in the city. You could wander the ancient Medina streets in the morning, soaking up the bustling, ramshackle, pre-industrial atmosphere, hunting down some bargains and visiting a museum or Medersa. You could take a lunch break in one of the refined eateries that lie behind the Medina's dusty doors. Afterwards, why not head to Guéliz to check out an art gallery, or treat yourself to some new clothes in the city's boutiques? In the evening, indulge in the full grandeur of the Moroccan dining experience at one of the palace restaurants, then enjoy a refreshing mint tea at a café on the Jemaa el Fna and marvel at the nocturnal madness that has been unfolding in a similar way for the last thousand years. When the night is done, head back to your quiet, comfortable riad or hotel for a sound night's sleep, full of Arabian dreams.

TANZANIA
A JOURNEY OF
ADVENTURE AND DISCOVERY

Legendary Expeditions

*Travel with us to the most romantic stretch of Tanzania,
where the endless African savannas give way to
lavish safari style and enriching experiences,
transforming your passion for adventure
into treasured memories*

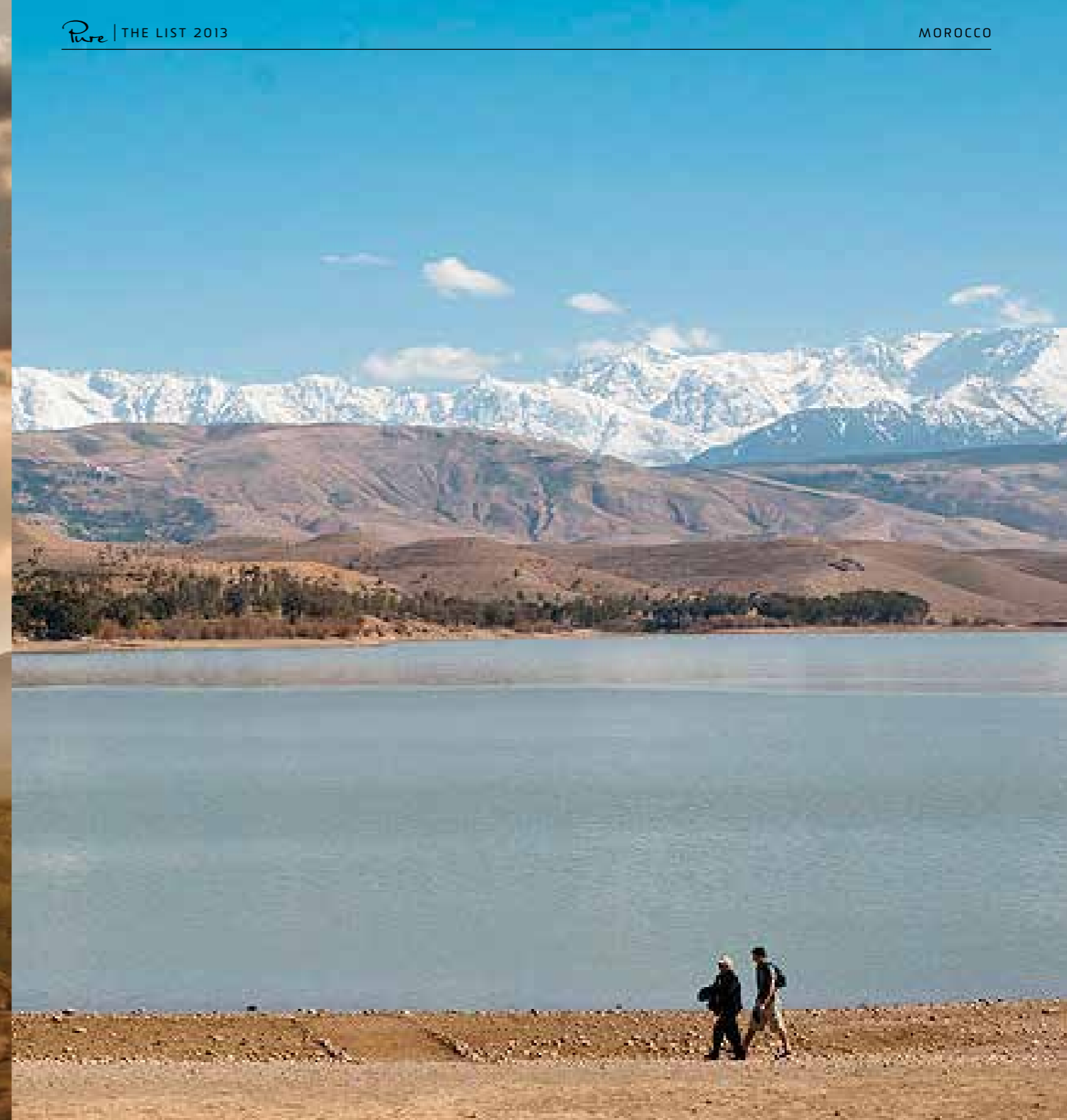
Selian Coffee Estate, P.O. Box 2782, Namanga Road, Arusha, Tanzania

Phone: +255.27.250.8917 Fax: +255.27.250.8434

Email: Info@legendaryexpeditions.com

www.legendaryexpeditions.com

© 2013 Ker & Downey Safaris (Tanzania) Limited t/a Legendary Expeditions. All Rights Reserved.
The mark "Legendary Expeditions" is a mark or trade name of Ker & Downey Safaris (Tanzania) Limited.



BREATH TAKING SURROUNDINGS

If you feel the need to get out of the city, then there is a wealth of adventure open to you. The High Atlas Mountains are a mere 40km from Marrakech – an hour's taxi ride will see you firmly ensconced among them. Here you can ride, trek, ski or simply soak up the purity of the air and inhale the natural aromas. In spring, wild flowers cover the mountainsides while in autumn the smells of the fruit harvest assail the senses. A little further away you can begin to explore the edges of the Sahara. The desert is spectacular: its shape-shifting sand dunes and stunning rock formations will take your breath away. You can also make the most of this unique opportunity to observe the semi-nomadic lifestyles of the people who live here.



ELEVEN CREATES UNFORGETTABLE EXPERIENCES.

WHETHER YOU ARE CAT-SKIING OUR COLD SMOKE POWDER IN THE ROCKIES, REELING IN BONEFISH ON A BAHAMAS FLAT, OR RIDING ICELANDIC HORSES THROUGH VALLEYS OF VOLCANOES AND GLACIERS, OUR INSPIRING EXPERT GUIDES AND HOSPITALITY TEAM WORK WITH YOU TO CRAFT A BESPOKE ADVENTURE THAT SUITS YOUR GROUP'S INTERESTS AND SKILLS. OUR AUTHENTIC AND CHARMING PROPERTIES ARE OFF THE BEATEN PATH, BUT WELL WORTH THE JOURNEY – EACH ONE IS CHOSEN TO DELIVER THE BEST THAT NATURE HAS TO OFFER. WE WILL SHOW YOU, YOUR FRIENDS, AND YOUR FAMILY **THE EXPERIENCE OF A LIFETIME.**

BEYOND PERFECTION, THERE'S ELEVEN
ELEVENEXPERIENCE.COM

Please call +001.970.349.7761 or
email info@elevenexperience.com



A true adventure awaits you

Pacific Yellowfin Charters

Toll Free: 1-866-640-5935 Tel: 604-321-2124
www.pacificyellowfin.com

THE INSIDER GUIDE

An insider guide to Marrakech's urban life by Wallpaper* City Guide Executive Editor Rachael Moloney

Captivating and fickle, Marrakech is not an easy destination to uncover. There are plenty of obvious lures, but just as many camouflaged attractions. Boasting some of the most seductive accommodation in the world, a riveting medina and a glorious backdrop in the Atlas Mountains, the city has hedonistic attributes aplenty and, recently, a more diverse cultural life.

A clutch of art galleries has been promoting contemporary Moroccan artists and photographers, while the design scene has also been evolving. As well as the souks' rightly celebrated crafts, there are now more modish local wares available in the boutiques of the Ville Nouvelle. There are signs of architectural change, too. A new Museum of Photography and Visual Arts (MMPVA) – designed by British architect David Chipperfield and due to open in Hivernage in 2016 – will inject a shot of modernity into the cityscape. The Marrakech Museum of Photography (MMP+) will be housed in El Badl Palace until then, launching in November with an exhibition of documentary work by five Magnum photographers, curated by Simon Njmaï.

Evenings in Marrakech are enchanting, and dining and nightlife options have expanded, with more cosmopolitan venues springing up in the medina, but mostly across Guéliz and Hivernage. It's quite possible now to hop from hip bar à vin to trendy boîte without suffering an overdose of couscous and belly dancers. The traditional pleasures of Marrakech are there, and wonderful when well executed, but the city is coming of age. That can only make it more alluring.

CULTURE

MAISON DE LA PHOTOGRAPHIE

In a tranquil gallery in the centre of the medina, Patrick Manac'h and Hamid Mergani show their private collection of vintage photographs, dating from 1870 to 1950. Ranging from portraits to cityscapes, the images provide an insight into historical Moroccan culture, through thematic exhibitions that are rotated regularly. There's also a chance to view the earliest colour documentary films made about the Berbers of the High Atlas by Daniel Chicault in 1957. The roof terrace is a lovely spot for a drink and a sweeping view of the medina. Open daily, 9:30am to 7pm.

46 rue Souk Ahal Fès, T: 212 0 524 385 721
www.maisondelaphotographie.ma



DOUIRIA DERB EL HAMMAM AD-DAHAB

This 18th-century douiria adjacent to the Mouassine fountain has only recently opened to the public. A douiria is a guest annexe within a traditional aristocratic house, and this example – an important architectural find – is stunning now that its original features and pigments have been meticulously restored. Sophie Makariou, director of the Department of Islamic Art at Le Louvre in Paris, was an early visitor to the site. The space will house exhibitions about Moroccan culture and art. Open 10am to 6pm; closed Friday.

Rue du Bain d'Or, T: 212 0 524 385 721
www.douiria.com



MUSÉE DE LA PALMERAIE

Abderrazzak Benchaâbane's art gallery on the edge of the Palmeraie showcases modern and contemporary Moroccan artists – many of the works are drawn from his own collection. Different media are represented, from the paintings of Hassan El Glaoui and Mohamed Melehi, to the intricate metalwork of Yahya Rouach. At the rear, there are landscaped gardens with ornamental pools and sculptures dotted throughout. Benchaâbane is also a perfumer – his small perfumery is on the grounds. Open daily, 9am to 6pm.

Dar Tounsi, Route de Fès, T: 0 212 610 408 096
www.museepalmeraie.com



DAVID BLOCH GALLERY

The burgeoning commercial art galleries of the new town are indicators of the city's strengthening art market. David Bloch has been open here since 2010, in a modern, pared-back space on a prominent street in Guéliz. Passionate about Morocco and its artistic traditions, the gallerist presents exhibitions focussing on optical, kinetic and abstract works, calligraphy and street art. In November, Marrakechi painter and calligrapher Larbi Cherkaoui will present a new show. Open Monday, 3:30pm to 7:30pm; Tuesday to Saturday, 10:30am to 1:30pm and 3:30pm to 7:30pm.

8 bis, Rue des Vieux Marrakchis, T: 212 0 524 457 595
www.davidblochgallery.com

SHOPPING

33 RUE MAJORELLE

Until relatively recently, contemporary design was hard to find in Marrakech. This sleek emporium opposite Jardin Majorelle has plugged the gap. Launched by Yehia Abdelnour and Monique Bresson, the two-level store carries around 90 designers based in Morocco, other parts of North Africa and the Middle East – the stock spanning both established and emergent brands. Browse the fashion of Fadila el Gadi and Bresson's own label, Zaidina, or the edgy work of Egyptian graphic designer Mohamed Nabil. The next-door café Kaowa is ideal for a post-shopping pick-me-up; order the couscous if you visit on a Friday.

33 rue Yves Saint-Laurent, T: 212 0 524 314 195
www.33ruemajorelle.com



JARDIN MAJORELLE

The charming Jardin Majorelle is deeply entrenched on the tourist trail, but well worth a tour because of its beautiful flora, excellent museum dedicated to the Berbers and boutique – now under the wing of Stephen di Renza, former creative director of Alfred Dunhill. New product lines for the shop are in development, but there will be a focus on modern textiles (Di Renza is working with the country's sole surviving brocade maker to weave some of the materials) and jewellery. Meanwhile, the present store is a good source of luxurious pieces, including the Loulou de la Falaise label.

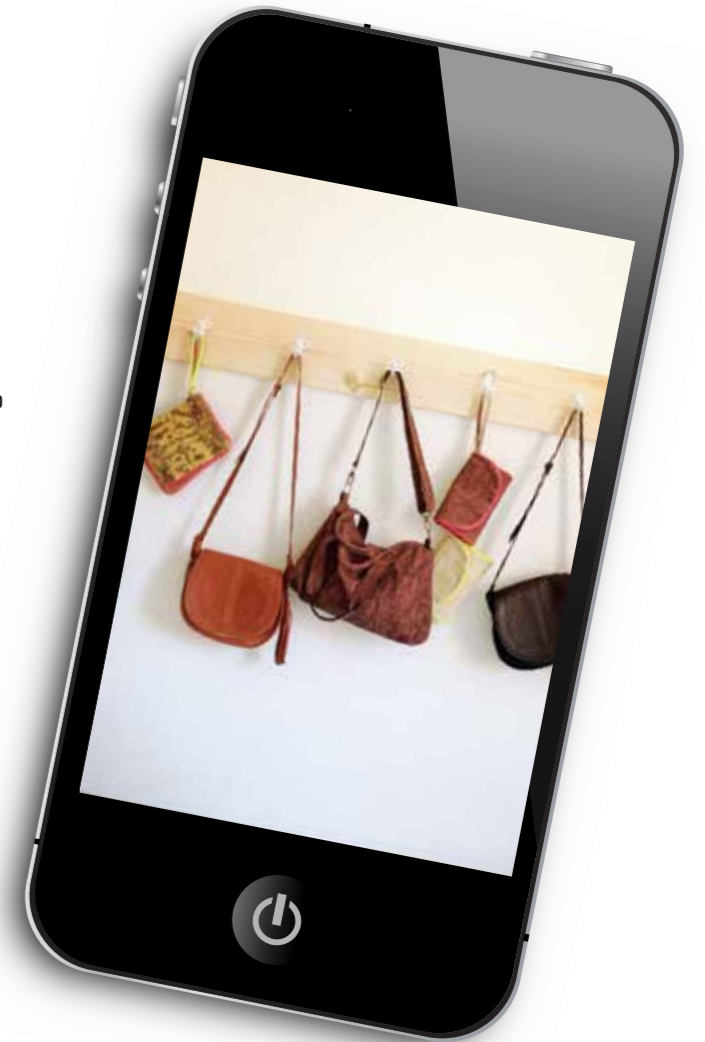
Avenue Yacoub El Mansour, T: 212 0 524 301 852,
www.jardinmajorelle.com



STUDIO LALLA

Laetitia Trouillet spent several years as a sought-after personal shopper, combing the souks for covetable wares. At her airy studio in Guéliz, she advises on the best places to shop and presents a keen edit of the city's vintage treasures. She also designs pieces herself and presents the work of other creatives, such as the jewellery of Parme Marin. Trouillet has two other boutiques in Souk Cherifa – Lalla, selling handbags and clutches, and Bazaar, which carries an assortment of items that caught her eye; both open daily from 10am to 7pm. Studio Lalla is open Monday to Friday, 10am to 5pm; Saturday by appointment.

5 rue de la Liberté, T: 212 0 661 477 228
www.lalla.fr



EAT & DRINK

LE MAROCAIN AT LA MAMOUNIA

The city's legendary grande dame is also one of its defining landmarks. Dating back to 1923, the original hotel was created by French architects Henri Prost and Antoine Marchisio, who melded Moroccan and art deco styles in the design. André Paccard's 1986 revamp lent the interiors a deco edge, whereas Jacques Garcia's scrupulous three-year renovation, completed in 2009, modernised La Mamounia's Moorish characteristics, while adding modern glamour. The combination of exquisite setting and carefully prepared local cuisine in the hotel's Moroccan restaurant set in the gardens is hard to beat for a blowout supper. The view from the top-level bar takes in the Atlas Mountains.

Avenue Bab Jdid, T 212 0 524 388 600
www.mamounia.com



DJELLABAR

In the past few years, a smattering of savvy entrepreneurs have arrived on the local nightlife scene. Djellabar is co-owned by illustrious DJ and club owner Claude Challe and artist Stéphane Atlas, making it one of the more urbane clubs to hang out after hours. The venue itself – a former wedding hall – is part of the attraction. Offset by pop elements, the original stuccowork and zellige are a joy to look at. The cocktails and food in the restaurant at the back match the high standard of the setting.

Villa Bounainvillée, 2 rue Abou Hanifa, T 212 0 524 421 242,
www.djellabar.com



LA MAISON ARABE

There are a handful of places in Marrakech with an ambience that lingers in your mind long after you have visited them. La Maison Arabe was opened as a restaurant by Frenchwoman Hélène Sébillon-Larochette in 1946 and purchased by Fabrizio Ruspoli in 1994, who crafted it into a boutique hotel. The effortless charm and integrity of the venue, particularly its Piano Bar and restaurant Les Trois Saveurs, makes La Maison Arabe quite magical. The lute and guitar players you may hear in the background in the restaurant are protégés of Saïd Chraïbi – one of North Africa's foremost musicians.

1 Derb Assehbe, T 212 524 387 010
www.lamaisonarabe.com

MIR CORPORATION

Specializing in Siberia, the Silk Route, St. Petersburg & Beyond since 1986

MIR DMC Offices in Russia, Ukraine, Uzbekistan
www.mirdmc.com • www.mircorp.com • info@mir-dmc.com

photos: Peter Guttman, MIR Corporation

Amanresorts offers 26 destinations

in 18 countries. Here are a few...



AMAN AT SUMMER PALACE, Beijing, China



AMANFAYUN, Hangzhou, China



AMANKORA: Paro, Thimphu, Punakha, Gangtey and Bumthang, Kingdom of Bhutan



AMANBAGH, Rajasthan, India



AMAN-I-KHÁS, Ranthambore, India



AMANGALLA, Galle, Sri Lanka



AMANWELLA, Tangalle, Sri Lanka



AMANGIRI, Utah, USA



AMANGANI, Wyoming, USA



AMANJENA, Marrakech, Morocco

AMAN[™]
RESORTS

www.amanresorts.com

...and the others are

Cambodia: Amansara • France: Le Mélézin • Greece: Amanzoe • Indonesia: Amandari, Amankila, Amanusa, Amanjiwo, Amanwana • Italy: Aman Canal Grande Venice • Laos: Amantaka • Montenegro: Aman Sveti Stefan • Philippines: Amanpulo • Thailand: Amanpuri • Turkey: Amanruya • Turks and Caicos Islands: Amanyara • Vietnam: Amanoi

TERRA

INCOGNITA

LAYING STILL AT THE VERY BOTTOM OF PLANET EARTH, ANTARCTICA IS A MIRACLE:
WHAT SEEMS AN EMPTY LAND AT FIRST IS FILLED WITH NATURE'S MOST POWERFUL PRESENCE.





As a child I grew up looking at atlases and mentally following the footsteps of my dad as he trekked the Himalayas: a geologist and alpinist, he flew there twice a year for 30 years. I used to go to bed dreaming about this world of snow and ice, where thin air and high altitudes were void of human presence. I remember thinking that beyond those ice-capped peaks, the next thing you could set your eyes on was the moon. When I was a little girl, the Himalayas were my last frontier.

Many years later, a film about an expedition to Antarctica caught my eye inside a planetarium. It all seemed like Antarctica was the ultimate frontier nowadays. I quickly made up my mind and set everything up to board the Austral ship from La Compagnie du Ponant in Ushuaia last December.

Ushuaia looked like a sleepy little town – there I grabbed a last piece of gear, checked emails, bought a few additional books and memory sticks... Just in case. It reminded me of Kathmandu, where all the alpinists would stock up on equipment. Soon after, I was leaving Tierra del Fuego and Patagonia's most southern tip behind with both fear and excitement; at first, the ship seemed huge, with its six decks and 100 cabins, but I rapidly gathered that any smaller vessel wouldn't make it across the fierce winds of Drake's Passage, Nature's last rampart to Antarctica.

While it all looked calm and quiet at first, I knew that Cape Horn and the Furious Fifties awaited just a few degrees south. Looking at the sea shaping up to form foamy crests and swell, I suddenly realised why Antarctica is exclusively described using superlatives:

you need to brave the extremities with humility to catch a first glimpse of it, starting with the Drake Passage's extreme violence – a sailor's worst nightmare – which creates a wall around the white continent.

Yet one morning, after 36 hours of waves and sea, there it was: muffled in ice and snow, an immaculate line appeared. We had reached Terra Incognita. Why this name? Simply because – setting aside a few scientific bases scattered around the continent (Antarctica is bigger in size than Europe) – the polar land is void of inhabitants.

Surrounded by polar waters (four or five degrees colder than the waters around Ushuaia) and intense whirling winds that circle around with nothing to stop them (at this latitude, south of Australia and Africa, there is nothing but sea), Antarctica is literally secluded from the rest of the

globe. Moreover, with 98 percent of its surface covered with a layer of ice with an average thickness of 1.6km, it is unmistakably the world's largest icecap and freshwater reserve. Then it struck me: untouched, Antarctica is a miracle. Antarctica is an imprint of the cold.

Steeped in silence, the first images oscillated between the roll of the boat and the impulses of the roaring wind; it was like discovering a new language, experiencing the feeling of being "Lost in Translation" between the Earth and space, as if on another planet.

Every day our route changed depending on the quantity of ice and icebergs that we bumped into. The weather, too, changed constantly: we'd go from braving intense snow and blinding winds, to sunbathing on the deck of the ship an hour later; or, after an immaculate dawn with crystal clear

skies, grey clouds would move in and turn the day dark. Experiencing four seasons in one day was definitely common.

On each of the first four days we disembarked on islands to walk around penguin colonies and spot Weddel seals and sea lions. Sometimes we'd be surrounded by hundreds, thousands even, of penguins; since they have no predators on land save for the leopard seal, they weren't the least bit intimidated by our presence. The guides – scientists and experts on polar life – were

essential to our every excursion, constantly pointing out rare phenomenon or stressing the fragility of the ecosystem. They offered insights of the different natures of ice, pointed out the presence of rare bacteria under our feet, and told us about the birds' breeding seasons. On a cruise like this, there is what you see and then there is the Unknown – they provided the eye opener for the latter.

We were never able to go off exploring on our own without a guide, but the thrill of hearing nothing other

than the wind hurling and the penguins squawking, ice cracking and icebergs rolling upside down was enough to make this journey absolutely perfect. But however intense the excursions, the best viewing point remained the boat, where we could track whales and cruise around icebergs, discover mountain ranges and spy on penguins.

Heading back to Ushuaia, I realised how much I had become accustomed to seeing icebergs drifting alongside the ship. They inhabited the region like

hundreds of evil spirits, bending and widening into arches, stretching – almost striding – toward sharp peaks. I had gone to Antarctica to discover nuances of white, but instead found glazes of faded blue, pale pink and bright yellow, all unfolding in shades of grey. Antarctica was definitely limitless.

Compagnie Du Phant, www.ponant.com/Navires/L-Austral

WORDS BY MARIE LE FORT

Exclusive Tents

The world leaders in luxury under canvas: bringing one closer to nature and allowing for the romance, true tranquility and absolute pure passion of life!

Exclusive Tents Intl.

E-Mail: krazy@exclusivetents.com Website: www.exclusivetents.com



Pure handcrafted journeys

LUXE
INDIA

Contact us: E-29, Hauz Khas, New Delhi 110016, Tel: +91 11 30905206 Fax: (+91 11) 41653101, E-mail id: info@luxcindia.in, Website: www.luxcindia.in

TOP END TALES

THE KIMBERLEY COASTLINE, IN AUSTRALIA'S REMOTE NORTH, IS ONE OF THE FINAL FRONTIERS FOR THE INTREPID TRAVELLER



If you've ever wondered what it might be like to live the life of a pioneer, then head north. To the north of Western Australia and one of its most remote regions: the Kimberley coastline. This is a land of few humans and many crocodiles; where the only way to get around is by helicopter – if you have the means – or by sea. On a boat, moving slowly beneath the rust-red cliffs of King George Falls, you may look up to see the huge nest of a sea eagle. During the dry season – in this part of country, it's really the only time you can travel – the water flowing over the edge is often little more than a trickle, but it does give the rock formations something of a cathedral-like presence.

On dry land, Kununurra is the region's largest town. It would be as inhospitable as much of the rest of this country, except for the manmade Ord River Dam that has turned it into a lush tropical food bowl. The birdlife in these parts is stunning, with jabirus, egrets, magpie geese and brolgas all in residence.

For thousands of years this has been home to Aboriginal people and the region is now a vast living art gallery. Rock art sites abound, with paintings telling the spiritual tales of an ancient people.

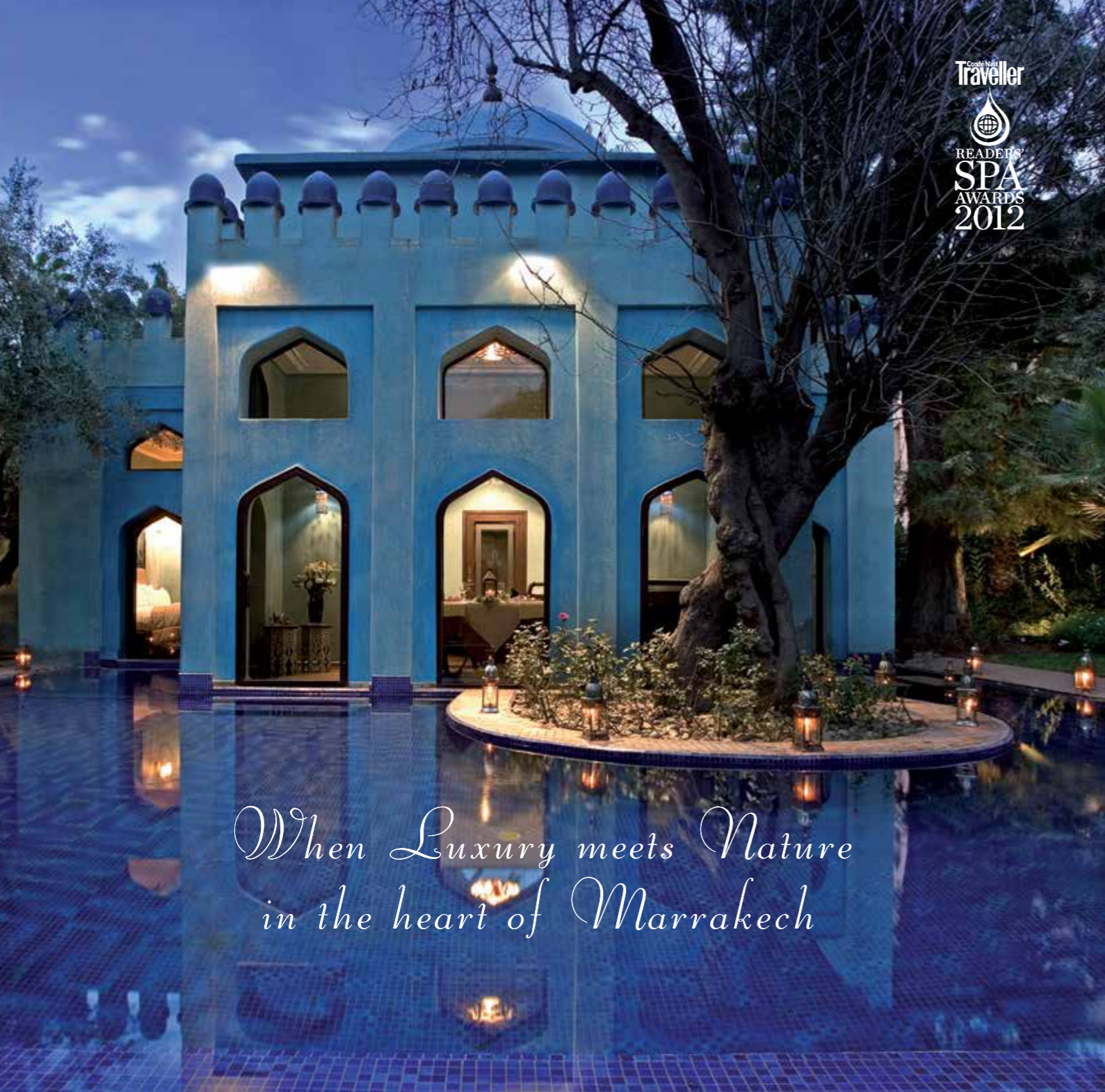
Of course, none of this is easily accessible and you're unable to set off hoping to discover the Kimberley's treasures by accident. The best way to marvel at its terrain is on an expedition cruise. The luxurious MV Orion – with its maximum of 106 guests cared for by 75 crew – sails through the waters of the Kimberley coastline each year, from May to September. Its fleet of Zodiacs allows guests to leave the ship and explore rivers and coastline. Sightseeing flights over the spectacular Bungle Bungles are also offered on some of the itineraries. A recent partnership between Orion and Lindblad Expeditions-National Geographic also

means that snorkelling and scuba diving will be offered at Rowley Shoals, off the coast at Broome. There is one thing you can be assured of: when you wake up each morning, yet another gob-smacking view will be framed by the window of your cabin.

Orion Expeditions, www.orionexpeditions.com

WORDS BY CARRIE HUTCHINSON

Traveller
 READERS' SPA AWARDS 2012



*When Luxury meets Nature
 in the heart of Marrakech*



- PALACE, KSARS, VILLAS & HOTEL *****
- SPAS & DIOR INSTITUT
- GASTRONOMY
- CASINO, THEATRO NIGHTCLUB & LOUNGE BARS
- CONFERENCES & EVENTS



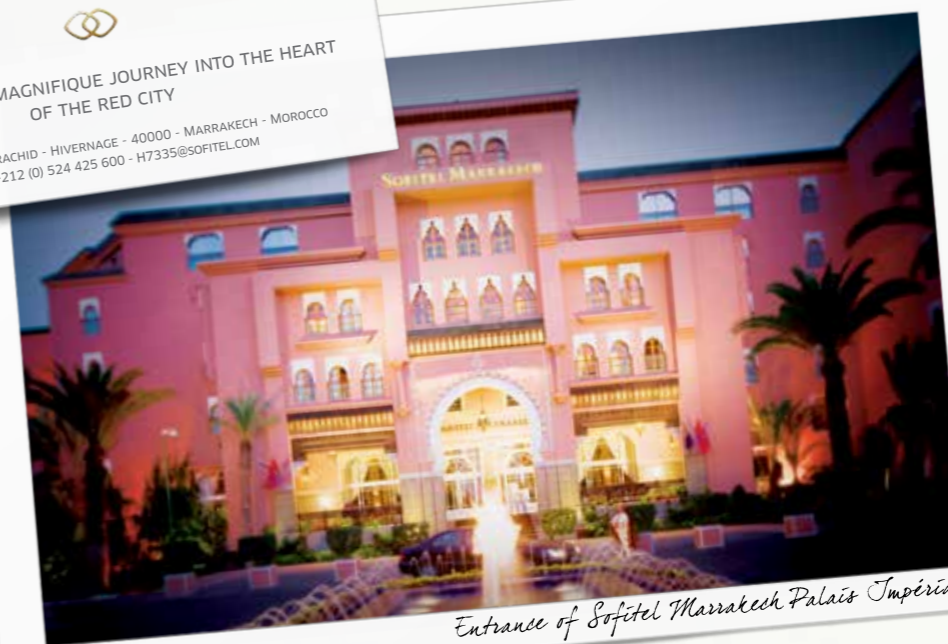
HIVERNAGE - MARRAKECH CITY CENTER - MAROC - TÉL : +212 5 24 33 74 00 - info@essaadi.com - www.essaadi.com

MY MAGNIFIQUE VOYAGE

SOFITEL MARRAKECH PALAIS IMPÉRIAL

EMBARK ON A MAGNIFIQUE JOURNEY INTO THE HEART OF THE RED CITY

RUE HARROUN ERRACHID - HIVERNAGE - 40000 - MARRAKECH - MOROCCO
 TEL : +212 (0) 524 425 600 - H7335@SOFITEL.COM



Entrance of Sofitel Marrakech Palais Impérial

Life is Magnifique in Marrakech!



The Pool Lounge



The Kids Suite



DISCOVER OUR BEAUTIFUL ADDRESS IN MARRAKECH.

SOFITEL MARRAKECH PALAIS IMPÉRIAL IS A REAL MOORISH PALACE SHOWCASING THE BEST OF MOROCCAN CRAFTSMANSHIP. A UNIQUE PLACE THAT COMBINES THE EXPERIENCE OF AUTHENTIC TRADITIONAL MOROCCAN LUXURY AND FRENCH «SAVOIR-FAIRE». DISCOVER ALL OUR MAGNIFIQUE ADDRESSES IN OVER 40 COUNTRIES ON WWW.SOFITEL.COM