

BOUTIQUE HOTELIER

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National Geographic enters boutique hotel market

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The National Geographic Society today announced a bold new venture that will see it enter the world of boutique hotels.

Under the banner of 'National Geographic Unique Lodges of the World', the society will launch a collection of boutique hotels in extraordinary places around the globe.

Selected through a rigorous evaluation process, the lodges promise to offer an outstanding guest experience while supporting the protection of cultural and natural heritage and embracing sustainable tourism practices.



National Geographic will now launch National Geographic Unique Lodges of the World

The initial collection — which numbers 24 properties on six continents — marks the group's first foray into the boutique hotel sector. Up to now it has focused on publishing, expeditions and photography courses.

National Geographic deployed experts to each site to evaluate operations, meet staff at all levels, scrutinize the lodge's impact on the local environment and community and ensure that these criteria were met.

To help raise the profile of the invited properties, National Geographic is implementing a broad promotional campaign, including advertising, digital marketing, publicity and social media.

In addition, National Geographic will assemble an advisory group of charter lodge members in order to help facilitate the sharing of best practices and to provide input on direction and strategy as the program develops.

The company said the initial properties in the group were a "carefully curated group of hotels, lodges and retreats that meet internationally recognized sustainable tourism criteria while providing top-notch guest experiences".

"The National Geographic brand is universally recognized for its commitment to exploring and protecting the planet, so we are uniquely positioned to unite and promote these exceptional properties and to set a

new standard for tourism,” said Lynn Cutter, National Geographic's executive vice president for Travel and Licensing.

“These lodges share the Society's vision of preserving the planet for future generations and they demonstrate that sustainability and a world-class guest experience can go hand-in-hand.”

National Geographic Unique Lodges of the World charter members are:

- Fogo Island Inn, Canada
- Grootbos Private Nature Reserve, South Africa
- Inkaterra Machu Picchu Pueblo Hotel, Peru
- Kapari Natural Resort, Greece
- Kasbah du Toubkal, Morocco
- Lapa Rios Eco Lodge, Costa Rica
- Lizard Island, Australia
- Longitude 131°, Australia
- Mashpi Lodge, Ecuador
- Nimmo Bay Wilderness Resort, Canada
- Pacuare Lodge, Costa Rica
- Rosalie Bay Lodge, Dominica
- Rubondo Island Camp, Tanzania
- Sabi Sabi Earth Lodge, South Africa
- Sayari Camp, Tanzania
- Southern Ocean Lodge, Australia
- Sukau Rainforest Lodge, Malaysian Borneo
- The Brando, French Polynesia
- The Ranch at Rock Creek, Montana, United States
- Three Camel Lodge, Mongolia
- Tierra Atacama Hotel & Spa, Chile
- Tierra Patagonia Hotel & Spa, Chile
- Tswalu Kalahari, South Africa
- Zhiwa Ling Hotel, Bhutan

National Geographic Unique Lodges offer travelers a full-service experience from booking to checkout.

Travelers can browse all of the properties on the Unique Lodges website and make a reservation at a lodge, join a National Geographic Expedition that features a Unique Lodge or book one of National Geographic's new Private Expeditions, offered in partnership with Virtuoso, the leading international network of luxury-focused travel agencies and advisors.

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