








The Long Run Press 2020

January 2020	
	<p><u>Sustainable Travel Doesn't Mean Sacrificing Luxury</u></p> <p>'There are some places to turn for guidance. For luxury lodges that get stuck into serious conservation efforts, The Long Run and National Geographic Unique Lodges of the World are a good bet. Eco certifications include the Green Tourism Business Scheme, the Global Sustainable Tourism Council, Fair Trade Travel and Earthcheck.'</p> <p>Five members profiled.</p>
	<p><u>How to be an Eco Traveller</u></p> <p>'The Long Run (thelongrun.org) is a good starter for finding gorgeous places that also do good. Launched by philanthropist Jochen Zeitz, the former CEO of Puma, it showcases owner-run lodges that have conservation and community at their heart, such as the ravishingly beautiful Grootbos in South Africa, which trains, employs and supports dozens of people from local townships, and Misool in Indonesia, which has created a 1,200sq mile marine reserve in an area that was once given over to shark-fin fishing.'</p>
February 2020	
	<p><u>What is Sustainable Travel? All the Terms You Need to Know</u></p> <p>'The Long Run is a non-profit programme that ensures that member resorts and lodges have attained the highest standards of sustainability encompassing conservation, community, culture and commerce – what they call the 4Cs.'</p>

	<p>‘Also known as nature conservation, this movement is about protecting natural resources, safeguarding biodiversity and extolling the benefits of promoting ecosystems with integrity. It’s also about teaching responsible management of energy, water and waste, land-planning and carbon-impact reduction. The Long Run represents many who do it well; its Global Ecosphere Retreats demonstrate true commitment, such as Cottar’s 1920s Safari Camp in Kenya and the Grootbos Private Nature Reserve in South Africa.’</p>
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	<p><u>The Long Run’s Time Has Come as Sustainability Awareness Peaks</u></p> <p>‘Today, The Long Run comprises 40 properties and 35 members – affiliates and supporters – in 33 countries. The highest level of membership is Global Ecosphere Retreats (GER) of which there are 10 – this standard was granted recognition by the Global Sustainable Tourism Council in 2015.</p> <p>Membership is open to properties who have control over an area of biodiversity protection. “We have found that tourism vehicles can be a great vehicle for conservation and change,” said King, adding, “Members come to us because they have either read about us or have been referred and they have to demonstrate commitment to pushing boundaries of sustainability.”’</p> <p>Two members profiled.</p>
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March 2020

	<p><u>How to Run a Sustainable Hotel in the Himalayas</u></p> <p>‘I like the various aide-mémoires around, be it People / Planet / Profit or The Long Run’s 4 Cs: Community, Conservation, Commerce and Culture – these provide focus and a framework to guide decisions and visions.’</p>
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April 2020

	<p><u>What Kind Of Holidays Will We Take When We Can Travel Again</u></p> <p>‘We’ll be all the more judicious about who we give our money to, in the hope that our trips help</p>
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communities heal after this hiatus. Conservation has been in jeopardy without revenue from tourists. We'll want to support hotels, such as those represented by the Long Run, which also provide revenue for much-needed cultural and environmental preservation.'

One member profiled.

May 2020



[Biggest Sustainable Tourism Breakthroughs](#)

'The Long Run is born as a non-profit membership organisation of nature-based tourism businesses. Its '4Cs' framework aims to balance conservation, community, culture and commerce

Today its members, such as Grootbos in South Africa and Caiman Ecological Refuge in Brazil, collectively protect 20 million acres of nature, and tens of thousands of species, including many that are endangered or threatened.'



[Coronavirus Has Changed The Travel Industry. Here's How It Might Have A Positive Impact.](#)

'If you don't have sustainable development around these wildlife parks, then people will have no interest in them, and the parks will not survive.' The Long Run is made up of member lodges and resorts that collectively help to conserve 20 million acres of biodiversity, and through this improve the lives of millions of people.'

June 2020



[Nature Is Thriving in Lockdown: This Is How To Keep Protecting It.](#)

'Delphine King, executive director of The Long Run, says, 'When we do travel again, supporting those that funding conservation and investing in local communities will be critical, alongside accepting where might benefit from a continued respite.'

Two members profiled.



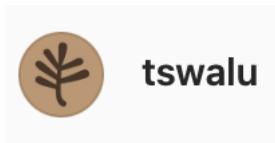
[Conservation and Community Must Come First For Tourism To Recover Responsibly And Rebuild Back Better](#)

‘This World Environment Day, The Long Run is delighted to stand alongside the One Planet Vision for a Responsible Recovery of the Tourism Sector. The vision provides recommendations for recovery plans that balance the needs of people, planet and prosperity through six lines of action: public health, social inclusion, biodiversity conservation, climate action, circular economy and governance and partnerships.

Here, Delphine Malleret-King, The Long Run’s Executive Director, reflects on working towards responsible recovery.’

Four members profiled. Two further stand-alone member op-eds.

July 2020



[The Long Run is Hosted by Tswalu to Discuss The 4Cs](#)

Tswalu and The Long Run discuss Tswalu’s 4C journey with The Long Run with over 1000 viewers.

September 2020






[Designing and Operating Sustainable Resorts](#)




‘We move onto how green resorts and hotels are creating synergies in the travel world with Delphine King from The Long Run, a membership organization of nature-based businesses driving sustainability. Learn more about the Global Ecosphere Retreats certification initiative and how this is tapping into a worldwide movement.’



[How To Book Eco-friendly Holiday - The A-Z of truly greener getaways, from packing to planning.](#)

‘Healthy ecosystems need a rich variety of species to function. Many environmentalists consider this the biggest crisis facing the natural world. When investing in a wilderness safari or choosing a country cottage in a pretty setting, all the better if it has boosting biodiversity on its

	<p>manifesto. The Long Run is a non-profit collection of some of committed and passionate conservationists, lodges, retreats and parks.'</p>
<p>October 2020</p>	
	<p style="text-align: center;"><u>Cottar's Conservation Work and The Long Run</u></p> <p>Honour Way sits down with the Long Run team and member Cottar's to discuss conservation-led tourism.</p>
	<p style="text-align: center;"><u>How Can Nature-Based Tourism Support The Goal of Half-Earth?</u></p> <p>'Over the last thirty years, Long Run members like Borana's Michael Dyer (Laikipia) and Caiman's Roberto Klabin (The Pantanal), have transformed their land management approach to allow humans and wildlife to thrive side-by-side. The Borana-Lewa landscape now hosts 14 per cent of Kenya's black and southern white rhinos, and in Caiman, jaguar sightings have increased by 80 per cent since 2012.</p> <p>Tourism is a vital part of these success stories; without the revenue made from visitors and their growing interest, businesses like Borana and Caiman have no means to persuade stakeholders, including local communities, neighbouring landowners and governments, to work together to secure a species' future.'</p> <p style="text-align: center;">Six members profiled.</p>
<p>November 2020</p>	
	<p style="text-align: center;"><u>Driving Collective Action for 2021 and Beyond.</u></p> <p>'At the heart of The Long Run is a collective spirit of positivity and connectedness, and it was wonderful to share this during an incredibly challenging year. The industry is awash with sustainable and regenerative talk; now we need to turn that momentum into action and long-lasting change. Here are several themes that sprung out of this year's annual meeting to help us do just that.'</p>

	<p><u>The Hotels Focusing on a Greener Future.</u></p> <p>‘To the people doing good work. To the operators benefiting those around them. To the pioneers thinking beyond the short-term toward a more mutually sustainable business model. And yet just as the environment has never been so threatened, there are those who wish to take advantage by putting a sheen on their green intentions. Who make a lot of noise spending money to amplify their eco-messages and dazzle the audience rather than create an actual difference. Greenwashing is on the rise. Such sinister and active duplicity leads to murky decision-making for those who truly want to travel more meaningfully. So here is a shout-out to some industry players who are honest and dynamic and have good pedigree in terms of considered action.’</p> <p>Five members profiled.</p>
	<p><u>Social Entrepreneurship in Hospitality</u></p> <p>‘This innovative book is the first to explore social entrepreneurship in the field of hospitality, introducing students to the principles of social entrepreneurship motivation, finance, sustainability, issues and challenges, and how these can be successfully implemented in a range of hospitality settings.’</p> <p>Four members profiled.</p>
<p>December 2020</p>	
	<p><u>Holidays That Make A difference</u></p> <p>‘It was while head of sustainability for the Kering luxury fashion group that the German businessman Jochen Zeitz realised he had to do more to try to stop the deterioration of the planet. In 2009 he and eight other founding members created the Long Run, a tourism organisation committed to nature conservation around the world.</p> <p>Today it has dozens of members and partners, whose properties cover more than 21 million acres, committed to the four Cs: conservation, community, culture and commerce. And Zeitz has</p>

	<p>one aim: to change the way people think about travel, both as operators and tourists. Members — which range from hotels to tourism organisations — have to pass a rigorous certification process by Global Ecosphere Retreats (GER) and follow a plan to demonstrate they are working sustainably.’</p> <p>Five members profiled.</p>
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