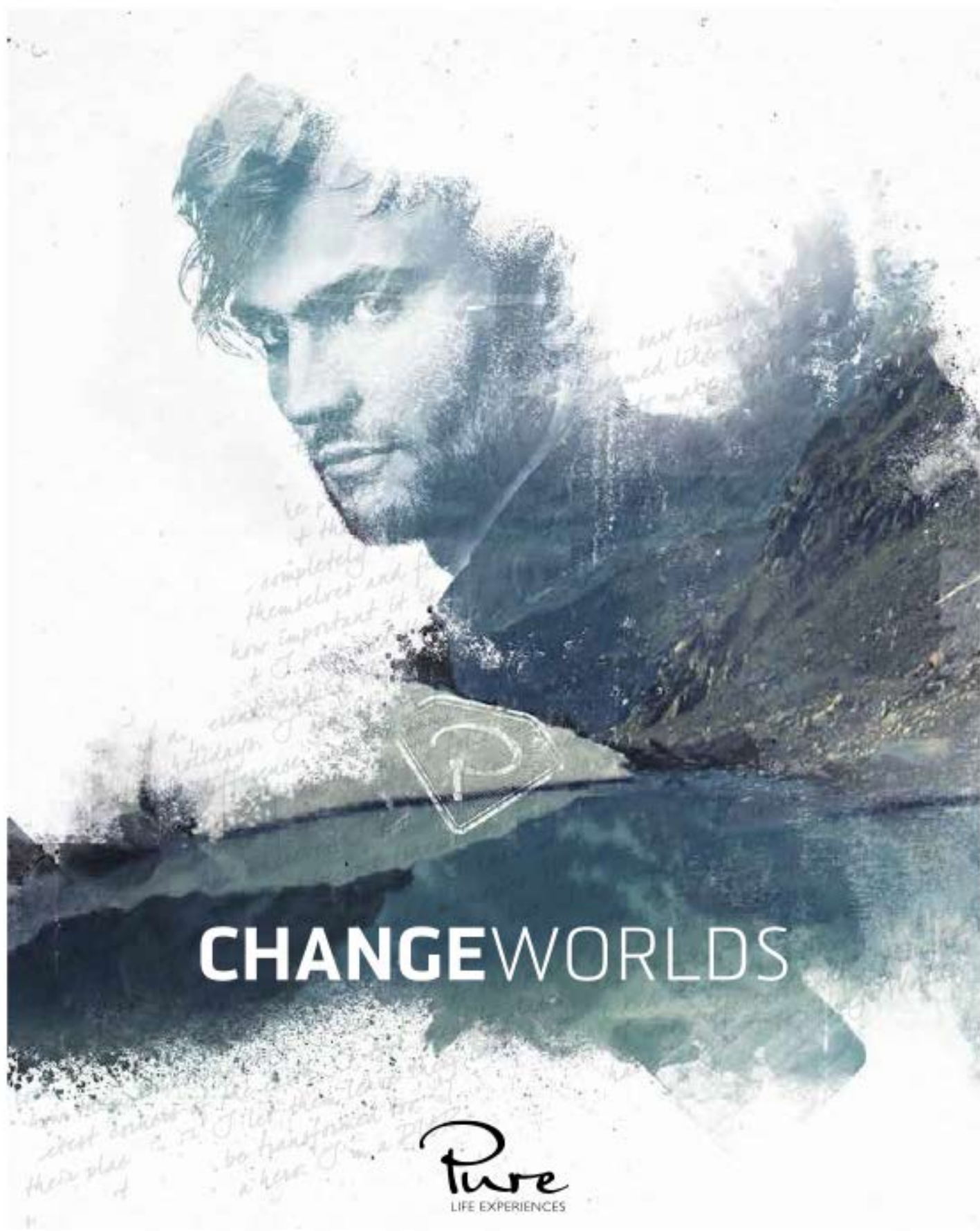


THE LIST

VOLUME 06 | 2014



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Hello PUREists,

Now that's a title not everyone can claim. PUREists are a rare breed: wise, uninhibited adventurers on a mission to create one-of-a-kind, transformational travel experiences. Hailing from across the globe, they started out as strangers who became intrinsically linked by a common cause... now, they are a full-blown movement of mavericks who come together once a year to explore, collaborate and celebrate.

Welcome to PURE Life Experiences 2014: the sixth annual gathering of the experiential elite.

Take a look around. You are surrounded by the heroes of the industry – those transforming people's lives and becoming a force for cultural camaraderie and environmental reinstatement. As PURE evolves and gains momentum, we're beginning to see it taking a shape all of its own – and the potential for the future is mind-blowing. Because being a PUREist is about more than bagging a ticket to a trade show. PUREists have the power to Change Worlds.

In honour of our incredible community, this year's PURE Conference revolves around Real People, Unreal Experiences – featuring travel writer Pico Iyer and environmental storyteller David De Rothschild. Immediately afterwards, the second annual PURE Awards, brought to you by Tourism New Zealand, will be testament to the unrelenting quality, innovation and imagination in our midst. With such an inspiring shortlist, we can't wait to hear who you, the community, have chosen as your winners.

Plus, we're introducing something new to the mix for 2014. For the first time, PURE presents MATTER: a series of seminars imagined as a platform for imparting knowledge, sharing ideas and collaborating to drive the industry forward. We'll be joined by both visionaries from within the PURE community and expert outside influencers to talk on a range of MATTERs that are key to the development of high-end experiential travel.

But the networking doesn't stop there. We're keeping the energy high with another three high-octane parties at Royal Palm Marrakech on Monday, Sofitel Palais Impérial on Tuesday and Bô & Zin on Thursday, along with a plethora of chilled out daytime meeting spots in the form of three on-site cafés, Bar Latitude and The Social, brought to you by Ecuador Tourism – a serene space for PUREists to eat, drink, meet and relax all day, every day.

We'd like to take the opportunity to thank the ONMT for their continued support and enthusiasm over the past six years. In fact, thank you to all our dedicated partners and PUREists who have made PURE's incredible journey so far possible. We hope to see you around the show this week, as we go forth and Change Worlds together.



SERGE DIVE

FOUNDER & CEO



SARAH BALL

FOUNDER & COO

Dear PUREists,

After five successful consecutive years of mutually beneficial exchange, this year PURE Life Experiences is proudly celebrating its six edition. The camaraderie between this leading event and the city of Marrakech has developed in more ways than one over the years, with the ochre city adding to the magic of PURE events, while this very special locality gains the benefits associated with hosting such an exclusive exhibition.

Yet the city of Marrakech has so much more in store. Morocco's key tourist destination is home to many tourism marvels and provides an array of travel alternatives catering to all tastes and expectations; it's no wonder that visitors return over and over – they long to get a proper feel for this captivating city, and each time they come back they undoubtedly discover something new.

It is due to Marrakech's marvellous sense of authenticity – owing to its thousand years of history, during which time the city was ruled by great dynasties – that visitors cannot leave without being totally engrossed in its vibrant culture. Underneath the magic that has inspired the creative work of so many craftsmen, each of whom has marked their prints on their works, Marrakech remains a truly mythical and inspiring city.

Thanks to its green valleys surrounded by dozen of villages in the foothills of the Atlas Mountains, it is also a regenerative, garden city that provides coolness and calm – aided by its palm grove of 100,000 palm trees. Marrakech is also famous for its cuisine, shopping, festivals, well-being, golf, light, contrast, colours, and so much more. It is a city where one can easily be carried away by its sweetness and taken by its energy. To experience Marrakech is to come alive...

I would like to take this opportunity to welcome you all to Morocco and to Marrakech. I sincerely hope that this year's show will be the bearer of new experiences and a multitude of excellent business opportunities for you all.



ABDERRAFIA ZOUITENE

CEO OF THE MOROCCAN NATIONAL
TOURIST OFFICE



HAMID BENTAHAR

PRESIDENT OF REGIONAL COUNCIL
OF TOURISM MARRAKECH

Dear PUREists,

The authentic and charming city of Marrakech is very proud to welcome you. Since its very first year, PURE Life Experiences has been the world's most successful event in the high-end experiential travel industry and one of the most successful events in Marrakech in terms of affording the city visibility within travel markets.

Over the years, Marrakech has established worldwide recognition for its experiential offerings: the delicious Moroccan and international cuisine, hidden and magnificent riads, all found in the middle of the desert, yet surrounded by the spectacular snow-capped Atlas Mountains – nature's unforgettable adventure – and the spectacular coastal city of Essaouira – where thousands of world music fans head to Morocco each summer for the Gnaoua and World Music Festival. Today, it's renewable to the world travel market. The hybrid of cultural influences is second to none, making Marrakech a place of charm and allurement for the new millennium traveller. It is now connected with some of the largest cities in the world – such as London, New York, Paris, Berlin, Vienna, Dubai, Moscow, São Paulo and Milan – by direct flight or via Casablanca and it has, without doubt, become 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.

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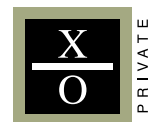
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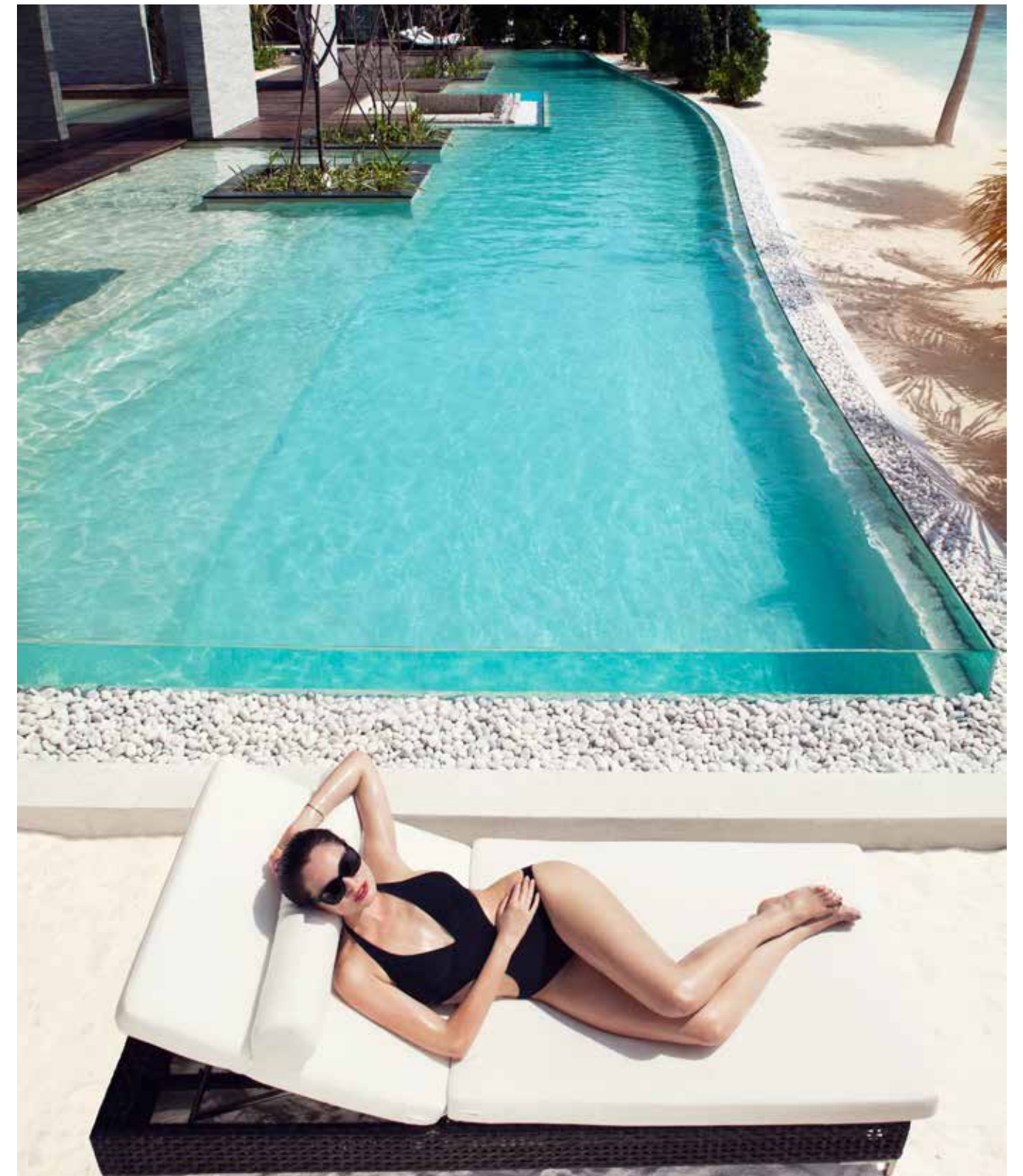


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MEET THE TEAM

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& HEAD OF SALES***JAMES SPRAWSON***HEAD OF CREATIVE STUDIO***HARRY TRUSSELL***DIGITAL PRODUCER***COURTNEY WRIGHT***DIGITAL PRODUCER***PHILIPPE STENIER***VISUAL DESIGNER***STUART DOOLEY***GRAPHIC DESIGNER*

WHAT'S ON

SUNDAY 09 NOVEMBER

ALL DAY	Arrivals
12:00 - 18:00	Registration (no access to stands)

MONDAY 10 NOVEMBER

09:00 - 12:00	PURE presents: MATTER
10:00 - 18:00	Registration
12:00 - 15:00	Exhibitor access to stands
15:15 - 16:00	Pre-Conference drinks in The Social, brought to you by Ecuador Tourism
15:45 - 16:00	Entry to PURE Conference 2014 (doors close promptly at 16:00)
16:00 - 17:30	PURE Conference 2014
17:30 - 18:00	PURE Awards 2014, brought to you by Tourism New Zealand
20:00 - 23:00	PURE 2014 Welcome & Awards Party, brought to you by Tourism New Zealand, hosted by Royal Palm Marrakech

TUESDAY 11 NOVEMBER

08:45	Doors open for PURE Life Experiences 2014
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 Social, brought to you by Ecuador Tourism
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 onwards	PURE 2014 Cocktail Party hosted by Sofitel Marrakech Palais Impérial, followed by the PURE 2014 Afterparty at SO Night Lounge

WEDNESDAY 12 NOVEMBER

08:45	Doors open for PURE Life Experiences 2014
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 Social, brought to you by Ecuador Tourism
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 13 NOVEMBER

08:45	Doors open for PURE Life Experiences 2014
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 Social, brought to you by Ecuador Tourism
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	PURE 2014 Farewell Party at Bô & Zin

FRIDAY 14 NOVEMBER

ALL DAY	Departures
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PLEASE NOTE: THIS AGENDA IS STRICTLY FOR PRE-REGISTERED PUREISTS WEARING THEIR REGISTRATION BADGE AND PURE WRISTBAND.

TRANSFERS

SUNDAY 09 NOVEMBER

ALL DAY	Transfer shuttles between Marrakech Menara Airport and PURE allocated hotels*
---------	---

MONDAY 10 NOVEMBER

ALL DAY	Transfer shuttles between Marrakech Menara Airport and PURE allocated hotels*
10:00 - 15:00	Hourly transfer shuttles between PURE allocated hotels* and Palais des Congrès for the PURE Conference 2014 & PURE Awards 2014, brought to you by Tourism New Zealand
18:00	Transfer shuttles between Palais des Congrès and PURE allocated hotels*
19:30	Transfer shuttles between PURE allocated hotels* and the PURE 2014 Welcome & Awards Party, brought to you by Tourism New Zealand, hosted by Royal Palm Marrakech
22:00 - 00:00	Return transfer shuttles to PURE allocated hotels*

TUESDAY 11 NOVEMBER

08:30	Transfer shuttles between PURE allocated hotels* and Palais des Congrès
18:00 onwards	Transfer shuttles between Palais des Congrès and PURE allocated hotels*
20:00	Transfer shuttles between PURE allocated hotels* and the PURE 2014 Cocktail Party hosted by Sofitel Marrakech Palais Impérial, followed by the PURE 2014 Afterparty at SO Night Lounge
22:30 - 02:00	Return transfer shuttles to PURE allocated hotels*

WEDNESDAY 12 NOVEMBER

08:30	Transfer shuttles between PURE allocated hotels* and Palais des Congrès
18:00 onwards	Transfer shuttles between Palais des Congrès and PURE allocated hotels*

THURSDAY 13 NOVEMBER

08:30	Transfer shuttles between PURE allocated hotels* and Palais des Congrès
18:00 onwards	Transfer shuttles between Palais des Congrès and PURE allocated hotels*
20:00	Transfer shuttles between PURE allocated hotels* and the PURE 2014 Farewell Party at Bô & Zin
22:30 - 02.00	Return transfer shuttles to PURE allocated hotels*

FRIDAY 14 NOVEMBER

ALL DAY	Transfer shuttles between PURE allocated hotels* and Marrakech Menara Airport
---------	---

* Transfer shuttles will run from the following PURE allocated hotels only:

La Mamounia / La Sultana / Hotel & Ryads Naoura Barrière / Selman Marrakech / Palais Namaskar / Amanjena / Royal Mansour / Four Seasons Hotel / Royal Palm Marrakech
PLEASE NOTE: the pick up point for these hotels will be at the front of each hotel.

Sofitel / Es Saadi Hotel / Hivernage Hotel & Spa / Suite Novotel / Dellarosa Hôtel Suites & Spa
PLEASE NOTE: the pick up point for these hotels will be at the front of the Sofitel Palais Impérial.

Ryad Mogador Menara / Atlas Medina & Spa Hotel
PLEASE NOTE: the pick up point for these hotels will be at the front of the Palais des Congrès. 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.



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PANACEA
KOH SAMUI

WHERE IT'S AT

SO YOU'VE GOT YOURSELF A TICKET GRANTING NO-HOLDS-BARRED ACCESS TO THE HOTTEST EVENT ON THE EXPERIENTIAL CALENDAR. WELL, EVERYONE KNOWS THERE'S A LOT MORE TO PURE THAN BUSINESS MEETINGS, SO HERE ARE THE WEEK'S SOCIAL HIGHLIGHTS WORTH KNOWING ABOUT...

THE PLACES

THE SOCIAL

BROUGHT TO YOU BY ECUADOR TOURISM

THE LOWDOWN: After the success of last year's Moroccan street style-inspired lunches, PURE has once again collaborated with Delight Event Management to develop their pop-up concept with the launch of The Social, brought to you by Ecuador Tourism: a serene space for PUREists to eat, drink, meet and relax all day, every day.

THE CROWD: Divided into three areas, The Social incorporates a 'garden' – where you'll find fun-loving, boho types playing ping pong and basking in the sunshine; a bar – frequented by sophisticates who enjoy a spot of relaxed networking and curling up on a sofa with friends; and the main eating space – abuzz with the chatter of hungry PUREists filling rows of rustic benches for communal dining at its best.

TOP TIP: As ever, all food at PURE is prepared to the highest hygiene standards, so you can feast without fear!



CORNER CAFÉ, UPPER CAFÉ AND TERRACE CAFÉ

BROUGHT TO YOU BY DELFIN AMAZON CRUISES

THE LOWDOWN: The three on-site cafés are spaced out across the show floor – Terrace Café, brought to you by Delfin Amazon Cruises, and Corner Café can be found on the ground floor, while (as the name suggests) Upper Café resides on the Upper Deck. Each serves complimentary coffee and traditional mint tea. If you find yourself at Terrace Café, be sure to check out the beautiful trailer for Delfin Amazon Cruises' short film, *Home*.

THE CROWD: Like bees to the hive, PUREists flock to mingle and pick up a caffeine fix during free slots and networking breaks.

TOP TIP: The ideal place to swap business cards or check your schedule and brush up on show info using the PURE app, brought to you by Nordic Luxury.



MOROCCO LOUNGE

THE LOWDOWN: Long-term PURE partner Morocco Tourism injects a spot of local culture into the show floor. Found on the ground floor, comfy floor cushions, shisha pipes and as much mint tea as you can drink make this the perfect nook for a spot of downtime when the hustle and bustle of the show gets a bit too much.

THE CROWD: A resident fez-wearer serving traditional Moroccan tea and the odd snoring PUREist sneaking in 40 winks between meetings.

TOP TIP: Unless you're a seasoned pro, go easy on the shisha!

BAR LATITUDE

THE LOWDOWN: Located on the Upper Deck, this cash bar selling ice-cold beer and wine sure is a welcome sight after back-to-back meetings!

THE CROWD: A go-to spot for boozier PUREists, here you'll find many a new friendship being formed.

TOP TIP: The perfect spot to toast a deal in style.



RELAIS & CHÂTEAUX GASTRONOMIC BAR

THE LOWDOWN: Long-term PURE partner Relais & Châteaux returns once again with its impressive Gastronomic Bar in the convenient locality of the Upper Deck.

THE CROWD: Surrounded by R&C supplier stands, you're bound to bump into a few members of the clan.

TOP TIP: Don't miss your chance to sample a taste of delectable R&C catering

TWEET SPOT

THE LOWDOWN: Located in the Palais des Congrès lobby and new for this year, the Tweet Spot is a hive of social media activity, where PUREists can get their hands on hero merchandise in exchange for a tweet using the official show hashtag: #CHANGEWORLDS.

THE CROWD: Tweeters, Instagrammers and Facebookers aplenty – all of them PUREists, all of them eager to tell the world why.

TOP TIP: Tweet what makes you a PUREist using #CHANGEWORLDS and show your post at the Tweet Shop to get your hero t-shirt!

THE PARTIES

PURE WELCOME AND AWARDS PARTY

ROYAL PALM MARRAKECH, MONDAY 10 NOV.

THE LOWDOWN: The PURE 2014 Welcome and Awards Party, hosted by Royal Palm Marrakech, will kick off the show in style. Settled in the shadows of the imposing Atlas Mountains on the outskirts of Marrakech, the bold shapes of Royal Palm are nestled between the age-old olive trees and elegant palms of the vast estate, cutting sleek lines into the rugged landscape beyond. The evening will honour both the people's winners and the commended shortlist of the PURE Awards 2014, brought to you by Tourism New Zealand.

THE CROWD: Expect bear hugs and handshaking aplenty as PUREists from across the globe are reunited or meet for the first time. Award nominees will be out in force; beware overexcited winners.

TOP TIP: The evening is dedicated to celebrating however you see fit... But remember: Tuesday morning brings your first day of meetings!



PURE COCKTAIL PARTY AND AFTERPARTY

SOFITEL, TUESDAY 11 NOV.

THE LOWDOWN: Moorish magnificence melts into French indulgence at Sofitel – the impressive venue for the second of the week's parties. After mingling by the pool to enjoy spectacular entertainment amongst the soft colours and zesty aromas of the beautiful Hivernage gardens it's on to the afterparty at SO Night Lounge, where the band will entice everyone (yes, including you) onto the dancefloor.

THE CROWD: Any PURE veteran will tell you that Tuesday night signals the most 'energetic' of the week's parties... You'll soon identify the core group of party animals – as they say, if you can't beat them, join them!

TOP TIP: Don't fill up before you go – the banquet tables piled high with exquisite food are a temptation not to be resisted.



PURE FAREWELL PARTY

BÔ & ZIN, THURSDAY 13 NOV.

THE LOWDOWN: Lying behind ochre walls and an understated entrance, the elegant simplicity of Bô & Zin is enhanced by the gentle glow of candlelight, which flickers through the surrounding bamboo leaves. Wandering through the maze-like garden with a drink in hand, you're likely to happen upon hidden nooks where PUREists gather to chat amidst the relaxed atmosphere. As official planners for all of the week's evening events, Delight Event Management once again prove that they sure know how to throw a party!

THE CROWD: After a week of work hard, play hard mentality, there are bound to be some tired eyes. But don't go thinking that means PUREists will be subdued – this is their last evening together for another year and you can bet they'll make the most of it!

TOP TIP: Look out for the trays of delicate canapés that will be making the rounds – they're a feast for the eyes as well as the palate.

REAL PEOPLE Unreal Experiences

PURE CONFERENCE 2014

As the proverbial notion of a 'bucket list' gains momentum, the concept of experiential travel is in danger of being tainted by egotism and inauthenticity. So for the PURE Conference 2014 we're stripping back the superficial and revisiting the fundamentals of transformational travel: Real People, Unreal Experiences.

Real People are genuine, open-minded and unpretentious; they have a thirst for knowledge, a strong moral conscience and a desire to explore. They reject mundane, traditional constructs of luxury in favour of meaningful, life-enriching experiences.

Unreal Experiences are those poignant, pivotal moments that shape who we are and who we could become. An Unreal Experience could be in the form of physical exertion or mental relaxation, a personal connection or a moment of solitude, a cultural education or an appreciation of beauty. It could be something as epic as witnessing the curvature of the earth from Space, or as simple as spending quality time with family.

When Real People have Unreal Experiences, they are transformed – this is the basic formula for experiential travel. Our PUREists are the link between Real People and Unreal Experiences. Catalysing transformation is their life's mission.

For the PURE Conference 2014 we welcome two speakers who approach our theme from different angles: Pico Iyer explores the relationship between the individual and travel – how it is that discovering new places can bring about strong emotions and a new perspective, each of which have the capacity to truly change us. David de Rothschild analyses the link between the thrill of adventure and human motivation, discussing how this can be harnessed and utilised for the good of the planet. With all the ingredients accounted for, we expect it to be nothing short of transformational.

The PURE Conference 2014 will take place at 4pm on Monday 10 November at the Palais des Congrès and is open to all registered PUREists.



PICO IYER

TRAVEL WRITER AND PHILOSOPHER

Born to a philosopher and political theorist father and a religious scholar mother, deep thinking is in Pico Iyer's genes. Although hailing originally from India, Pico thus spent his adolescence hopping back and forth across the pond, working his way from one scholarship to another at Eton, Oxford University and Harvard.

Today, he is one of the most revered and respected travel writers in the world, with an impressive portfolio of contributions to global publications, non-fiction travel works and travel novels. As a public speaker, Iyer has made appearances everywhere from Ivy League universities to the world-renowned TED stage, and is one of the few people in history to have conducted an on-stage interview with a Dalai Lama (the fourteenth, to be exact).

While currently based in Japan, Iyer professes, "I am not rooted in a place, I think, so much as in certain values and affiliations and friendships that I carry everywhere I go". Who better to begin exploring the relationship between the individual and travel – and to help us answer that crucial question: what makes travel transformational?

[READ OUR INTERVIEW WITH PICO ON PAGE 24.](#)



DAVID DE ROTHSCHILD

ENVIRONMENTAL STORYTELLER

With a name like Rothschild, you could be forgiven for mistaking David for a financial mogul, but the youngest member of the clan has bucked the family trend and forged his own path as an enterprising eco-adventurer and environmental storyteller – combining his savvy business sense and enthusiasm for adrenaline fuelled excursions to increase awareness of environmental issues and raise funds for deserving eco-projects.

His philanthropic portfolio includes Adventure Ecology – a network that uses adventure to help inspire people to live more sustainably – and Sculpt the Future Foundation – which awards grants to support sustainable action. But perhaps his most well-known endeavours have been his Arctic and Antarctic crossings – which saw him become the youngest Briton ever to reach both geographical poles – and his 8,000 nautical mile Pacific voyage aboard Plastiki, a pioneering sustainable catamaran made from reclaimed plastic bottles.

With his adventurous nature, challenger spirit and dedication to making a difference, Rothschild is the ideal speaker to address the way experiences can shape lives and even the environment for the better.

[READ OUR INTERVIEW WITH DAVID ON PAGE 32.](#)



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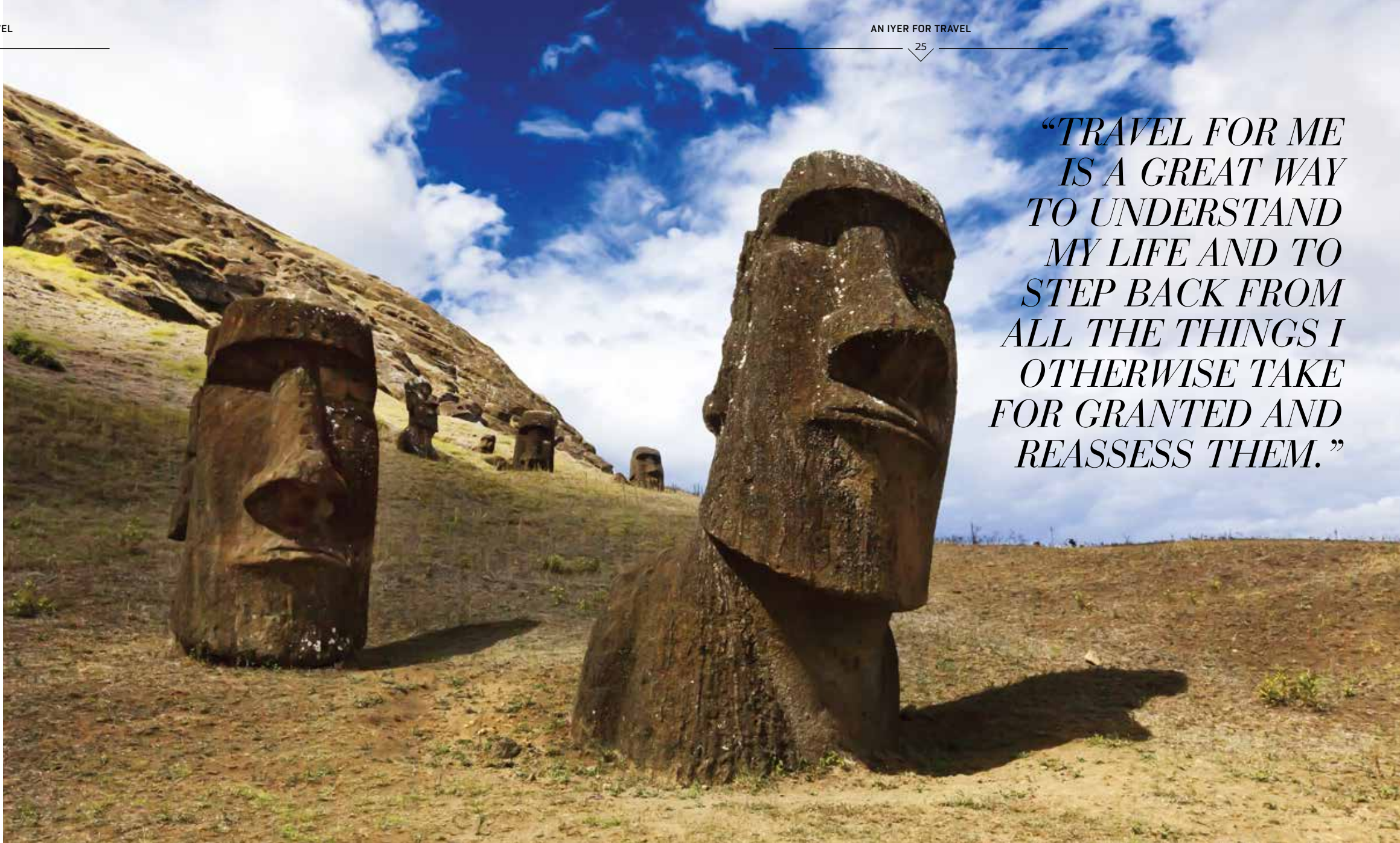
AN IYER FOR TRAVEL

REVEALING THE FIRST SPEAKER FOR THE PURE CONFERENCE 2014: MEET REVERED TRAVEL WRITER, WORLDLY PHILOSOPHER AND SELF-PROFESSED NOMAD, PICO IYER. WE CAUGHT UP WITH PICO IN A RARE 'MOMENT OF STILLNESS' TO HEAR HIS MUSINGS ON TRAVEL, HOME, AND HOW EACH CONTRIBUTES TO OUR SENSE OF SELF...

You began your writing career documenting the disconnect between local tradition and imported global pop culture. Do you think it is important for travel products to stay true to their physical and cultural surroundings?

I love the fact that travel products somehow nearly always seem to remain true to their surroundings, whether we want them to or not. Cultures, I think, lose their individuality and uniqueness no more than we do.

When I wrote that first book, spending four months criss-crossing ten countries in Asia to see how much they'd been changed by American culture, I came away from my trip thinking that Japan was just as impenetrable as it might have been before the war. That India was always going to remain untameable and unique India, even if it took in shopping malls and baristas; and that the spirit in a place like Tibet was in some ways stronger precisely because the culture was so endangered.



“TRAVEL FOR ME IS A GREAT WAY TO UNDERSTAND MY LIFE AND TO STEP BACK FROM ALL THE THINGS I OTHERWISE TAKE FOR GRANTED AND REASSESS THEM.”

I love the fact that travel, as an industry, has grown wiser, more sophisticated, much more responsive to local needs, in the course of my lifetime; many travel operators take great and deeply thoughtful pains to introduce more and more of us to local crafts and foods, or to try to open the door to indigenous customs and particular stories that take us much deeper into Siem Reap or Cuzco than mere sightseeing could. But I also feel quite confident about most of the older cultures of the world having roots deep enough and strong enough to take what they want and what they need from the rest of us and still remain themselves.

More recently you have focused on how our modern-day devices and digital networks can cause us to 'overdose on information'. Do you think travel can help us regain our sense of stillness and focus?

Deeply so. For me travel is a wonderful way of slapping myself awake. The minute I'm in a place I think of as foreign, I start

watching everything around me, so that even the smallest details become something curious and fascinating.

When travelling, most of us carry very few things with us. We sometimes don't have many words either. We're reduced to essentials. So travel for me is a great way to understand my life and to step back from all the things I otherwise take for granted and reassess them. I nearly always return from a trip with new resolves, and thinking about fresh ways to make my daily life vibrant.

And I do feel that a large part of travel is about finding moments of stillness – as you're sitting in a Greek amphitheater as the sun sets, or alone in the great treeless spaces of Iceland, the wind blowing in your ears. I loved the moai statues I saw in Easter Island, but perhaps I loved even more just the days of walking through that palpably remote place, 1300 miles from the nearest inhabited island, feeling and almost tasting the emptiness around me.

“I LOVE THE FACT THAT TRAVEL, AS AN INDUSTRY, HAS GROWN WISER, MORE SOPHISTICATED, MUCH MORE RESPONSIVE TO LOCAL NEEDS”

In your essay, The Photographer and the Philosopher, you study the work of travel writers including Jan Morris, V.S. Naipaul and Salman Rushdie. To what extent do you think storytelling connects a person to a destination or culture?

Stories are some of the greatest souvenirs we bring back from our trips, along with images and mementoes (sometimes even placemats or shampoo bottles or menus). And stories are a wonderful way into a culture.

In every place we visit, it's the stories we hear from locals that offer us memories, at some level far deeper than sights and sounds, that we feel we could almost never get at home; and that change the way we think of the world and our lives in the process. And it's the stories we bring back that become a part of our lives and the larger narrative we construct of our time on earth. Those are the kind of stories we'll keep telling – sometimes all too often – till our final days.

So yes, travel turns all of us into storytellers and the astonishing thing is that, very often, our stories are exotic and surprising and compelling.

In your TED talk you remark that “Travel, for me, is a little bit like being in love, because suddenly all your senses are at the setting marked ‘on’”. To what extent do you believe travel can transform a person?

Completely, and again and again. Travelling, we step out of the grooves of our daily lives, and into something unknown, dreamed-of, occasionally terrifying. It's almost as if we're asking to be changed, every time we take off from home for a very different place, and to come back home somewhat different from the person who left. In almost any place, but especially in those places that are very different from our homes, we're bombarded with more experiences, emotions, intensities than we know what to do with – sometimes with questions, sometimes with wonders, sometimes with responsibilities.

I'm guessing that when most of us at PURE think back on our lives, we'll think about them very much in terms of the ways different trips have set us on a new course and opened doors we'd never thought to step through. Travel has made us who we are, and reminded us, at a deep level, of how much we're not stuck in our daily lives or in the habits and perceptions

morning in Narita just to remind myself how even an airport layover, which I'd never have chosen to make, can transform the direction of one's life in a positive direction. I often tell myself that, as soon as we travel, our eyes becomes interested. And as soon as our eyes are interested and wide-awake, everything becomes interesting.

In your essay, A Place I've Never Been, you explain how places you haven't visited exert a hold on your imagination “that gives them an intensity that other places cannot match”. Do you think this appetite for exploration is inherent to the sophisticated traveller?

In my experience, the more places you visit, the more places you think to visit; travel itself educates us in possibility, and in geography and culture – it shows us how incomparably rich and various the world is. It's like a journey through a series of doors and each time you pass through one, you are changed and the view has altered and you can see new places you couldn't see before. Each summit discloses a new horizon.

As well as places you long to return to. I've been lucky enough to see many sights in my four decades of travel, but I never grow tired of returning to Paris or San Francisco or even the city near which I live, Kyoto, and I never begin to feel I've exhausted all their secrets. Places are to me like friends, sometimes sweethearts, with whom you're engaged in a dialogue for life; I never feel as if I know my wife, or even my oldest friends, inside out, which means I'm always seeking them out to find out what's new in their lives, how their thinking or habits have gone off in directions even they could never have expected, what new things we can share and exchange.

Where is the one place you haven't been that you would most like to visit?

The world is inexhaustible – and as soon as I go to a place I've been waiting 40 years to see (as with Iran, last autumn), all kinds of new places come to mind I've never been. Even in my ancestral home of India, I've never been to many of the places people find transporting – not to Goa or Kerala or Sikkim or so many other astonishing-sounding destinations. And I've never been to Prague or Vienna or Dublin or Glasgow, even though I was born and spent most of my first 21 years in England; I've never seen Uruguay or Mali or Kenya or Afghanistan. Even Stockholm and Tallinn I've visited only briefly, and would love to investigate further.

And places I've loved for decades but have never seen enough – Greece, say – beckon me as old friends do, whom I haven't seen for years, and are sure to hold me with a special mix of familiarity and strangeness, which is perhaps what we're all most looking for in our journeys.

by which we sometimes define ourselves. My definition of a good trip is one that leaves me so far from whom I was when I took off that I come back home with new plans as well as eyes.

Can you share with us your most life-enriching travel experience?

I think of a layover at Narita Airport near Tokyo when I was 26. As I awaited my connection back to JFK and, with a few hours to kill before the flight, I decided to take the free-shuttle bus into the little airport town of Narita, expecting nothing. It was a late October day, blindingly blue and cloudless, but with the first pang of winter in the air, the first pinch of coming cold and dark. I walked around the narrow lanes of the pilgrim quarter in Narita, ventured into the temple at the centre of town, felt a strange sense of déjà vu – feeling myself in my boyhood home of Oxford again somehow – and, by the time I boarded my flight, had decided I should move to Japan. I did, a little later, and have been there 27 years now, without a moment's regret.

All of us have a thousand memories like this from our travels, of moments that reoriented our lives, completely unexpectedly, and I could go on forever. But I cite the



*“IT’S SO OFTEN THE
PEOPLE WE MEET
ALONG THE WAY WHO
TRANSFORM A TRIP.”*

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As one of our speakers for the PURE Conference 2014, what does the theme of ‘Real People, Unreal Experiences’ mean to you? What can we expect from your talk?

I’m really interested in the way travel is becoming more alive, more exciting and more diverse with each passing year, as new places open up to us, but also as different kinds of people start travelling. To me, fellow travellers and guides are often part of the wonder of any experience; and as the theme for PURE 2014 suggests, it’s so often the people we meet along the way – maybe especially the ones we never expected to meet, or who open doors we didn’t even see were there – who transform a trip.

Nowadays, I’ll sometimes meet friends who say that travel makes ever less sense since we can see so much of the world at home, whether on our TV screens or through smartphone videos, or whether simply through the fascinating “ethnic” restaurants and festivals to be found in every major city. But for me, the more the world comes to our doorstep, the greater is the beauty and point of trying to go and see it first-hand. Most unreal media give us the highlights or the greatest hits of somewhere; but it’s everything between them, the everyday moments, the moments when nothing is happening, that really get inside us and can turn us around.

My travels over the last forty years have mostly shown me how little we know of the larger world, and how much there is that will surprise, unsettle and expand us as soon as we arrive in Bali or New Orleans. And sometimes I feel that the more information or images we get of certain places, the less we know of them – and the more vital it is to see how they really look for ourselves. I know my own trips to Syria or Ethiopia or Burma, to choose but three, have thrown open the windows on places that could not be less like our narrow, collective images of them. So often we hear only about the government of a country, or its policies, and never about what gives a place its life and particular colouring and charm.



If there were one thing you could change about the travel industry, what would it be? What role do you see PURE playing in the industry today?

I wish more of the people I visit, in closed or impoverished places from Cuba and Iran to Tibet or Bolivia, could visit the world as we can do, and I wish more of my friends and neighbours in a place like California would venture out into a world that's open and accessible in ways that were unimaginable even in my parents' generation. But of course there's little I can do on either front, except to bring the news of distant, or misunderstood places, to people who can't or don't want to travel.

And I know, from experience, how important a gathering like PURE can be. One reason I was so excited to be a part of this year's conference is that I have benefitted so much from seeing the world through the eyes and with the help of those more seasoned and professional than I. PURE to me is an example of something I couldn't have imagined when I was growing up: a community that introduces the wonders of the world to many of us, who wouldn't know where to start, and that introduces us, and whatever we may have to share, to people who would otherwise have no chance of meeting us.

The best thing about a gathering like PURE, as I understand it, is that it celebrates exactly what travel is all about: near-strangers meeting, in a state of curiosity, fun and adventure, to share ideas, experiences and memories, and going back home, fired up with new possibilities for exploring the world a little more deeply.

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“I REALISED THAT TELLING THE STORY OF WHAT I DID WAS A WASTED OPPORTUNITY – INSTEAD, I WANTED TO TALK ABOUT THE MAGIC OF THE PLACES WE HAD BEEN, AS A WAY TO INSPIRE PEOPLE”

THE ANTI-BANKER

You’ve probably heard his name – heck, you might even have seen his daring trans-Pacific sail aboard a boat made of bottles – but we can guarantee there’s more to David de Rothschild than you might think. Introducing our second speaker for the PURE Conference 2014: a self-reflective, adventure-mad environmental storyteller on a mission to change the world...

In 2006 you became the youngest Briton to reach both geographical poles when you spent over 100 days crossing the Arctic (having previously traversed Antarctica). You have been quoted as saying, “Adventure is quite a selfish pursuit sometimes, because it’s about you and your goals” – with this in mind, what motivated you to do this and what did you learn from it?

That first adventure to Antarctica in 2004 really inspired me; the incredible environments we were travelling through and seeing things that very few people have seen made it a humbling experience. When I came back I realised that telling the story of what I did was a wasted opportunity – instead, I wanted to talk about the whole system and the magic of the places we had been, as a way to inspire people and get them to understand those environments. That trip made me realise that we could get people engaged in all sorts of important environmental topics by using the allure and excitement of adventure to disarm them and help them learn, but also to motivate them and send the message that anything is possible.

For me the amazing thing that travelling and exploring does is that it gives people a sense of connection to places. If you can feel it you can start to understand it; if you can start to understand it you can start to respect it; and if you can start to respect it then you can start to think about protecting it. But it all starts with that reengagement. That’s where the travel industry – particularly the operators who are part of PURE – can be a great backing for curiosity, to aid in creating ambassadors for their locations.

In 2010 you launched the Plastiki – a sustainable 60ft catamaran made from over 12,500 plastic bottles – which you then sailed 8,000 miles across the Pacific Ocean to raise awareness of the Pacific Garbage Patch. How was this campaign successful?

I think it was successful in taking an out of sight, out of mind issue and bringing it into mainstream conversation. The shift in conversation that I wanted to create was not to deny that plastic is a useful material where it's used and deployed in a thoughtful way, but instead to suggest that we need to think about how we use it, recycle it and dispose of it. Ultimately we did manage to sail Plastiki to Sydney, which is a massive challenge even on a conventional vessel. But the project was about more than that. The beautiful feedback that we're still hearing four years later is that Plastiki became a metaphor for dreaming big and not being afraid to take risks – and in that respect it was very successful.

You set up Adventure Ecology – a community and network that uses adventure to help inspire people to live more sustainably – and have been quoted as saying, “we live in a world obsessed by events, and we have to create events to make people sit up and notice.” Can you explain what you mean?

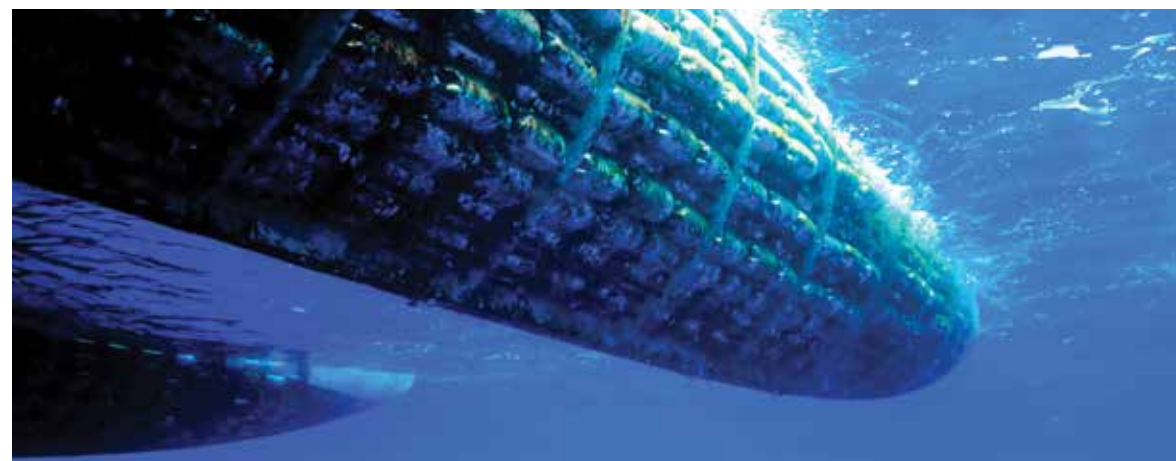
Adventure Ecology was launched in 2004 with the aim of utilising adventures to engage people on out of sight, out of mind issues. The desire to explore and travel appeals to all of us, and curiosity is one of the biggest drivers of change. As people we're extremely date-driven and orientated around the absolute nature of time. If I were to say to people that our planet will be wiped out on a certain date then you can bet that everyone would wake up every day working towards that date to solve the issue; but because there are iterative changes occurring constantly we don't really have those sorts of grounding dates to give people. So we need to create absolutes in order to spur people into action – it's almost like a deadline for the planet, which appeals to our goal-orientated nature.

You have been quoted as saying, “I could sit there and do nothing or use my name and do something.” To what extent do you believe that high net-worth companies and individuals have a responsibility to ‘give back’ to our natural environments and cultural communities?

At a basic level, big corporate companies are the largest consumers of water and natural materials, and they have the largest impact on the environment in the production of their products and services, so they have an opportunity and thus a responsibility to make a big impact when it comes to making a difference. Consumers are now becoming far more aware of the impact of the products they purchase and ultimately companies are starting to realise that they need to take a responsible stance, or risk being seen as archaic and get left behind.

On an individual level I think that if you have the luxury to enjoy nature then you also need to look after it. Anyone who has the opportunity to make choices therefore has the capacity to give back, and the responsibility to do so. It goes both ways: if consumers put pressure on and ask for changes from these companies, then they will start to make changes that positively influence the consumer in return.

“WE NEED TO CREATE ABSOLUTES IN ORDER TO SPUR PEOPLE INTO ACTION - IT'S ALMOST LIKE A DEADLINE FOR THE PLANET, WHICH APPEALS TO OUR GOAL-ORIENTATED NATURE.”



You founded Sculpt the Future Foundation in 2006 – can you explain the concept and the thinking behind it? Are there any particular projects funded by Sculpt the Future that stick in your mind?

Sculpt the Future is a really small foundation with the simple concept that small amounts of money awarded to passionate people can go a very long way. We wanted to find those projects that require just a little bit of money to have a big impact; to empower those passionate individuals who might only need a little bit of money to start or finish a project.

I remember a project we were involved in with a professor at St. Andrews who wanted to study environmental impact on river dolphins; the report he created, funded by us, has helped to spur on future conservation projects around these dolphins. We've been involved in so many things – from recycling programmes in schools, to helping adventurers like Roz Savage row across the ocean, to working on the Natural History Museum open beach project – and even though they're all small projects with small grants, we feel really passionate and excited about the impact they've had.

Your most recent project is Xplore – an agency dedicated to bringing stories, products and brands to life through play. Can you explain your vision for Xplore?

Xplore came to fruition because we wanted to set up an infrastructure that could help people realise projects. The adventures and projects we had been doing up until that point had become catalysts for more opportunities, but we didn't have an infrastructure to work on those ideas and how to run them. Since setting up we've worked on a number of different projects, helping people out not only in the environmental sector, but also other socially conscious projects. For example, at the moment I'm working with a pro surfer called Dan Ross to develop a concept called 'bottle for life', which is essentially a reusable glass bottle that we hope will go on sale soon. Another thing I'm currently working on is The Lost Explorer, which is a lifestyle brand that not only designs and sells products such as clothing and accessories, but also aims to use those products and stories to get people to think about the environment. So it's a really interesting time.

You were awarded 'Adventurer of the Year' by National Geographic, appointed 'international ambassador' by NGO Clean Up the World, nominated 'Young Global Leader' by the World Economic Forum and named 'Climate Hero' by the United Nations Environment Program among other accolades. Which of your achievements are you most proud of and why?

Obviously on a personal level it's nice to get positive feedback, but at the same time I almost feel as though we shouldn't be awarded for something that we haven't solved. While it's nice to be recognised for the work you do in the field, I also wish that we didn't have to be awarded anything – why can't it just be that everyone is a hero just by doing the right things every day? Obviously I'm proud of it all, but to make all these things happen there are so many passionate people involved who are working just as hard to reach that goal, so sometimes it can feel a bit selfish if you get an award for it!



“ANTARCTICA WAS DEFINITELY A DEFINING TRIP FOR ME, BECAUSE IT WAS THE START OF MY REALISATION THAT YOU CAN USE ADVENTURE TO ENGAGE PEOPLE.”

Can you share with us your single most life-enriching experience?

Travel throws up so many extraordinary moments and I'm sure I still haven't experienced them all because I hope I'll be travelling for many years to come. But being in Antarctica in 2004 was definitely a defining trip for me, because it was the start of my realisation that you can use adventure to engage people. Being there in such a majestic environment that's so vast and intimidating and evokes so many emotions – that for me was definitely one of those life-affirming moments, because I realised how blessed I was to be in that sort of environment and that it had to be more than just my own experience, that I should share

it with other people. It was really the start of the path for everything that I've done since, so if I were to pay homage to one event it would have to be that.

What does the term 'experiential travel' mean to you?

I think it means moving outside of our comfort zone. We're real creatures of habit in that we try to stay within a routine and a structured environment, so for me it's about anytime you decide to step off the beaten path and forge a new path of your own – that's when you really start to feel the essence of a place, and I think that to me is the most important thing about travel. It's good not to

always plan things out and stick to rigid itineraries. For example, I just got back from a month in Mongolia, where we spent about two weeks travelling around on motorbikes; for the most part we were just going where the road took us, rather than actually following a strict itinerary or a map – it was just really following the experience as it unfolded versus trying to force it. That to me is experiential travel.

*“WE LIVE IN A TIME
WHEN STORIES ARE
MORE IMPORTANT
THAN EVER”*

As one of our speakers for the PURE Conference 2014, what does the theme of ‘Real People, Unreal Experiences’ mean to you? What can we expect from your talk?

The theme fits with how I feel about myself in that I’ve had some incredible experiences, which have really moulded me as a person. I feel very fortunate to have those and I’m sure PUREists would feel the same. In my talk I want to address my own positive experiences and adventures and relay some of the fun stories that have unfolded, which would never have happened had I not made the choice or taken the risk to go. I also want to talk about our relationship with nature – about how nature is our playground and we need to respect that if we want to continue to operate in that playground.

If there were one thing you could change about the travel industry, what would it be? What role do you see PURE playing in the industry today?

Ultimately it’s about the experiences that the travel industry is creating, and about the communication and consideration around them. Treading lightly in the environment you’re in, supporting the environment that supports you and making sure there’s a holistic approach to giving back are all important things for the travel industry to address, and to communicate with one another about how to make them happen.

Thanks to their high net-worth clientele, the players at PURE have the opportunity to invest a little bit more into giving back and to ask those individuals to take more responsibility for the places that they travel in. If you think about the demography of the people who can afford these sorts of trips, they’re usually change-makers: people who have a

successful business or work within one, which means they have the influence of their business to work with. If you can get a captive audience – such as a CEO coming on holiday with his family – and create a subliminal education with the experience they have in their downtime, then that can be transposed back their everyday life, including their approach to work and the way they interpret their own actions. That person has the ability to make decisions and hopefully their experiences will make them more considerate in the choices they make.

Finally, who is your experiential hero?

There are obvious names, such as Yvon Chouinard for what he created with Patagonia, or designers like Yves Béhar, who not only designs beautiful products but also has a strong focus on giving back. Jochen Zeitz was visionary in what he did with Puma, in terms of creating an environmental profit and loss. But then there’s the nomadic hunter I spent some time with in Mongolia, who inspired me with the way he lived within the system of nature and survived the harshness of everyday life up in the mountains. It could even be the fisherman who’s decided to fish responsibly to protect fish stock. There are so many heroes out there. I feel fortunate, again, that I get to meet all these people, because they’re all heroes.

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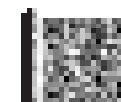
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I didn't go to New Zealand to change my life. I went there in my usual cushy way, to write a story about the super-lodge Whare Kea for ForbesLife, the magazine where I was the travel editor. I'd chosen Whare Kea because it has a separate cabin high in the Southern Alps, reachable only by helicopter, which seemed like a nifty feature to write about.

I'd arranged my trip through Seasonz, a travel designer I chose for its inside connections and access, although the company is also strong on luxury adventure. That's how my companion on that helicopter ride up to the cabin turned out to be Guy Cotter, who splits his time between his hometown of Wanaka and Nepal, where he leads climbs up Everest with his company, Adventure Consultants. What I'd thought would be a picnic lunch and a little tramping around the bush (as the Kiwis say) turned into a hike that would be the scariest I'd ever done.

But Seasonz had set me up with this mountaineering superstar, and I didn't want to blow it with my stupid timidity—something I'd been trying to shake for a few years. And so up the hill we tramped, and soon the ground got slick with icy scree, the remains of last winter's snow. He tied a rope around my waist, with the other end around his own, said something funny and reassuring and pressed on. We got to a point where I could have been proud of myself, but he suggested we aim for the summit. I said I thought I could make it up but had my doubts about down. He said the helicopter could get us. I was in.

When we got to the top, I saw there was no way a helicopter could ever get up there. But I didn't care because I was so charged with exhilaration and self-satisfaction. I'd surprised myself. (And he'd read me well enough to know that's how I'd feel.) It was a minor peak—with the completely unthreatening name of Dragonfly—but one of the highest highs of my life. I knew I needed to get that feeling again.

Nearly five years and many mountains later, a photograph of me near the top still hangs on my bedroom wall. It's a memento of not just a beautiful afternoon, but of a moment that transformed me from a shy girl who would try things out of courtesy, into a girlie badass who genuinely seeks out adventures.

BEYOND THE PEAK

WORDS BY ANN ABEL

My next travel epiphany came about two years later, 20 miles from pavement in Montana's Beartooth Mountains. I'd booked an out-of-my-comfort-zone vacation through the Bozeman-based operator Off the Beaten Path. This would be that: backcountry camping (my first time) on a horse-pack trip.

It was also something of a "hail Mary" vacation, as my marriage was on its last legs, and I'd hoped a week in nature, able to focus on each other without all the usual distractions and flashpoints, might help. We didn't make it quite long enough to find out. But the trip was paid in full, so we decided one of us might as well go.

That's how I found myself in the middle of nowhere with two horses, five mules and a Montana mountain man. Luckily my guide had grown up out here and knew what he was doing—and made mighty fine raspberry pancakes—and I trusted him immediately. Along with the head-clearing that comes while riding silently through stunning scenery for hours on end, the trip challenged me to get comfortable with my own company, and also to surrender and accept that sometimes I will need help.

I wouldn't have lasted three hours on that mountain on my own, and at one point he actually rode up on his white horse and saved my life, after I'd gotten lost on a solo hike. Am I being sappy and dramatic? Yes. Does this story have a romance-novel ending? Of course not. But it was what I needed at that moment in my life, and an intimation that there will be other men on (figurative) white horses.

“IT WAS A MINOR PEAK, BUT ONE OF THE HIGHEST HIGHS OF MY LIFE. I KNEW I NEEDED TO GET THAT FEELING AGAIN.”

These trips changed me for the better, while being quite enjoyable at the time. So when I (reluctantly) turned 40 last year, I splurged on an expensive gift to myself that would continue the transformation.

Climbing Kilimanjaro was the hardest thing I've ever done. It was humbling. It showed me that however much I fancy myself a girlie badass, I still have a rather narrow comfort zone. (I even did a "luxury" version of the climb, similar to the trips offered by PUREists like Epic Private Journeys.)

I didn't know it was possible to be that cold. I cried every night and sometimes during the day. But I made it. I got through every dark, lonely night, kept managing to put one foot in front of the other, accepted help from the guides, and finally got that massive hit of adrenaline and pride that comes at the summit.

The climb proved that I'm stronger than I think, especially when I'm wise enough to know when to lean on someone. Whenever something feels daunting now, I think, *You climbed Kilimanjaro*. This is nothing. And instead of battling middle-age malaise, I know that I'm just getting started.

The former travel editor of *ForbesLife* and *SpaFinder* magazines, New York-based writer and girlie badass Ann Abel has written about her experiential travels in 69 countries and counting, for publications including *Afar*, *Departures*, *Robb Report* and *National Geographic Traveler*. She currently writes a column for *Forbes* and when she's not travelling you'll find her learning to fly at Trapeze School New York. Follow Ann on Twitter @peripatetic_ann.



“THE TRIP CHALLENGED ME TO GET COMFORTABLE WITH MY OWN COMPANY, AND ALSO TO SURRENDER AND ACCEPT THAT SOMETIMES I WILL NEED HELP”





The Okavango Delta has been declared the 1000th UNESCO World Heritage site

[illegible]

BEHIND THE SILOLONA

WORDS BY LISA GRAINGER

When Patti Seery was growing up in Midwest America, her favourite story was Moby Dick. "I loved the idea of sailing off to sea, and seeing beautiful places and meeting extraordinary people," she says. "From then on, all I wanted to be was captain of a sailing boat. Which now, at last, I am."

Fulfilling that dream took decades, but today the gutsy American is the proud owner of not just one, but two of the most beautiful traditional wooden phinisis on earth: the 50-metre Silolona, built in 2004, and the 40-metre Si Datu Bua, built in 2012.

As the wife of an oil-man, who worked around the world and chartered yachts from Miami and France to the Far East, Seery knew what made a yacht both comfortable and practical. When they arrived in Indonesia in 1981 with their two small children – aged just three and one – they embarked on several sea journeys. But no boat was quite right. So, in gutsy Seery style, she built her own.

The Bugis people have built boats on Sulawesi for centuries to transport spices between islands. Until Seery came along, though, none had been built to British and German Lloyds specifications – or using such fine wood.

*"WE WESTERNERS THINK
WE'RE HAPPY, BUT
WHAT WE MAINLY HAVE
IS MONEY. WHAT THESE
ISLANDERS HAVE IS A
DEEP SENSE OF WHERE
THEY BELONG"*



“The boat-builders had never seen plans before,” she explains. “They had all the measurements in their heads. So, when I arrived with my precise architectural plans, I soon realised that the only way to build the boat I wanted was to supervise it at the boat-yard myself.”

On and off, for two years, the American lived in a small wooden shed-like structure, among the mangroves of Sulawesi, translating drawings into reality. She accompanied the men into the forests to find the finest woods: strong ironwood for the hull and glowing golden teak for decks. She provided food, drink and cigarettes for the craftsmen – at one stage 250 of them. “A boat is like a baby,” she explains, “and you have to provide for the people creating it until your baby is born.”

When it was eventually finished, she says, “I had so much respect for these men that it was no longer about just the journey, but about the people. These islanders are extraordinary: I’ve never encountered such happiness before. We westerners think we’re happy, but what we mainly have is money. What they have is a deep sense of where they belong in the world, how they’re linked with the spirit world, a real connection with their past.”

Since she launched her first magnificent phinisi – which has sailed guests from Tony Blair and Gwyneth Paltrow to Arabian princesses and Indonesian politicians around the archipelago – not only has she refined the boatbuilding of Indonesia, but helped to train dozens of crew to international standards. Her 30 staff now run the boats like mini boutique hotels: butlers serving up fresh juices and dry towels; chefs whisking up sushi, roast lobsters and delicious Indonesian buffets under the stars; dive instructors (including Goris Atawuwur, the first PADI-accredited instructor in the country) taking guests to see manta rays and whale sharks amid some of the world’s most pristine coral reefs.

She has, as she modestly acknowledges, taught them skills none would have acquired – just as they have taught her about life, from stars and textiles to innate happiness. Today, whenever they go on to beaches, the crew immediately go rubbish collecting, and try to encourage villagers to do the same, to help clean up the oceans. She has become a part of Global School Net (www.globalschoolnet.org), offering tuition via the internet for underprivileged children, and has helped islanders to install filters to get clean water.

“A BOAT IS LIKE A
BABY, AND YOU HAVE
TO PROVIDE FOR THE
PEOPLE CREATING IT
UNTIL YOUR BABY
IS BORN.”

Many of her crew have been with her since the launch of Silolona, and clearly adore her, laughing and conversing with her in Balinese, and singing with her under the light of the moon. Seeing their close relationship, and the gifts of necklaces and statues and fabrics that tribes throughout the islands have given her, it comes as no surprise that her local name, Ibu, means “mother”.

“I hope that what I have shown them,” she says, “is that they have a culture in which they should be proud. They naturally love to sing and play music, but seeing the positive response from guests gives them a little bit more pride. I think it helps, too, that everything about this boat is Indonesian. We could have imported everything, but instead I have tried to use local things: ikat fabrics made by women I know; reed mats woven by villagers; gifts created by village artisans; uniforms inspired by local clothing; organic amenities made in Bali.”

When her Japanese chef, Yudha Timur, came to work with her, he assumed she’d want western fare “so I cooked Jamie Oliver and Gordon Ramsay dishes,” he says. “But then I learnt that what she wanted was our traditional

cuisine, and now guests tell us they have best food in Indonesia on our boats. Last year, Gavin, from The Fat Duck, came to learn from us.”

But as Seery points out, this area has such a wealth of riches that what they offer guests is just a tiny insight. The oceans here have the most diverse marine life on earth: more than 30 per cent of the world’s creatures and coral live between Australia and Malaysia. At Komodo, the last population of “dragons” can still be seen. The country has dozens of different tribes – 22 language groups can be found on the island of Flores alone.

What she hopes her boats have become is “ambassadors for Indonesia, so visitors get a chance to experience the music, the laughter, the singing, the food, that I have. All I’ve been is a bridge to link people to each other. And for that I feel very, very lucky.”

For more information on the boats, and Patti Seery, log on to www.silolona.com

Lisa Grainger writes and edits for publications from Condé Nast Traveller and Departures to the Telegraph’s Ultratravel, of which she is deputy editor. She specialises in writing about luxury adventures, and has been on journeys to collect legends from the San people of the Kalahari, to find the source of the Nile with explorers and to swim with manta rays in rarely dived waters off Papua New Guinea. Follow Lisa on Twitter @LisaGrainger4.



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LONG LIVE THE DEAD

WORDS BY NIGEL TISDALL

Among the many wonders to be enjoyed in Hagia Sophia, the great Byzantine church that has been a jewel of Istanbul since 537, is a small collection of runic letters cut into a marble balustrade on its upper gallery. Only discovered in 1964, these were inscribed by a Viking who travelled there in the 9th century, no doubt sailing all the way to the spice-scented Bosphorus in his comical horned helmet.

Whatever the truth, this intrepid voyager clearly felt sufficiently moved by the fact that he had come so far from safe and sensible Scandinavia, and to a magnificent building that was already ancient even then, that he proceeded to carve out the Old Norse equivalent of “Halvdan woz ‘ere” as a record of his time there.

It’s an understandable response, comparable to the journals, postcards, tweets and photos that are such a feature of adventures today. Our physical wanderings on this wonderful planet parallel the larger journey of our lives, and in both cases we want to find value and record the milestones. Having worked as a travel writer for almost thirty years, I have become mildly obsessed with such ghostly, time-defying signatures. Visit Luxor Temple on the banks of the Nile and you’ll find the French poet Rimbaud has carved his name in stone in unmissable capitals.

Climb up to the citadel of Sigiriya in Sri Lanka and you can contemplate the graffiti left by hundreds of early tourists in the 7th-14th centuries. Trek across the deserts of Namibia to Twyfelfontein and you can admire petroglyphs drawn by San Bushmen over two thousand years ago, still singing the glory of Africa’s wildlife.

These enigmatic markings, made by real people long ago but now calling to us across the centuries, are a reminder that the company of the past can at times be as engaging as the cacophony of the present. Living people are all very well, so fleshy, so chatty, but it’s often the brushes with the bygone that really gets under my skin. Take a trip to Far North Queensland and the coastline still bears the hacked-off names Captain Cook bequeathed it in 1770 when The Endeavour hit the reef here one moonlit night. Weary Bay, Cape Tribulation – what names would he give it now? Mount Tourbus, Kodak Moment River, Cape Full of Noisy Backpackers...it’s for similar reasons that many of us enjoy visiting churches, cemeteries and colonial relics, and touring archaeological sites from the dreamy tree-wrapped temples of Angkor to the wildflower-speckled Roman ruins of North Africa. Yes, I’ll admit it: chariot ruts excite me.

“VISITING SUCH PLACES, WE FEEL PART OF THE SHARED HERITAGE OF TRAVELLERS THROUGH TIME.”

Visiting such places, we feel part of the shared heritage of travellers throughout time. We bond with those who, like us, opted to open the front door and see what’s beyond, and did so in considerably less comfort than we lucky globetrotters now enjoy. It also raises the question of what future travellers will find of interest about our current world. A century on, tourism students at the Mark Zuckerberg Institute for Global Chit-Chat in Palo Alto will no doubt marvel at the recklessness with which we all took off our clothes in the cancerous sunshine, worshipped the barbecue, and wandered around desperately clutching smartphones and tablets as if they were precious mini-pets.

Come 2114, experiential travel will probably mean ski trips to Mount Erebus in Antarctica and bungee jumping on the dark side of the moon. Perhaps private travel designers will offer personal submarine tours of the submerged luxury resorts of the Maldives, complete with manta rays flapping through the drowned cocktail bars, or mount expert-led trips into the huge, super-rich mining conurbations of the Congo to see the tusk-lined Tomb of the Last African Elephant, shot by poachers in 2056.

Well, let’s hope that one’s not true. Thankfully, we travellers are by definition optimistic, fully paid-up subscribers to the value of venturing forth. The success of PURE, now in its sixth year, clearly owes much to the fact that it is far more than a marketplace with good parties. It is also a gathering of professionals who hold the small and the independent in high regard, and who believe that travel should be innovative, sustainable and life-enhancing for both the traveller and the communities visited. I like to think that, just like Halvdan, we are leaving our mark on the world.

Nigel Tisdall is travel editor of British Marie Claire and a frequent contributor to The Telegraph. His globetrotting career began in 1985 when he went to London’s Liverpool Street station and caught a train to Hong Kong. His best travel experience? ‘A tent in Antarctica – until it blew away.’ The worst? ‘A candle-lit lodge in the Amazon, where I just happened to spot the cockroach on my toothbrush...’ Find him sipping champagne at one of the PURE parties.



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PEOPLE ARE TALKING...

"It was a pleasure to see the energy and excitement of this new and promising group. Their experience and enthusiasm make for an unbeatable combination."

AMY FARLEY
News Editor, Travel & Leisure

"We believe this is the start of a wonderful organization that has conservation at its heart...that Wilderness Safaris is proud to be associated with."

KEITH VINCENT
CEO, Wilderness Holdings

"...it is wonderful to see the collaboration of such passionate, experienced travel professionals who share a commitment to grow and develop this opportunity sustainably."

LINDY ROUSSEAU
Chief Marketing Officer, Singita

"I believe specialists who really know their 'art' will not only survive, but will flourish. I look forward to working with them all, especially in the vital areas of conservation and community development that lie at the very core of the safari experience."

JOSS KENT
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WENDY PERRIN
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TALK TO STRANGERS

WORDS BY JEN MURPHY

When people ask my favorite trip, I always hesitate to answer because for me, travel isn't about jaw-dropping views, Michelin-star meals, or iconic sites that can be checked off an itinerary. The friends I'm with and the people I meet along the way are what make a place memorable. As kids, we're told not to talk to strangers, but as we get older and start to travel, strangers easily become lifelong friends.

Five years ago, when I was moving from New York City to San Francisco, I spent a week road tripping around Colorado before I started my new job. For three days I played out my cowboy fantasies at Dunton Hot Springs, a rustic-luxe resort in the old mining town of Dolores, Colorado. Being on my own, I self-consciously kept my head buried in a book during meals and opted out of group activities so I wouldn't have to make small talk. On my second morning at Dunton, a tall lanky man with a big smile and movie star-worthy hair spied me eyeing a trail map over breakfast. He wandered over and introduced himself as Mike and asked if I'd like to join him and his friends for a hike. Not wanting to be rude, I said yes.

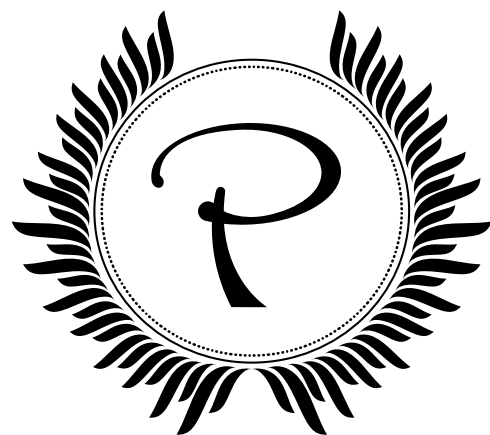
It turned out Mike lived between New York City and San Francisco and throughout our hike shared insight into balancing a bi-coastal lifestyle and tips on San Francisco's best restaurants and bars. He made an annual pilgrimage to Dunton and as we hiked he pointed out different trees and flowers and shared quirky facts I would never have learned had I meandered the trail alone. That night Mike and his friends had me join them for whiskey and beers at the saloon bar and they invited me to join them two days later at the Telluride Film Festival. I left Dunton not only having had a richer experience because of Mike, but also a new friend in my new city—someone I'd meet for drinks and swap travel tales with and reminisce about the magical aura of Dunton. Dunton is a place you can't fully understand unless you've experienced it for yourself. Mike and I shared this Dunton bond. That experience taught me that places like Dunton attract a certain type of traveller. The more we travel the more we realize that there is a tribe of like-minded experience-seekers scattered around the world and it's places like Dunton that bring them together.

Not every friend we make throughout our travels becomes a permanent fixture in our lives. Sometimes we encounter a stranger just once in our lifetime, but they stay close in our hearts. A few years ago I spent Christmas at Etnia Pousada in Trancoso, Brazil. Alessandro, a tan, stylish Italian guest who was also traveling alone, invited me to join him for Christmas

Eve mass in the tiny old church in the town's Quadrado. I am not a practicing Catholic and I don't speak a word of Portuguese, but sharing that experience with him will forever stay in my mind. "Where I come from churches are ornate and mass is quite serious," he whispered to me as we sat in a creaky wooden pew. I remember thinking the same thing when I was a young girl. There was something intimidating about the grand frescoed ceilings and statues in our Catholic church and the booming, foreboding voice of the priest. But, in this small Brazilian beach town, in a humble church filled with local villagers of all ages, I was singing words I didn't quite understand, blessing baby Jesus in the manger and exchanging hugs and handshakes. One old woman even kissed my forehead and gave me a small prayer card. In all of my years of Sunday school, I'd never felt so close to faith. When I think back to Trancoso, I remember the horseback rides along the beach, just-caught fish dinners overlooking the sea, and capoeira lessons in town, but most of all, I remember that moment in church and think of Alessandro.

Strangers can also help strengthen a bond between friends. Every January I go skiing in Europe with a big group. A few years back four of us signed up for a ski safari with the outfitter Dolomite Mountains. Our guide, Albi, was a 20-something Italian with loads of confidence, a great sense of humour, and a penchant for teasing Americans. We could have simply talked amongst ourselves and let Albi guide us off-piste through deep powder and narrow couloir, but instead we invited him to join us for dinner at Rifugio Lagazuoi and we learned about his family, his girlfriend, and the many places he'd skied. He teased my friends John and Michael, both hefty guys, that two servings of dessert might be the reason they were so far behind and out of breathe on the mountain all day. On our final day we were meant to ski down to Val Mezdi, but the weather warmed quickly, creating avalanche danger. Albi redirected our course, which required hours of snowshoeing, a river crossing, some hitchhiking, and finally a stretch where we held on to a rope and were pulled along on a horse-drawn sleigh. Albi completed this obstacle course with ease while the rest of us breathed heavily with sweat dripping down our brow. "Out of shape Americans," he continued to tease. To this day we all joke about our grand Italian ski adventure and our crazy guide Albi, who keeps in touch with us all on Facebook, even recently sharing news of the birth of his son. It's people like Albi who become characters in our stories, and the memories that bond friends for life.

Jen Murphy is the globetrotting Deputy Editor of AFAR magazine. She splits her time between San Francisco and New York City. An avid runner, she tries to run in every country she visits and captures her adventures on Instagram @jengoesafar. Her recent travels have included Slovenia, Mozambique, Croatia, North Carolina and Tennessee. Oman and Sri Lanka are on her wish list. Follow Jen on Twitter @jengoesafar or find her getting her caffeine fix at one of the PURE coffee areas.



PURE AWARDS — 2014 — ★

Now in its second year, the PURE Awards 2014 will once again uncover the inspirational, celebrate the passionate, reward the diligent and honour the brave. In short, we will be unmasking the heroes of experiential travel.

The inaugural PURE Awards 2013 set an unbelievable precedent, cementing our belief that PURE is home to true mavericks (visit www.purelifeexperiences.com/Awards to view the shortlists and winners). Once again, this year we saw a startling response to the call for entries – each and every one of them outstanding in their own right. But there can only be one winner per category...

After listening to our community, we decided that this year they would be our judging panel. Who is better qualified to bestow recognition than those industry mavericks who were the inspiration for PURE in the first place? Nominations took place in Phase 2 of the appointment system, when all those attending PURE 2014 had the chance to cast their vote.

Keep reading for a reminder of the shortlist and join us at the PURE Awards ceremony on Monday 10 November, when your winners will be announced.

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ALASKA'S ULTIMA THULE LODGE *THE LAND REMOTE BEYOND RECKONING*

Defined as 'the land remote beyond reckoning,' Ultima Thule sits deep within the untouched wilderness of North America's largest national park. Flight safaris aboard light bush airplanes allow guests to experience the indescribable natural setting from a different perspective, while the timeless luxury and feature comforts of the lodge add to the emotionally rich experience.



EXPLORA TRAVESÍA UYUNI *THE OTHERWORLDLY BOLIVIAN SALT FLATS*

explora's eight-day journey from the mythical city of Potosí through the fascinating Bolivian Altiplano towards the Salar de Uyuni allows guests to experience an entirely different, untamed world far from civilisation as we know it. The otherworldly Bolivian Salt Flats are places that don't need much more than true solitude in beautiful virgin landscapes to offer a life-changing experience.



PORTUGUESE WAYS *GENEALOGICAL TOUR*

Using genealogical research as a tool, Portuguese Ways helps them to explore places from their family's history and experience a unique connection with their past. The Genealogical Tour is a contemporary society's way of attaining a more coherent and continuous view of oneself, a connection with the past, offering a humanistic approach to understanding, home, heritage and identity.



RED SAVANNAH LTD *SEVEN-MONTH DREAM TRIP*

A seven-month trip around the world featuring historic expeditions in the Himalayas, a session with the King of Personal Astrologer, meeting whales accompanied by the Maoris in New Zealand, a chance to interact with tribes in the Amazon basin and a Kerouac-style road trip through the American West made for a life-enriching experience for a young family.



ALEX WALKER'S SERIAN *HUNT WITH HADZABE*

Clients join Hadzabe hunter-gatherers on a walking and fly camping adventure and witness them unveiling the ancient wisdom, inherited folklore and myriad intricacies of an untouched culture that is intrinsically connected with the wilderness. In the stripped-back simplicity of the southernmost Serengeti plains, the stresses of modern life are forgotten and senses are awakened to the basic challenges of survival.



DOLOMITE MOUNTAINS *OTIUM IN ITALY*

In the late sixteenth century it was fashionable for young aristocrats to visit Italy as the culmination of their classical education, which became known as the Grand Tour. Dolomite Mountains recreates this journey of self-growth in off-the-beaten-track Italy through the discovery of places and people that quench clients' curiosity and thirst for knowledge, culture, creativity and enjoyment.

THE PURE AWARD FOR CONSERVATION AND SUSTAINABILITY

A project or initiative that puts Planet Earth on centre stage, showing due responsibility to our natural resources and going above and beyond to protect our legacy – for the good of not only the tourism industry, but the rest of the world.

&BEYOND *WHITE RHINO TRANSLOCATION*

The number of rhinos poached across Africa is at an all-time high. In 2013 &Beyond carried out the first private game reserve donation of rhino to another country, translocating six white rhino from South Africa to Botswana's Okavango Delta. They are also working on community education and outreach to aid the continued conservation and protection of the species.



HAPUKU LODGE & TREE HOUSES *REDUCE, RECYCLE AND COMPOST*

At least one native NZ plant is planted for every guest night at Hapuku Lodge (over 16,000 so far), helping to offset some of their carbon emissions and conserve the local environment. Additionally, 80% of their food comes from the property or local suppliers; wastewater is recycled; eco-friendly power methods are utilised; and construction timber is responsibly sourced.



THE SONEVA GROUP *SONEVA CARBON FOOTPRINT*

The Soneva Group is committed to 'decarbonising' – that is, absorbing carbon rather than emitting it. They distribute thousands of energy-efficient cook stoves in rural Myanmar and Darfur, which aid the protection of biodiversity and significantly reduce indoor air pollution, and since 2011 Soneva Forest Restoration Project has planted 511,920 trees of 90 different local species.



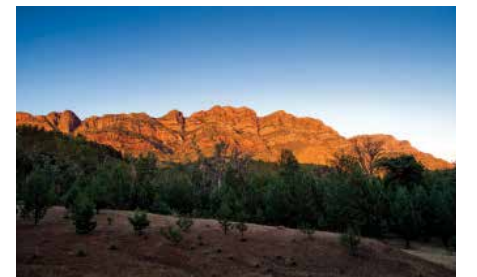
VOLCANOES SAFARIS *OMUMASHAKA WETLAND: RESTORATION AND COMMUNITY TOURISM PROJECT*

The Volcanoes Safaris Partnership Trust (VSPT) Omumashaka Wetland is a long-term restoration project that aims to re-establish wetland flora and fauna over a 40-acre area. Community outreach and training take place throughout the year, with the objective of establishing a pool of qualified local guides who can lead tours of the wetland and ultimately benefit from conservation and tourism.



WILD BUSH LUXURY *ARKABA STATION*

Australia has the world's highest mammal extinction rate, having lost 29 species in the last 200 years. Wild Bush Luxury recently purchased Arkaba Station – a 60,000-acre sheep property in South Australia's Flinders Ranges – and has established a private conservancy supported by tourism. The results of this programme are evident in the re-emergence of native species, many of which are endangered.



INKATERRA *ANDEAN BEAR RESCUE CENTER*

The Andean Bear is the only bear species native to South America and currently holds vulnerable conservation status. NGO Inkaterra Asociación (ITA) created the Andean Bear Rescue Center within the grounds of Inkaterra Machu Picchu Pueblo Hotel with the aim of rescuing and rehabilitating bears; facilitating research, conservation and education; and developing breeding and reinsertion programmes.



THE PURE AWARD FOR COMMUNITY ENGAGEMENT

A project or initiative that strategically and sensitively integrates the local community, aligning itself with the values and priorities of the inhabitants and protecting the authenticity of the culture, while enriching the experience of the traveller.

BUTTERFIELD & ROBINSON

INLE LAKE HOUSING PROJECT

In 2010 B&R Trip Designer Tyler Dillon began fundraising to build homes for Burmese families. Butterfield & Robinson then created a fundraising challenge stipulating that B&R would match the amount he raised. After a year, the company pledged to fund a new house for every group that travels through Myanmar with them: to date, they've built 36 homes.



KER & DOWNEY

NETS FOR AFRICA

Malaria is endemic in 95% of Uganda and is the leading cause of death in children under five years old. In 2008 Ker & Downey began distributing insecticide-treated mosquito nets and providing medical assistance in high-risk regions. Since then the programme has grown significantly, with 12,000 nets distributed and 20,000 patients seen in 2013 alone.



KNAI BANG CHATT

CHANGING COMMUNITY BY COMMUNITY

During a five-year period, Knai Bang Chatt invested \$1,000,000 and worked with villagers in rural Cambodia to help them create a fully functioning, self-sustaining community. Together they developed a fully comprehensive programme that included water, irrigation, food production and security, healthcare, education, training and income generation. Since 2013 the village has been running without Knai Bang Chatt's help.



WILDERNESS SAFARIS

CHILDREN IN THE WILDERNESS

Children in the Wilderness (CITW) is a non-profit organisation supported by Wilderness Safaris that aims to facilitate sustainable conservation by educating children from rural areas and inspiring them to become custodians of these areas. This is achieved mainly through Eco-Mentor Training, Eco-Clubs and educational camps held at Wilderness Safaris properties, followed by the Youth Environmental Stewardship (YES) programme.



AQUA EXPEDITIONS

PACAYA SAMIRIA NATIONAL RESERVE

Aqua Expeditions is engaged in 'Pack for a Purpose', an organisation that enables guests to bring meaningful contributions to the regions they visit. The company provides local artisans with access to sustainable raw materials and advice on marketing their products and is committed to employing local guides. It also offers medical assistance in the 22 communities that it visits.



VOLCANOES SAFARIS

VOLCANOES SAFARIS PARTNERSHIP TRUST

Volcanoes Safaris Partnership Trust (VSPT) undertakes community and conservation activities and projects in the areas that surround VS lodges. Volcanoes Safaris Ltd funds the VSPT by contributing \$100 from every full-cost safari purchased. One such project is the Kyambura Women's Coffee Cooperative, which aims to provide local women a source of income through training in coffee maintenance, processing and marketing.



Discover the spirit of Chile



THE PURE AWARD FOR INNOVATIVE AND ENGAGING MARKETING

A clever campaign that uses innovative or unusual methods to encourage personal engagement with a travel product, while staying true to the independent, experiential ethos of the brand.



BUTTERFIELD & ROBINSON *THE SLOW ROAD (BLOG)*

The Slow Road provides discerning travellers with the insight, experience and expertise they need to fully immerse themselves in a particular region. Using strong imagery and B&R's irreverent brand voice, they leverage B&R's years of travel experience to provide a resource that can turn would-be travellers into savvy world wanderers, as well as creating a more human brand identity.



DELFIN AMAZON CRUISES *'HOME' (SHORT FILM)*

'Home' is a short film telling the story of a mother and daughter overcoming personal difficulties and connecting while enjoying the life activities on board the Delfin II. Cleverly portraying their relationship and showcasing the magic of the Amazon and the high standards of service on board, 'Home' captures what high-end experiential travel is all about.



ORANGE COUNTY RESORTS *'EVOLVE.BACK.' (VIDEO CAMPAIGN)*

'Evolve.Back.' is a collection of short stories that portray real-life heroes from around the Orange County area, elegantly showcasing the local culture and nature. The intention of 'Evolve.Back.' is to inspire the audience to connect 'back' with the native wisdom from their land and 'evolve' into better human beings. Each video has garnered over 100,000 views.



THE REAL JAPAN *TRAVEL VOLUNTEER PROJECT (SOCIAL MEDIA CAMPAIGN)*

Launched in June 2011 after 'The Great Honshu Earthquake', The Travel Volunteer project was a contest to win a journey that spans 47 prefectures in 100 days, in order to promote travel to the region during this time of crisis. The contest received almost 2,000 applications, raised USD 10,000 and could be followed via their blog, Twitter and Facebook.



THE TAILOR *THE TAILOR TV AND AUSTRALIA IN STYLE (ONLINE TV CHANNEL AND COFFEE TABLE BOOK/EBOOK)*

Launched with award-winning documentary filmmaker Luke Prieke, The Tailor TV enables agents and consumers to learn about Australia's incredible high-end travel experiences. Australia in Style is a hardcover coffee table book and eBook telling the stories of 31 high-end properties (hand selected by The Tailor) from across the continent – each individually written and photographed by top Australian photojournalists.



TROPICSURF *SURFWAX (PRODUCT STORYTELLING)*

Surf wax is 100% unique to surfing, making it the perfect storytelling platform. Having begun by slipping inspirational short stories into their wax cartons to encourage brand empathy and portray a sense of brand history, Tropicsurf are now rolling out a full-scale production of their very own Tropicsurf wax for clients – each carton printed with a short travel story.

THE PURE AWARD FOR DESIGN

An outstanding example of high-end design that contributes to the emotional experience of the traveller, using exquisite aesthetics and creative ingenuity to offer a new perspective and showcase the richness of its locality.

ION LUXURY ADVENTURE HOTEL *A CHIC BOLTHOLE*

The concrete and black lava exterior successfully merges with the volcanic landscape, creating a mood of integration, not interruption; while the prefabricated, panelised building system achieves both aesthetic and environmental objectives. Natural and reused materials found in the surrounding area are seamlessly incorporated into the interiors and natural light is taken advantage of through floor-to-ceiling windows offering panoramic views.



AQUA EXPEDITIONS *AQUA MEKONG*

The newly launched Aqua Mekong is small enough to be intimate, but spacious and luxurious enough for the discerning traveller, with incredibly high attention to design detail throughout. Its outward-facing design suites feature floor-to-ceiling windows for uniquely connected 'eye-level cruising' and the Indochine-influenced interiors are built entirely of local sustainable materials, with artisanal touches of the Mekong's many cultures.



COCO PRIVÉ KUDA HITHI ISLAND *SECLUDED, SECRET AND SERENE*

Coco Privé Kuda Hithi Island showcases innovative design existing in harmony with comfort and convenience. Featuring warm woods and clean white fabrics and an eclectic mix of bespoke furniture and art and fronted by a glass window façade, the stylish villas marry modern minimalist architecture with traditional design, synthesising with their beautiful natural surroundings.



FOGO ISLAND INN *DISTINCTLY OF ITS PLACE*

Incorporating responsible, ecologically-minded design, Fogo Island Inn is bold, optimistic and distinctly of its place. The Inn's sharp angles and rough contours feel at home amidst jagged and uneven land, as does the interior – from its locally sourced materials and colour palette down to the inspirations that lie behind each piece of furniture, wallpaper and lighting fixture.



HOTEL FASANO LAS PIEDRAS *PART OF THE LANDSCAPE*

Brazilian architect Isay Weinfield wanted to preserve the unique, rustic yet sophisticated workmanship of these buildings, imagining scattering them as if they landed naturally on the terrain, just like the rocks themselves. Within the interiors the language is simple, retaining the original buildings' existing character and incorporating the simplicity of modernity in the new modules.



BABYLONSTOREN *PUFF ADDER WALKWAY*

A design and engineering feat underpinned by functionality, Babylonstoren's Puff Adder Walkway is a meandering timber tunnel created for the growing of clivias, constructed from balau slats set on to a steel frame. Reminiscent of its reptilian namesake, the walkway even features a protuberance nicknamed 'the mouse' – a visual pun suggesting what this particular snake may have lunched on!



THE PURE AWARD FOR CONTRIBUTION TO EXPERIENTIAL TRAVEL

An individual whose efforts have directly influenced the development of the experiential travel movement – a true maverick whose commitment, curiosity and daring sets new standards for the industry at large.



ANDY BOOTH

ABOUTASIA

Andy founded ABOUTAsia with the ambition of setting a new standard for travel to Cambodia, while returning all the benefits to local communities. He believes that experiences don't just happen to you independent of your state of mind. By creating the right atmosphere and situation, he hopes that his guests may just end up pondering their place in the world.



NIEL FOX

BASED ON A TRUE STORY

Niel Fox has built his life around the road less travelled. The adventures he designs for his clients embody his personal philosophy to engage authentically with a location. Thanks to his rich imagination, sense of adventure, and almost childlike sense of mischief, Niel blows expectations out of the water by challenging the untested and converting the impossible.



GEORGE BUTTERFIELD

BUTTERFIELD & ROBINSON

In 1980, George Butterfield introduced the concept of immersive deluxe biking trips for adults, virtually creating what's now known as 'luxury active'. George remained undaunted in the face of adversity – a true entrepreneur, he knew that success in business depends upon three things: innovation, surrounding yourself with talented people and good timing (along with persistence, of course).



JOSÉ KOECHLIN

INKATERRA

Founder and president of Inkaterra, José Koechlin has dedicated his life to the development of eco-friendly tourism in Peru, chairing various tourism and conservation boards, focusing on ways to create added value in rural areas and co-producing globally-recognised promotional films. Renowned as a world leader in sustainable development, Inkaterra encourages scientific research and contributes to biodiversity conservation.



SONU SHIVDASANI

SONEVA RESORTS

What sets Soneva Group CEO and Chairman Sonu Shivdasani apart is his SLOW LIFE philosophy. SLOW (Sustainable, Local, Organic, Wellness) LIFE (Learning, Inspiring, Fun, Experiences) is a unique guiding principle with an overarching aim to create innovative and enlightening life experiences for guests so they leave with an enhanced appreciation of the local area and its inhabitants.



DREW KLUSKA

THE TAILOR

In creating The Tailor, Drew wanted to deliver a unique product that would allow travellers to experience the richness of the real Australia via personalised experiences in little-known destinations. He is widely recognised as an innovator and arguably the first person to establish Australia as a luxury experiential destination, regularly participating in industry forums and holding senior industry advisory roles.



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The internet may have made the world a smaller place, but it was almost the worst thing that ever happened for travel. With the rise of the information age, high net-worth travellers wanted to know exactly how much bang they were getting for their buck – between taking digital tours around their accommodation and comparing prices online, the consumer's need for total transparency caused luxury travel to become a commonplace commodity.

But as mass tourism took hold and identikit 'luxury' holidays cropped up in every bit of space not tenuously reserved with a beach towel, disenchanting travellers longed to experience something more. As Jamie Wong, founder of online sharing portal Vayable, told Skift, "We've been relying on technology for connection, which has ironically left us isolated and given us a real life need for human connection". For the increasing number of time-poor, self-made millionaires juggling high-pressure roles with a desire to maximise on their good fortune and a perceived duty to contribute to the greater good, the vacuous bling of old luxury suddenly left a sour taste in their mouths. Instead, this new breed of sophisticated traveller seeks intimate, personalised experiences that will touch them emotionally and change the way they connect with their loved ones and the world.

From an industry perspective, the fundamental change underlying this cataclysmic shift is a relatively simple one: travel must renounce its reputation as a detached service industry and reposition itself within the entertainment industry, where "entertainment" is defined as "an event, performance, or activity designed to entertain others". While the service industry caters to physical needs, the entertainment industry appeals to our emotional selves. Compare a creative experiential itinerary to a film: both have a plot, a protagonist and, inevitably, a resolution. The intention of the director, or Private Travel Designer, is to educate, entertain and reach out to their audience on an emotional level through the powerful medium of storytelling.

Based on a True Story is one experiential Private Travel Designer taking this notion literally. Their ambitious itineraries utilise the elements of theatre and surprise to evoke emotion – from dining amongst the ancient temples of Bagan, to taking part in a magical 'quest' accompanied by actors dressed as mythical creatures, to boarding a private jet with no idea of their destination, BOATS' clients are the stars of their very own narratives. The leather bound storybook each client is sent home with is hard evidence of the parallels between travel and entertainment. Suppliers too can be found blurring the line between reality and fiction

by incorporating storytelling devices in their trips: for example, Arctic Kingdom Polar Expeditions' resident filmmaker captures guests' experiences of their fantastical luxury camp on ice and soaring hot air balloon safaris; while Marine Conservation Expeditions and Filmmaker Abroad take this concept one step further by teaching guests to create their own experiential documentary of a once in a lifetime journey.

Only in the context of the entertainment industry can personalised travel experiences be viewed holistically and as an art form with their own inherent value, as opposed to the sum of many commoditised parts, which makes them all too easy to deconstruct and haggle over. Much like a film, an experiential itinerary is designed to be enjoyed in its uninterrupted entirety, and part of what the consumer pays for is its artful mystery and clever narrative – as businesswoman and philanthropist Tatiana Maxwell tells Lauren Lipton in her article for Condé Nast Traveler, "There are so few times when your real life lives up to a movie or a book or your imagination. That, to me, is why you pay what you pay." If high-end experiential suppliers have a story to tell, then Private Travel Designers play the part of narrator: they are the link between the story and the audience. As Roberto Viviani of Wilderness Safaris says, "we understand our product, while travel designers understand their clients. Working closely with the trade enables us to pool together our respective areas of expertise to co-create personalised and memorable journeys."

their own dinner – right from sourcing ingredients in the surrounding area, to creating finished dishes using traditional Tuscan recipes. Meanwhile, for Private Travel Designer Porto Brasil Viagens the notion of learning is a cornerstone of their itineraries: their network of designated teachers holds immersive, educational 'classes' in epic locations – past examples have included an expert in Greek mythology bestowing his knowledge upon travellers in front of the Oracle of Delphos, and a specialist art history duo holding the floor during a picnic in the Sacred Valley.

Just a glance at other industries renders it clear that the shift from service to entertainment is not confined to travel. Everywhere you look there is a more three dimensional consumer relationship developing: from in-restaurant cooking classes and wine-tasting tours, to artistic brand collaborations and the recent surge in brand content creation, it is clear that today's sophisticated consumers are a far more curious bunch. They want to be educated, immersed and entertained rather than merely sold to – and what's more, they're willing to pay for it. If the travel industry is to hold its own in the luxury sphere, then keep up it must. Viviani hits the nail on the head when he says, "For us, it's not just about planning trips or holidays, it is about creating journeys... Collaborating closely with travel designers plays an integral role in helping us to achieve this." In fact, Wilderness Safaris have such belief in the power of Private Travel Designers that they do not take direct bookings.

"WHILE THE SERVICE INDUSTRY CATERS TO PHYSICAL NEEDS, THE ENTERTAINMENT INDUSTRY APPEALS TO OUR EMOTIONAL SELVES."

Whether longing for escapism or self-exploration, a common trait among the new breed of wealthy, sophisticated traveller is a desire to relinquish control – to be thrilled and surprised, rather than presented with a blow-by-blow account of what their trip will entail. But don't be fooled: a lot of work goes into achieving such a desirable sense of mystery. In the quest to create transformation, the role of a Private Travel Designer is to build a personal connection with the guest (or audience) in order to construct a narrative that will affect an emotional reaction. Porto Brasil Viagens' two-fold planning method involves pairing a meaningful theme that unites a particular group with unique experiences that will produce happy memories; while the BOATS team cites detailed research into their clients' personalities and objectives as crucial to developing "a 360-degree anticipation" of their needs.

But if transformation is the end goal, then a trip's narrative must have depth. Where the outdated service industry encouraged spoon-fed travel, in the vibrant new entertainment industry learning and doing is part of the adventure. At Castiglion del Bosco in Tuscany, guests have the chance to prepare

Controversial, or sensible? There is no doubt that high-end experiential suppliers can sell directly to consumers, but to do so is to cut out the story's narrator and risk playing host to an audience who may as well have stumbled into the wrong cinema screen.

In order to protect themselves against over-commoditisation and the dangerous 'race to the bottom' in pricing that threatens to bring the industry to its knees, high-end experiential suppliers and Private Travel Designers must reimagine themselves as patrons of the entertainment industry. But first, they must rally to work together effectively. As Viviani so neatly puts it, "Private Travel Designers are an extension of us and we are an extension of them, so in turn, we have a duty to grow and look after the travel designers that have put their trust in us." By nurturing mutually beneficial partnerships of equality based on accepted standards and values, experiential suppliers and Private Travel Designers can add value and flourish.

Life in the fast lane often pushes people to remote and far-flung corners of the world, in search of stillness, solitude, pitch-black skies and empty beaches – all balm for the soul. Travelling to these faraway places can also be therapeutic: driving over the frozen Baltic sea to a secret island in Estonia; hopping on a bush plane to disappear into the vast wilderness of Alaska; boarding a mountain train to be transported away from normal life down in the valley... Such travellers go in search of emotions and pure experiences that get lost in a world filled with fragmentation and distraction.

One of those otherworldly places is Amangiri, a stone's throw from the famous Lake Powell and the invisible border between Arizona and Utah. The

secluded location of this hotel at Canyon Point is not easy to find in the surrounding desert landscape. A small signpost pointing to a big void in the desert directs you towards a dusty road that disappears into the distance; after a long drive between the looming sandstone rock formations so characteristic of the region, the hotel emerges on the horizon like a mirage. A rectangular pavilion with razor-sharp edges made of polished concrete stands out in contrast to the enormous rocky outcrop it nestles against. Guests come here to disconnect from the real world, which seems almost non-existent when you gaze out over this vast and empty desert.

Another remote place to stay is in the tiny village of Santo Stefano di Sessanio, in the Gran Sasso e Monti della Laga National Park in the Apennine Mountains in

Abruzzo, Italy. The massive, ancient stones of the abandoned villages of Abruzzo speak volumes, and narrow passageways and porticos with stairs open onto sun drenched piazzettas or a labyrinth of alleyways. One of these abandoned villages got a second chance thanks to the vision and bravery of a Swedish-Italian businessman. He created an Albergo Diffuso (a scattered hotel) consisting of hotel rooms distributed over 32 restored village houses. Thanks to the untouched nature surrounding the village, the clever design and thoughtful restoration, this is one of the most calming and remote places to stay in Europe.

In their new book, REMOTE places to stay, travel journalist Debbie Pappyn and photographer David De Vleeschauwer present 22 otherworldly hotels – all in far-off locations where going off the map is true bliss, carefully curated during a decade of almost non-stop travel around the world. From

luxurious to basic chic; from the Arctic North to the desert landscapes of Africa; from a comfortable refuge in the Himalayas to an abandoned village in the heart of Italy. Some of the hotels have strong architectural value, while others are more modest or classic. What all these remote hotels have in common is a strong sense of place, often because they are run by idealists who believe in preserving traditions and respecting the scene, the purity and essence of the location.

As esteemed essayist, PURE Conference speaker and author of the book's foreword Pico Iyer writes, "In an age of acceleration, nothing is so cherished as slowness. In an age of distraction, nothing can make us as happy as a feeling of absorption, of being lost in the scene around us. And in an age of fragmentation, nothing leaves us feeling richer – more ourselves – than lingering over a single point in a single place."

FINDING REMOTE

WORDS BY DEBBIE PAPPYN // PHOTOGRAPHS BY DAVID DE VLEESCHAUWER

Travel journalist Debbie Pappyn and photographer David De Vleeschauwer embark on voyages of discovery commissioned by international titles such as Monocle, Wallpaper*, National Geographic Traveller, Traversias Mexico and Traveller's World Germany. Their book, REMOTE places to stay, is sold by the likes of Amazon and Barnes & Nobles, or directly via www.findingremote.com, their new website dedicated to more REMOTE places to stay around the world.

HOUSE OF DREAMS

WORDS BY JULIET KINSMAN

The Berber city of Ouarzazate in Southern Morocco wasn't an obvious destination for romance – until 2002 when 19th-century Kasbah Dar Ahlam opened. I was only there briefly a few years ago, but I am still in awe that we managed adrenalising desert escapades as well as soothing R&R in such a unique filmic setting over one long weekend.

The adventure began at Marrakech airport, where we were picked up by a top-of-the-line Jeep to travel through the Atlas Mountains to the edge of the Sahara. Those four hours were entertainment alone as we watched rugged ochre-hued hills segue to palm-dotted desert where scenes have been filmed for Game of Thrones, Gladiator and Lawrence of Arabia – Atlas Corporation Studios is based here, a mini Hollywood amid the sand dunes.

Time at Dar Ahlam is less like that spent at an all-inclusive resort, and it's more like a carefully choreographed immersive theatre production. A hand-calligraphed scroll on the bed welcomed us to this wonderland, where the Arabic name of this hotel – created by a Parisian party planner – translates as 'House of Dreams'. This luxury hideaway isn't the kind to have anything as prosaic as a check-in desk, and with only nine suites, every nook of this North African castle feels private.

Having arrived at lunchtime we were whisked straight to two pre-prepared safari-style tables in the olive-tree-shrouded herb garden. A parade of fruit-enhanced kebabs and mouthwatering salads was washed down with chilled rosé, soon quashing plans for an afternoon of quad biking and cookery lessons. Cut to us lazing by the pool and the sun dropping in that ever-blue sky, when one of the dressed-in-floaty-white hosts manifested to nudge us to the rooftop for a sunset aperitif. The image of that dramatic desert landscape glowing a soul-stirring orange and the ramparts' strong silhouettes is forever branded in my memory as one of my most special luxury travel experiences.

The next act in the Dar Ahlam show was dinner à deux in a lantern-lit salon, where, ensconced in jewel-coloured cushions, we feasted on tasty lamb tagine and then rich chocolate fondants. I've not enjoyed a honeymoon firsthand, but I imagine that if I were on one the way in which we started our next day was also exemplary: pomegranate lassis and Moroccan pancakes on a rose petal-strewn table in a private corner of the fragrant

garden. Dar Ahlam is an original in so many ways, and one of the trailblazers of experiential hotels, ensuring you never do anything as dreary as eat in the same place twice. This involves the hotel's staff doing most of the decision-making for you, from gently ushering you to designated dining spots for two, to serving inspired fruit smoothies poolside before you even think to ask for them. I recall the most taxing question we were faced with was at what time to have the massage that is included in the rate. Having said that, if you do want to take it up a gear, there are plenty of activities available at the drop of a fez. We toyed with a trip to the Valley of the Roses and a camel ride round the lake, then settled for a short bike ride round the hotel's grounds – well, we had to do something to feel as though we'd earned our daily rub-down in paradise.

Dar Ahlam, Ouarzazate, Morocco (www.darahlam.com).

Juliet Kinsman is editor-in-chief at Mr & Mrs Smith boutique hotel specialists (mrandmrsmith.com); follow her on Twitter @julietkinsman.


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AN ART OF LIVING

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Located in North Africa, the Kingdom of Morocco acts as a link between the continents of Europe and Africa. It has a coast on the Atlantic Ocean that stretches past the Strait of Gibraltar and winds round into the Mediterranean Sea; its strategic location on these two coastlines, coupled with the diversity of its terrain, has long since led to the country being prized by outsiders. If Morocco is a country built on contrasts, it is also one built on successive civilizations.

The region has been inhabited since Neolithic times, while Amazighs – who still comprise a substantial part of modern-day Morocco – have roamed North Africa since 8000BCE. As with much of the Mediterranean basin, the territory was absorbed into the Roman Empire after the fall of Carthage in 40CE. Later the Vandals, the Visigoths and the Byzantine Greeks made their own indelible mark.

By the seventh century, Islam was spreading across North Africa and modern Morocco began to take shape. The arriving Arabs influenced the Amazighs, who had remained in the mountains throughout each conquest, and over time they converted to Islam, adopting many Arabic customs and culture. At that time European powers had gained footholds along the coast, but in the 1600s the Arab Alaouite dynasty unified the country and drove the Spanish from Larache and the English from Tangiers. United and stable, the kingdom grew in wealth and prominence.

However, Europe's interest remained and in 1912 North and South Morocco became a protectorate of Spain, while France controlled the centre – a strategic asset perched at the gateway of the Mediterranean. But later in 1956, under the leadership of King Mohammed V, Morocco was able to establish itself as an independent state; more than 50 years later, it is one of the top five economic powers of Africa, playing a leading role in international trade as part of Group 77. Today, the kingdom is ruled by King Mohammed VI, who ascended the throne on the passing of his father in July 1999; a young ruler with a modern vision, he has initiated several steps for economic liberalisation that have succeeded in attracting huge foreign investments.

Ultimately, Morocco remains a desirable destination for all types of travellers, thanks in part to its sheer diversity. For many, the journey begins in the coastal city of Casablanca – the country's business and commercial hub, and the largest conurbation in Morocco. Immortalised by the 1942 movie starring Humphrey Bogart and Ingrid Bergman, the White City is one of the most sophisticated in Morocco and continues to build on the global renown of the ever-quotable wartime drama. Although little remains of Rick Blain's city, Casablanca still has much to offer today's tourists: the old medina sits comfortably alongside the art deco houses, glass buildings and twin towers of the modern business zone, and both are complemented by five-star hotels, luxury shopping malls and spa sanctuaries. Access to the city is also being continuously developed – Casablanca International Airport is now an important hub connecting Africa to Europe, North America and the Middle East. A marina with one of the biggest conference centres in Morocco (3,500 delegates) will also be established in the next few years.

Rabat – the capital and seat of government – is perhaps less well known as a tourist or commercial destination, but it is set to gain ground on more illustrious neighbours. The city was designated a UNESCO World Heritage Site in July 2012 and later awarded second place in 'Top Travel Destinations of 2013' by CNN, and with good reason. The historic old town overlooking the Atlantic is home to the magnificent twelfth century Hassan Mosque and the picturesque medina, while the new city, built by the French, is home to boulevards, street cafés and a new tram system. It is also the home of all the country's foreign embassies.

Yet the most famous of all Morocco's cities is Marrakech – the 'Red City'. It is the country's principal tourism destination, attracting visitors from around the globe with its old city, markets and riads (courtyard houses converted into boutique hotels), all nestled beneath the magnificent Atlas Mountains. The city's focal point is the unique Jemaa El-Fna market square – another UNESCO World Heritage site – whose sights and sounds come alive at dusk. The biggest square on the African continent, it is popular with both locals and tourists.

With a total of 60,000 available beds, accommodation in Marrakech ranges from deluxe five-star resorts to traditional guesthouses, along with a new generation of eco-lodges located on the city's perimeter. In recent months Marrakech has witnessed the arrival of the Taj Palace Marrakech (which served as a backdrop for Sex and the City II), the opulent Riad El-Fenn and the Namaskar Palace (recently named by the Robb Report as one the 'Best of the Best' for 2013), to name but a few. The Banyan Tree and the Beachcomber Royal Palm are set to join the city's star-studded portfolio in the coming months.

At the other end of the country, the vibrant resort of Tangiers gazes out towards Spain and mainland Europe. Tangiers is another city going through a period of massive modernisation and regeneration – not least the gradual emergence of the multi-million-dollar Tangiers City Centre, a new business district with residential and retail clusters in the bay area. Although progress slowed during the financial crisis, work on the project has resumed and the first phases are already complete, with two new Hiltons scheduled to open in 2015. The Tangier Med Port, which opened in 2007, has been undergoing expansion and development in order to achieve its 2015 target of eight million containers and seven million passengers.

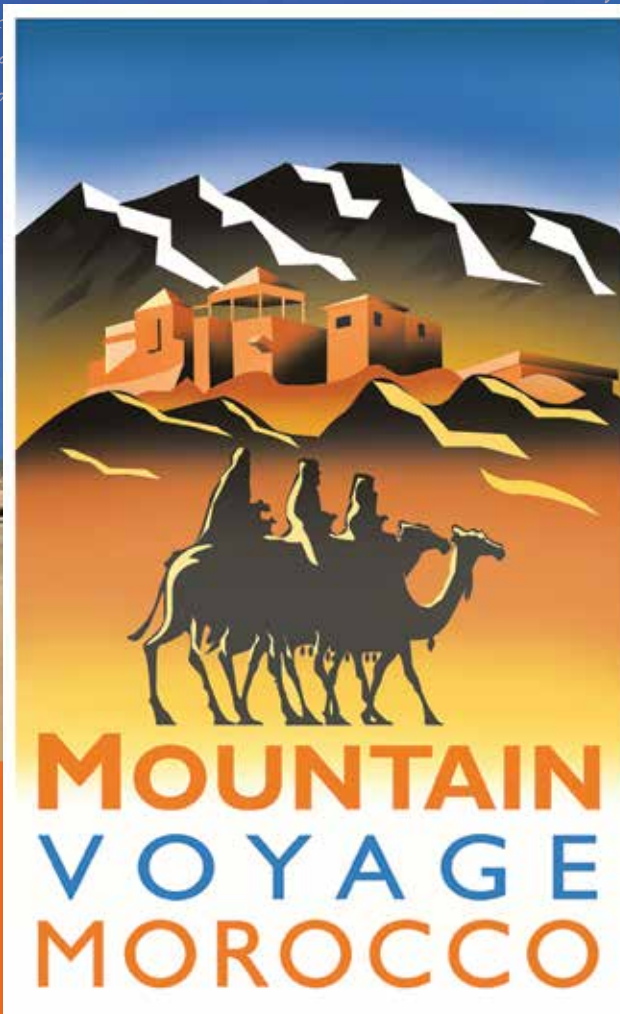
Fez is Morocco's fourth largest city, boasting a population of almost one million and known as a 'living museum' thanks to its 1,200 years of history. It has one of the best-preserved medieval cities in the Arab world and has long-since been heralded as a hub for Islamic civilisation. More pleasingly for visitors and perhaps residents is that the streets of the city's el-Bali medina are reputed to be the world's largest car-free zone. Ideally situated close to a number of important archaeological sites and the Middle Atlas Mountains, Fez has quite rightly become a popular tourism destination. The range of accommodation in Fez is not as large as in other main centres, but there are a number of excellent boutique-style riads in the old city offering comfort, authenticity and proximity to the main attractions. The current provision of 8,000 hotel rooms is set to climb to 10,000 by 2015.

As a whole, Morocco is a traveller's paradise, supplying the senses with ever-changing vistas, mesmeric sounds and exotic aromas – a satisfying otherworldliness just beyond Europe's southernmost tip. In 1920, French writer Andre Chevrillon wrote that Morocco's rich civilisation was "a miracle that never ceases to astonish". Fast-forward almost 100 years and his description remains just as potent. With its blend of bustling cities, windswept coasts, vast deserts, ornate architecture and aromatic markets, modern Morocco is a natural magnet for travellers, providing an accessible slice of the exotic to tourists from around the world.

Over the years, Morocco's appeal has certainly evolved and broadened, shaped by new waves of adventurers seeking to claim a corner of the country as their own: in the 1920s the aristocrats of Paris and Berlin reclined in Casablanca; in the 1950s artists and writers flocked to Tangiers; a decade later counter culturists made for Marrakech; and in the 1970s the dawn of the package holiday brought a new generation of sun-seekers to the gleaming, purpose-built beach resorts of Agadir. Morocco, then, isn't a single tourist destination, but rather five or six (or possibly even more) rolled into one. Distinct regions have different physical, historical and cultural characteristics – whether influenced by the Atlas Mountains, the desert, the Atlantic Ocean to the west or the Mediterranean Sea to the north.

Morocco is a country that will travel within each of its visitors for as long as their memories can relive it...

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EDUCATION FOR ALL

PURE was introduced to Education For All in 2011 by friends and PUREists Chris and Mike McHugo – founders of Kasbah du Toubkal and Mountain Voyage Morocco. They set up Education For All in 2006, after their work in rural Morocco highlighted to them the distressingly high level of illiteracy among women in these areas – as high as 80% in some places. With many villages lacking a school, often the nearest one is too far away for girls to feasibly attend – as Mike told us, “In some cases, children had to walk for hours just to reach a road where they might be able to hitch a ride to school”.

The purpose of founding Education for All was to fund the building and maintaining of homes specially for girls, within easy reach of the schools that do exist in the region – thus allowing them to benefit from an education they would not otherwise have access to. After enlisting the fundraising help of others in the Marrakech tourism industry, the first house – based in Dar Asni, 45km from Marrakech – opened in September 2007.

“EDUCATE A BOY AND YOU EDUCATE THE MAN; EDUCATE A GIRL AND YOU EDUCATE A FAMILY, A COMMUNITY, A NATION.”

Since then, EFA has opened a further three boarding houses – housing a total of around 125 girls between the ages of 12 and 18 – and is due to open a fifth house in 2015. Each house accommodates approximately 36 girls, along with a cook, a housemother and international volunteers who teach and aid in the domestic duties. Between them, the house mothers and volunteers organise events and excursions for the girl – from careers days, to trips to Marrakech, to hosting school groups from around the world – in a bid to provide the girls with a broader perspective of the world and embed in them a belief that anything is possible. Thanks to the help of local influencers

with whom EFA has developed close relationships – such as village elder, Hajj Maurice, who walks the mountains spreading the word – competition is rife and being granted a place in one of the houses is seen as a great honour.

Originally Chris, Mike and the EFA team wanted to provide girls with a primary education, but it soon became apparent that they couldn't simply cut off such enthusiasm and potential as soon as the girls reach the age of 15; so they decided to dedicate the second house in Dar Asni to Lycee education, incorporating baccalaureate exams. The first Education For All students took their baccalaureate in 2013, resulting in five of them being awarded places at Marrakech university to study Biology, French and Islamic Studies.

Today, Mike tells us that rather than pride, he mainly feels a huge sense of responsibility for what they've started with

EFA – a worry that, if the money dries up, education will no longer be an option for these promising girls, who will be forced to return to their villages. That's what makes fundraising so important. With virtually 100% of donations going directly to the project (aside from the wages for a housemother, cook and part-time fundraiser in each house) and a dedicated group of trustees and international volunteers in place offering their time, skills and care, this a truly unique and authentic organisation to support.

We would like to thank our PUREists for their generous support - this year's donations to EFA currently total £9,225.* To find out more about how you can help EFA, visit the PURE website: www.purelifeexperiences.com/Charity

*Correct at time of going to print



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Pure is proud to support EFA

Helping to provide a college education for girls from rural Morocco

For more information or to find out you can help, visit www.efamorocco.org or email info@efamorocco.org



I'M A PUREIST

Being a PUREist is about more than bagging a ticket to the world's leading high-end experiential travel trade show. It isn't something you'll find stated in a job title or scribbled on a meeting request; you can't go on a training course or buy a license that allows you to practice as one. Being a PUREist is a mindset – you either have it or you don't.

PUREists are born to travel. Not only that, but they understand the capacity for travel to transform lives and have a lasting positive impact on our environmental and cultural world. Anyone can be a PUREist – it's not an accolade limited to those in the travel industry – but here are some words of wisdom from the PUREist people we know...



“Discovering the world is in my blood and always will be.”

NAME: FRANCESCO GALLI ZUGARO

COMPANY: AQUA EXPEDITIONS

LOCATION: IQUITOS, PERU AND SINGAPORE



“I believe that travel should be a requirement and not a privilege.”

NAME: LISA LINDBLAD

COMPANY: LISA LINDBLAD TRAVEL DESIGN

LOCATION: NEW YORK, US



“I closed my eyes and tossed a nut up in the air. I vowed that wherever in the world it landed, I would go.”

NAME: CHLOE GIBBS

COMPANY: BUTTERFLY HOUSE

LOCATION: BAHIA, BRAZIL

“When trying to explain to people what I do, I liken it to architecture. I am not selling you something off a plan, it's a consulting and designing process.”

NAME: RIYA THANISSORN

COMPANY: TRUANT TRAVEL DESIGN

LOCATION: ADELAIDE, AUSTRALIA



“It is important to follow your own interests and to challenge yourself when you travel.”

NAME: CLAUDINE TRIOLO

COMPANY: TAMARIND VILLAGE CHIANG MAI

LOCATION: THAILAND



“The world is a big place, and if my experience has taught me anything, it's that everywhere you go is filled with almost endless surprises.”

NAME: NICOLE WINELAND-THOMSON

COMPANY: THOMSON FAMILY ADVENTURES

LOCATION: WATERTOWN, MA



“Experiences are not something that happen to us independent of our state of mind.”

NAME: ANDY BOOTH

COMPANY: ABOUTASIA

LOCATION: SIEM REAP, CAMBODIA



“Immerse yourself, lose yourself, and commit yourself to what you are doing”

NAME: DANIEL FRASER

COMPANY: SMILING ALBINO

LOCATION: THAILAND, CAMBODIA, VIETNAM, NEPAL



“Experiential travel is exploration... Expanding your mind... Acquiring knowledge and absorbing it... Discovering a new culture or experience... Pushing your comfort zone both mentally and physically... Telling a story.”

NAME: HUSNA-TARA PRAKASH

COMPANY: GLENBURN TEA ESTATE & BOUTIQUE HOTEL

LOCATION: DARJEELING, INDIA





“We all profit from the most beautiful places on earth and local cultures, so we must unite to protect them”

NAME: NIEL FOX

COMPANY: BASED ON A TRUE STORY

LOCATION: EVERYWHERE!



“These are not commodities to sell; these are heart-racing moments to hang on to for life.”

NAME: HILTON WALKER

COMPANY: GREAT PLAINS CONSERVATION

LOCATION: BOTSWANA AND KENYA



“The traveller of today is on an ongoing quest to understand different worlds through personal experiences.”

NAME: JOSE RAMAPURAM

COMPANY: ORANGE COUNTY RESORTS & HOTELS LTD.

LOCATION: BANGALORE, INDIA



“I like to think that if everyone does a little, together we can achieve a lot.”

NAME: JANET MACTAVISH

COMPANY: TRAVEL MAGELLAN

LOCATION: LONDON, ENGLAND



“I admire the people who work hard, follow their own dreams and create something meaningful.”

NAME: ELLIE GRAY

COMPANY: ALASKA'S ULTIMA THULE LODGE

LOCATION: WRANGELL ST. ELIAS NATIONAL PARK



“Experiential travel means to relax, to experience, to smell, to taste and see the country and its culture. To activate all senses and try to understand...”

NAME: DIRK GOWIN

COMPANY: WINDROSE FINEST TRAVEL

LOCATION: BERLIN, GERMANY





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I'M A PUREIST

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“Experiential travel means being out of your comfort zone and ready to emerge into something new that has every chance to transform you.”

NAME: **RALUCA PUIE**

COMPANY: BEYOND DRACULA

LOCATION: ROMANIA



“The spirit of adventure is matched by an ability to put an emotive value on travel, not a monetary one.”

NAME: **SHOBA J. GEORGE**

COMPANY: THE EXTRA MILE

LOCATION: INDIA



“Experiential travel is exploration... Expanding your mind... Acquiring knowledge and absorbing it... Discovering a new culture or experience... Pushing your comfort zone both mentally and physically... Telling a story.”

NAME: **JEFF MOONS**

COMPANY: KNAI BANG CHATT

LOCATION: CAMBODIA



“After a pretty long life, I still see the world as wonderful and worth knowing, without exception!”

NAME: **SANDRA DEE HOFFMAN**

COMPANY: CHILDREN'S CONCIERGE, LLC

LOCATION: WASHINGTON DC AREA

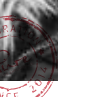
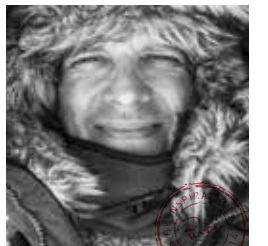


“Experiential travel is triggered by the outside but really happens on the inside”

NAME: **KENTH FJELLBORG**

COMPANY: FJELLBORG ARCTIC JOURNEYS

LOCATION: VILLAGE OF JUKKASJÄRVI, NORTH OF THE ARCTIC CIRCLE IN SWEDISH LAPLAND



“I am a PUREist because I am interested in experiences more than owning things.”

NAME: **MIKE MCHUGO**

COMPANY: KASBAH DU TOUBKAL AND MOUNTAIN VOYAGE MOROCCO

LOCATION: MARRAKECH, MOROCCO





“To me, experiential travel means emotion; it means to create wonderful memories that will last forever.”

NAME: ANA CLAUDIA COSTA

COMPANY: PORTO BRASIL VIAGENS

LOCATION: PORTO ALEGRE, BRASIL



“Experiential travel means doing something extraordinary, that you normally would not do, as part of your travel experience.”

NAME: OLIVIER BOTTOIS

COMPANY: LADERA

LOCATION: ST. LUCIA



“Experiential travel means challenging yourself, facing situations that are often not predictable.”

NAME: MARCELO CUKIERKORN

COMPANY: BON VOYAGE VIAGENS E TURISMO LTDA

LOCATION: SÃO PAULO, BRAZIL



“Experiential tourism is not simply a buzzword, PR stunt or the latest fad: it is vital to protecting the planet we live on today.”

NAME: JOSS KENT

COMPANY: ANDBEYOND

LOCATION: SOUTH AND SOUTHERN AFRICA, EAST AFRICA AND INDIA



“Experiential travel is about becoming guardians of our destinations.”

NAME: JASCIVAN CARVALHO

COMPANY: HUAORANI ECOLOGDE

LOCATION: ECUADOR



“I believe tourism can be a formidable agent of change in positive ways”

NAME: ERIC DEMAY

COMPANY: THE REAL JAPAN

LOCATION: JAPAN

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