



Philosophy

THIS MUST BE PARADISE

The travel book “This must be Paradise ... conscious travel inspirations” has been available worldwide since October.



It is a wonderful source of inspiration for nature-loving adventurers who seek premium comfort, and who want to support the local economy and culture during their stay. Respecting the places we explore without having to forego luxuries has become an increasingly important concern.

A renowned photographer team has documented 25 beautiful destinations that combine sustainability, adventure and upscale sophistication. The hotels and resorts strictly observe climate-relevant standards such as avoiding greenhouse gas emissions, conserving resources and limiting the use of plastic. They all support local people and are committed to preserving cultural heritage.

Alexa Poortier, founder of It Must Be NOW, is the author of the book, which includes a feature on The Alpina Gstaad.

Alexa says, "The title I used to cover The Alpina Gstaad is a quote from Julie Andrews' description of the town, calling it "the last paradise in a crazy world".

The pictures for the book were created by well-known travel photographers Agi Simoes and Reto Guntli. This trusted team also took photos before and after the opening of The Alpina Gstaad in 2012.



This Must Be Paradise: Conscious Travel Inspirations



Alexa Poortier, Agi Simoes

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How can we explore the world in a way that respects the environment and local communities, but do so without sacrificing comfort? Renowned photographer Reto Guntli has photographed 25 beautiful destinations that combine sustainability, adventure, and upscale appeal. These hotels and resorts pay strict attention to complying with climate-related standards such as avoiding greenhouse gas emissions, conserving resources, and eliminating plastic. They all support the local people and are committed to preserving cultural heritage. Fantastic destinations such as the Genghis Khan Retreat in Mongolia, the Beau Rivage Palace in Switzerland, eco-lodges near Siwa Oasis in Egypt and the Finca Serena in Portugal offer a variety of activities and opportunities for relaxation, surrounded by the breathtaking beauty of nature. Text in English and German.