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The sexiest, most flattering, admittedly quite pricey denim. Worn by Bea Fresson

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**MY SCOTCH EGG IS BIGGER THAN YOURS!**  
THE COTSWOLD PUB WARS

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SEXY, FREE**

*Posh girls have more fun*



# TRAVEL

Edited by FRANCISCA KELLETT

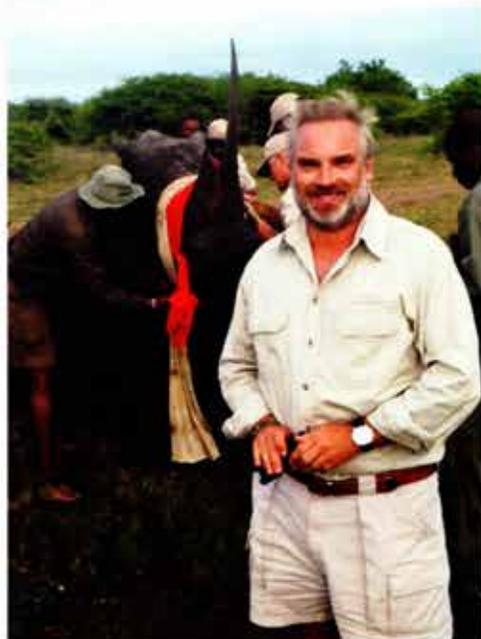
## MR NICE

Meet the handful of travel pioneers, like David de Rothschild here, intent upon making tourism sexy AND sustainable. Honest. By Francisca Kellett

THE WORLD

Rothschild  
at Explorer  
Los Angeles

Stopping for drinks  
at a game drive,  
&Beyond Sandibe,  
Botswana



Rhino-notching at &Beyond  
Phinda Private Game Reserve,  
South Africa and, above,  
Tara Getty at Phinda, 2013



## TARA & JESSICA GETTY

**T**he son of Sir John Paul Getty II, Tara (full name: Tara Gabriel Galaxy Gramophone) is known as the 'sensible' one in the often troubled Getty clan; he lives happily with his family between their South African homestead and London home. He and his wife, Jessica, have long been champions of blending tourism and conservation with &Beyond. They hold the eminently sensible viewpoint that a profitable enterprise is totally compatible with conservation and development, which is one of the reasons why the eco-adventure company – run by dashing CEO Joss Kent, now with 29 gorgeous camps in Africa – is so successful. Tara started out doing every kind of work in safari camps (yes, we're talking washing dishes); now &Beyond's camps offer staggering wildlife experiences to well-off customers while funding countless projects in communities adjacent to the camps.

'Things have changed so much,' Jessica says. 'Twenty-five years ago, &Beyond was a pioneer. We built the Africa Foundation [the not-for-profit arm of the business] into it from the start. But now, the conversation has become global.' Everyone's getting into it, she observes. 'Tourists want to feel like they're doing something worthwhile – they want to jump in and get involved, and expose their children to what's really important. Not just lolling about on inflatables somewhere...' &Beyond has also launched Rhinos Without Borders, together with Great Plains Conservation (see page 176), which moves rhinos from poaching-stricken areas like South Africa to release them into the Botswanan wilderness, where poaching is virtually non-existent.

'I have a very adventurous, unconventional husband,' Jessica says – they spend a lot of time on their yacht roaming the seas, so it makes sense that &Beyond has also just started Oceans Without Borders, spanning their three island lodges, from Zanzibar down to Mozambique. &Beyond, says Jessica, is 'the jewel in the family's crown'. Quite an accolade, given the size of the crown... [andbeyond.com](http://andbeyond.com)

David de Rothschild  
in Mongolia, 2014



ABOVE, &BEYOND PHINDA ROCK LODGE  
BELOW, JESSICA GETTY & MUSA, WHO WORKS AT &BEYOND PHINDA ZUKA LODGE



A beach-adventure trip with &Beyond Phinda



## HOW NOT TO BE A DICK ON HOLIDAY

By Holly Tuppen

### Protect animals

From temples filled with 'sacred' tigers to elephant rides along the beach, think twice before spending cash on activities that might cause distress to wildlife.

### Save sea life and reduce plastic

Carry reusable bags and water bottles with you. Avoid plastic straws (best to say 'no thanks', unless they're of the bamboo variety) and beauty products that contain microbeads.

### Shower rather than soak

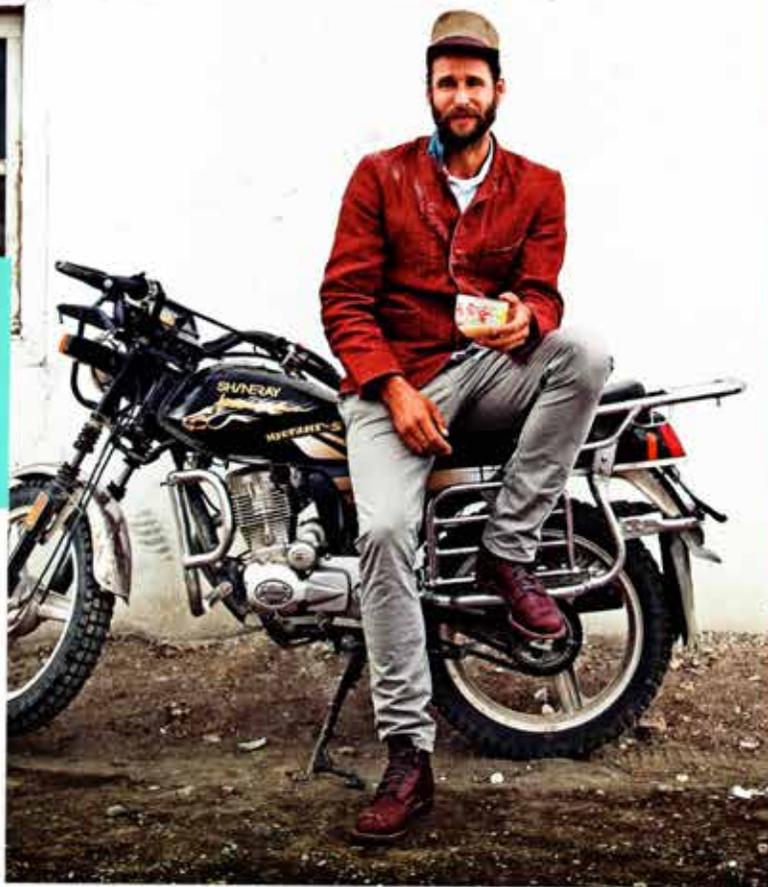
If water conservation is a local issue, don't fill up your bathtub with potential drinking water.

### Ask questions and be curious

The more hoteliers and travel companies know that you give a toss, the more they will be motivated to do better.

### Spread the cash

Avoid the all-inclusive trap of adding nothing to the local economy.



## DAVID DE ROTHSCHILD

**T**he youngest (and, frankly, foxiest) of Sir Evelyn de Rothschild's children is a fierce environmentalist whose passion has sent him exploring the most remote and fragile corners of the world. He is an official National Geographic Emerging Explorer and launched the Sculpt the Future Foundation in 2006 to fund creative projects that highlight environmental objectives. Rothschild also runs the Lost Explorer, a lifestyle brand that aims to inspire and encourage people to head out and, he tells me, 'ask questions, slow down, take your time – and you'll take so much more away with you.'

What he's really interested in is the psychological impact of travelling sustainably – which in his mind is 'hitting that reset button... and bringing something back from your experience. You might go and do a beach clean-up when you're in the Maldives, because you're so devastated by all the plastic that washes up, so why not do that when you're back home?' Travellers now expect sustainable practices to be evident in the places they visit, he says, but in his mind it's more about what they learn. 'Take your time, be curious and explore.' Sound advice from a man who knows. [thelostexplorer.com](http://thelostexplorer.com) ▷



Singita Ebony Lodge, South Africa

## GREEN & GROOVY

Go eco with these guys

### INKATERRA

These Peruvian hotels are big on training up locals, have set up 'corridors' of land that can't be logged and have stylish lodges in awesome locations. Oh, and they protect spectacled bears. That's Paddington.

WE KNOW. [inkaterra.com](http://inkaterra.com)

### SONEVA

The original Six Senses founder and brainiac behind Soneva, Sonu Shivdasani, isn't resting on his laurels. Yes, the Old Etonian and Oxford graduate owns two of the most sensational – and sustainable – resorts in the Maldives. Yes, his resorts eliminate plastic waste, bottle their own water and are carbon-neutral (also carbon-offsetting all guests' flights). But now he has a new idea: a zero-carbon, small-footprint lodge that can be dismantled and moved, for example to marine reserves, generating income for isolated areas. First up, the Maldives... [soneva.com](http://soneva.com)

### 1 HOTELS

Top of our wish list for a stylish urban bolthole? Calm, cool rooms, a great restaurant and a rocking rooftop bar with a view. 1 Hotels deliver all of the above, AND they're eco as heck: they use reclaimed materials, electric cars and tap triple-filtered water direct into rooms, so you can go effortlessly plastic-free. How nice. [1hotels.com](http://1hotels.com)

### WILDERNESS SAFARIS

These safari pros have jaw-dropping lodges in some of Africa's most remote pockets and are fierce about protecting resources – both natural and cultural. They fund all sorts of brilliant programmes, and lodges have a low-carbon footprint (many are 100 per cent solar-powered).

[wilderness-safaris.com](http://wilderness-safaris.com)

### SIX SENSES

The brand has a history of being all warm and cuddly. Many of their resorts are solar-powered, have reduced plastic and grow most produce on site rather than jet it in. [sixsenses.com](http://sixsenses.com)

### ALILA HOTELS

You know this group are good news because most of their hotels are certified by Earth Check (we won't bore you with the details, but they know their stuff), and their properties in Bali have committed to a new zero-waste policy, aiming for no landfill, composting, recycling and reusing everything. Gold star for them. [alilahotels.com](http://alilahotels.com)

### SINGITA

The lovely thing about Singita founder Luke Bailes (other than his Robert Redford looks) is his positivity. Do his guests care about sustainability? 'Yes!' Do they want to give back? 'Yes!' The philanthropic side of the business raises several million a year to be pumped

back into education, training and local enterprise. [singita.com](http://singita.com)

### WILD FRONTIERS

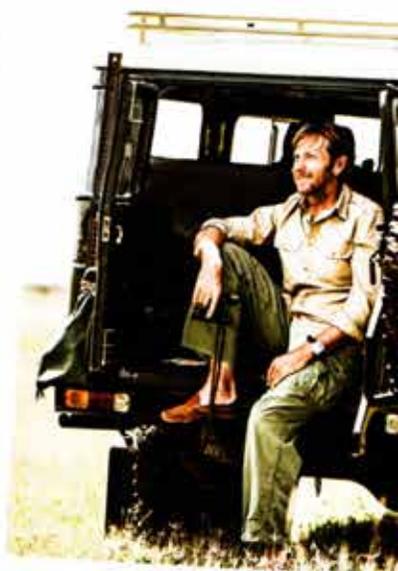
The wild card of tour operators, hot on the likes of Iran and Central Asia, have hearts of gold. They use local everything, automatically carbon-offset your flights, fund schools and provide clients with nifty LifeStraw bottles that filter water taps, pools, even puddles. [wildfrontierstravel.com](http://wildfrontierstravel.com)

### STEPPE TRAVEL

For starters, for every booking they donate £5 to a British charity and £10 to an international one. Then there are their campaigns, like the anti-plastic #refusetouse, and strong links to conservationists including Saba Douglas-Hamilton. They make travel about the experience, when you get 'that magical connection between clients and people', as MD Justin Wateridge puts it. [steppestravel.com](http://steppestravel.com)



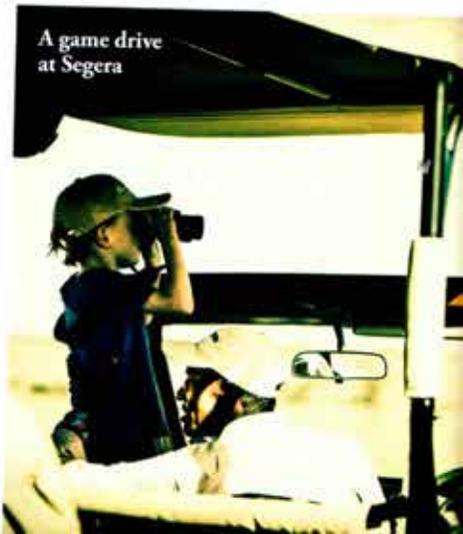
Inkaterra Machu Picchu, Peru



## JOCHEN ZEITZ

The ex-Puma-CEO millionaire and owner of Segera, a trailblazing 50,000-acre ranch and lodge between Mount Kenya and the Great Rift Valley, wants to change the world. And he's doing pretty well. Jochen Zeitz founded the Long Run, a set of ultra-ethical properties that operate on a system he calls 'the 4Cs' – conservation, community, culture and commerce. 'Our members learn from each other and inspire others to strive towards excellence in sustainable tourism,' he says. His drive and vision have led to all sorts of projects and developments, from reviving endangered cheetah and wild-dog populations to providing healthcare for tens of thousands and supporting small-scale entrepreneurs. His latest project is the creation of the Zeitz Collection, the largest collection of contemporary African art in the world, in Cape Town's new Zeitz MOCAA museum. [zeitzfoundation.org](http://zeitzfoundation.org)

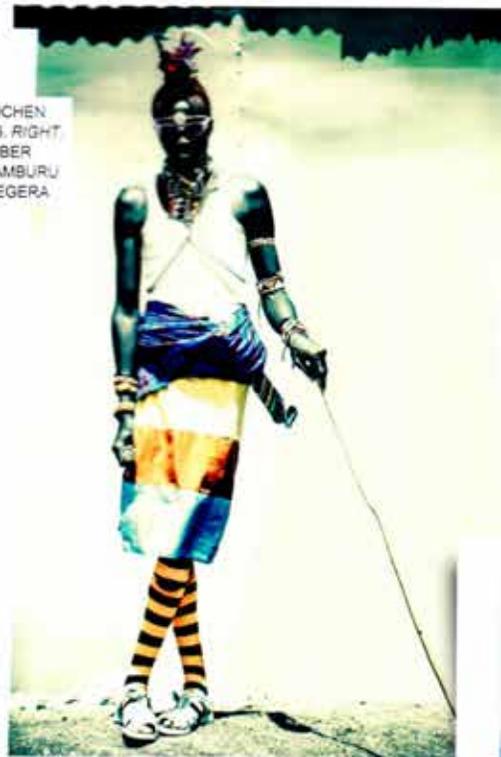
A game drive at Segera



Visit [tatler.com/travel](http://tatler.com/travel) for our selection of incredible hotels with a conscience



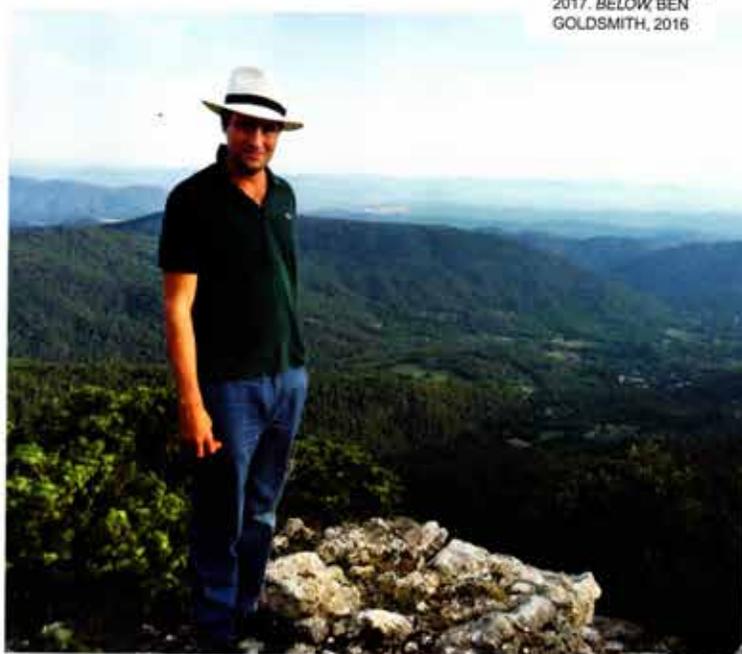
LEFT, JOCHEN ZEITZ, 2016. RIGHT, A MEMBER OF THE SAMBURU TRIBE, SEGERA



ABOVE, LUCA DEL BONO WITH NATALIE IMBRUGLIA, PANAREA, 2017. BELOW, BEN GOLDSMITH, 2016



Zeita and, above, gazelles, at Segera



## BEN GOLDSMITH

**B**en is really good at talking people into stuff. Zac and Jemima's charming little brother runs a green investment trust and is extremely good at roping local stakeholders (Bryan Adams, Natalie Imbruglia, Luca Del Bono) into sorting out pockets of coastlines, with excellent results. He calls them 'replenishment zones', usually around islands – Mallorca, Ibiza, the Aeolians – that need a little help. By getting locals on board (and posh villa owners, who have been coming for yonks and love it), he creates areas that are, essentially, left in peace to regenerate. 'In Ibiza, we figured out that if we localise the environmental problem to a place people love, where they go on holiday or perhaps have a house, they are much more likely to give money,' he says.

The protected areas are booming success stories – like in Mallorca, where the 'zone' is now crammed with turdes, fish and lobsters, with a spillover effect that means local fisherman are catching more fish than they were before. 'Nature comes back incredibly fast, provided you give it a little bit of space,' says Ben. Also on his hit list *is encouraging hotels to buy food locally, and he's all over issues like waste management, renewable energy and reducing consumption.* An all-round powerhouse, in other words. [ibizapreservationfund.org](http://ibizapreservationfund.org) ▷

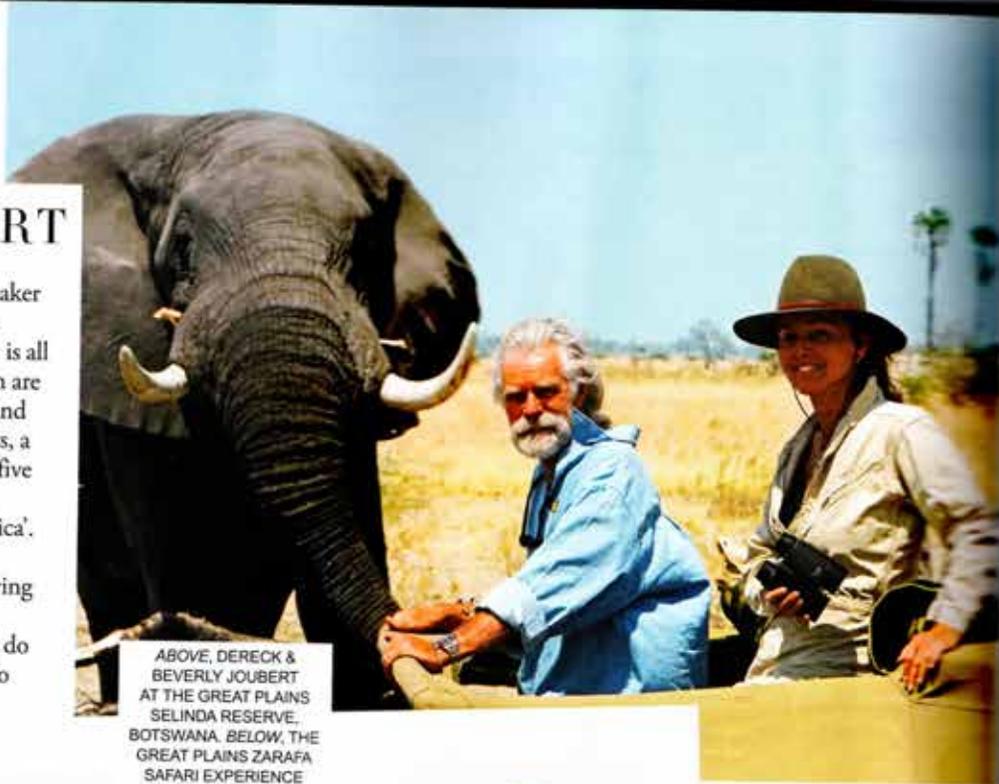
## TRAVEL

### DERECK & BEVERLY JOUBERT

**D**ereck Joubert, the veteran wildlife filmmaker and CEO of Great Plains Conservation, which he founded with his wife, Beverly, is all about the animals. The stats he comes out with are alarming: 'We've lost 95 per cent of our lions and leopards in the past 50 years'; 'Every nine hours, a rhino is killed in South Africa alone'; 'We lose five elephants an hour across Africa.' Crikey. It's sobering stuff, and he calls it the 'battle for Africa'.

But the good news is that Great Plains buy up large tracts of land to protect the wildlife living there, and those animals that migrate across it, choosing particularly vulnerable areas. They do heartwarming stuff like convert hunting land to wildlife-conservation areas, supported by (ravishing) light-footprint safari camps. They currently lease and operate safaris on around one million acres, and hope to expand that to five million in the next decade. The best bit: 100 per cent of the profits go straight back into the business (shareholders are effectively banned from making a profit).

Dereck and the intrepid Beverly also helped launch the National Geographic Big Cats Initiative, with over 100 projects in 27 countries. 'If we save the lions, rhinos and elephants, we have a hope. And if we don't, everything else will go. We're not going to let that happen on our watch...' [greatplainsconservation.com](http://greatplainsconservation.com)



ABOVE, DERECK & BEVERLY JOUBERT AT THE GREAT PLAINS SELINDA RESERVE, BOTSWANA. BELOW, THE GREAT PLAINS ZARAFKA SAFARI EXPERIENCE



**GOOD EGGS**  
*Clever collections*

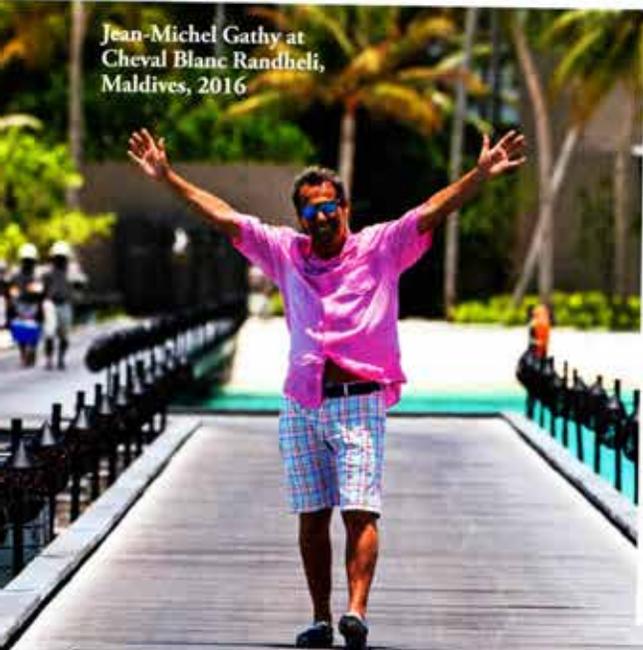
**National Geographic Unique Lodges of the World** is a delightful collection of eco-lodges, curated by the NG adventure experts. ([nationalgeographiclodges.com](http://nationalgeographiclodges.com))

**Bouteco** showcase a gorgeous range of sustainable, sexy hotels, plus inspiration and advice. ([bouteco.co](http://bouteco.co))

**NOW** Two big-name hoteliers launched the NOW initiative—articles about sustainable travel, as well as advice for hotels and travellers. Sign up. ([itmustbenow.com](http://itmustbenow.com))

**Responsible Travel** does what it says on the tin, with the widest selection of eco-trips and ethical ideas. ([responsibletravel.com](http://responsibletravel.com))

Jean-Michel Gathy at Cheval Blanc Randheli, Maldives, 2016



### JEAN-MICHEL GATHY

**T**he superstar hotel architect has strong feelings about how buildings should work. He's designed for covetable brands Aman Resorts, Chedi Muscat and Cheval Blanc Randheli, so knows a thing or two about creating staggeringly beautiful constructions without screwing the landscape. 'Happily, the world has changed completely regarding sustainability and environmental protection,' he says.

Gathy uses ceramic tiles and aluminium, printed to look like wood, instead of timber. 'You cannot tell the difference unless you touch it! And it has had a huge impact in terms of reducing logging.' Then there are flat roofs covered in fake grass to collect water and provide insulation, angled buildings to make the most of breezes and avoid air-conditioning... And he's still creating gorgeous hotels that we really, really want to stay in. [denniston.com.my](http://denniston.com.my)

Turn to page 203 for swish and sustainable spas...