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Elegant Resorts Reveals The New Luxury Status Symbol: Conservation-Led Bespoke Travel

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For a growing number of affluent travellers, luxury is becoming as much about legacy as it is about exclusivity. Elegant Resorts has identified five standout wildlife conservation experiences that demonstrate how bespoke travel can support the protection of some of the world's most important natural environments.

This growing appetite for purpose-led travel is reflected in booking trends across several key destinations. Elegant Resorts has recorded a 53% year-on-year increase in bookings to South Africa, while demand for Vietnam has grown by 183% year-on-year. Meanwhile, Costa Rica has seen a 150% year-on-year increase in bookings, highlighting increasing interest in destinations where wildlife, conservation and luxury experiences intersect.

From the savannahs of Africa to the rainforests of Costa Rica and the remote frontiers of South America, conservation is increasingly shaping the future of luxury travel. Across celebrated safari destinations including Kenya, Botswana and Namibia, travellers are helping support anti-poaching initiatives, habitat restoration projects and community-led conservation programmes through the experiences they choose and the destinations they visit.

As demand grows for meaningful travel with a positive impact, Elegant Resorts has curated five exceptional experiences that place conservation at the heart of the journey, allowing guests to engage more deeply with the landscapes, wildlife and communities that make these destinations so remarkable.

Top five luxury wildlife conservation experiences curated by Elegant Resorts:

- **Noka Camp, South Africa (Lepogo Lodges):** Situated in the Lapalala Wilderness, Noka Camp sets a new benchmark for low-impact safari design. The property features South Africa's first solar walkway, powering the entire camp, while 99 per cent of the structure is elevated off the ground to leave a virtually untouched footprint on the delicate ecosystem.
- **Six Senses Ninh Van Bay, Vietnam:** Nestled between pristine coral reefs and tropical forest, this eco-sanctuary actively protects the critically endangered black-shanked douc langur. Guests can join resident marine biologists in on-site coral reef restoration efforts and track native wildlife returned through land conservation projects.

- **Lapa Rios Lodge, Costa Rica:** Set within a 1,000-acre private nature reserve on the Osa Peninsula, this pioneer of luxury eco-lodging protects Costa Rica's last remaining lowland tropical rainforest. Guests directly fund the preservation of critical wildlife corridors sheltering scarlet macaws, sloths, and jaguars.
- **AE Expeditions:** Redefining high-end polar and marine exploration, AE Expeditions integrates state-of-the-art environmental schemes onboard its fleet. Advanced dynamic positioning technology protects fragile sea floors, while guest-led Citizen Science programmes feed real-time environmental data directly to global climate research institutes.
- **Uncharted South America with Dr. Jones:** Designed for true pioneers, these ultra-exclusive, expert-led expeditions connect travellers with the earth's least-explored environments. Guests gain rare access to remote ecosystems alongside world-class conservationists, directly contributing funding to unmapped biodiversity initiatives.

"*Travellers no longer want to simply observe the natural world; they want to play a meaningful role in its preservation*," said Alison Haining, Senior Product Manager at Elegant Resorts. "*Our portfolio celebrates a new era where luxury and legacy are inextricably linked, ensuring that high-end travel serves as a powerful engine for global rewilding and biodiversity restoration. It reflects a growing desire to leave a positive legacy through travel*."

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About Elegant Resorts

For over 35 years, Elegant Resorts has been creating exceptional luxury holidays tailored to the individual needs of its guests. With access to some of the world's most exclusive destinations, hotels, villas and experiences, the award-winning luxury tour operator specialises in crafting personalised journeys that go beyond expectations.

At the heart of the Elegant Resorts experience is a commitment to delivering outstanding service and expert knowledge. Its team of highly experienced Luxury Travel Specialists offer first-hand insight and trusted advice, designing bespoke itineraries that reflect each client's interests and aspirations.

From securing exclusive experiences to arranging every detail before and during travel, Elegant Resorts' dedicated concierge team provides seamless support, ensuring every holiday is effortless, unique and memorable.

Combining decades of expertise with a deep understanding of today's luxury traveller, Elegant Resorts continues to create meaningful travel experiences that inspire, enrich and delight.

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