

Pure

LIFE EXPERIENCES

12-15 November 2012
MARRAKECH

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The next step in high-end eco-adventure evolution in the Galapagos Islands

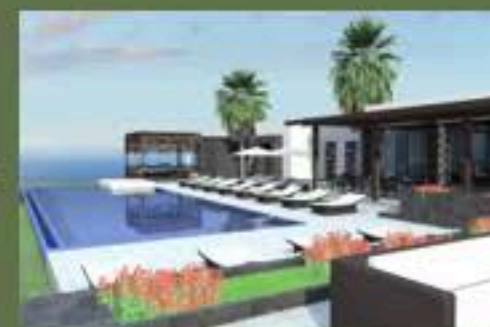
1 March 2012



Opening in 2013, **Pikaia Lodge** joins PURE as a new Member for 2012. Pikaia Lodge has officially received the Eco Luxury certification with extremely high marks. Moving forward, it aims to become the first LEED-certified carbon-neutral luxury lodge in Ecuador and set a new benchmark for eco-lodges. They have focused on environmental protection and zero-emission from the first stages of planning and implemented a comprehensive social responsibility programme.

Environmental sustainability and carbon-neutral operation is an intrinsic aspect of the eco-lodge philosophy. The carbon-neutral luxury lodge has been designed and built to redefine the concept of a luxury eco-lodge and will be equipped according to the highest environmental and sustainable specifications.

Pikaia Lodge has implemented a comprehensive social responsibility programme with the local community. 70 new jobs for the local island population will be generated and they will support the hiring of local day-tour operators, small entrepreneurs, farmers, fishermen and other local service providers by incorporating them in its logistical supply chain.



Pikaia Lodge Founder and President, Herbert Frei, comments: "it is because eco-tourism was developed here 40 years ago, well-managed by authorities and supported by the private tourism sector; that wildlife still thrives here. The rich, varied marine wildlife is a world-class attraction for divers, snorkelers and swimmers, instead of being fished and polluted to levels of exploitation or extinction. We believe that our land-based tourism concept is a positive model for the long-term preservation of the unique landscapes and wildlife of the Galapagos Islands, as well as social and economic stability for the settler communities."



We are looking forward to hearing the developments at PURE 2012 and we are excited to have this eco-conscious lodge on board with us in Marrakech from 12- 15 November. We have a whole host of **exceptional exhibitors** with us this year, from retreats and unique hotels to discovery journeys, wilderness experiences and extreme adventures. Have a look at our **PURE Life Experiences Guest List 2012** and see who is joining our unique community in Marrakech.

For more information on Pikaia Lodge, visit pikaialodgegalapagos.com

