



**PACIFIC BEACHCOMBER
&
THE BRANDO RESORT**

SUSTAINABILITY AND ESG REPORT 2019



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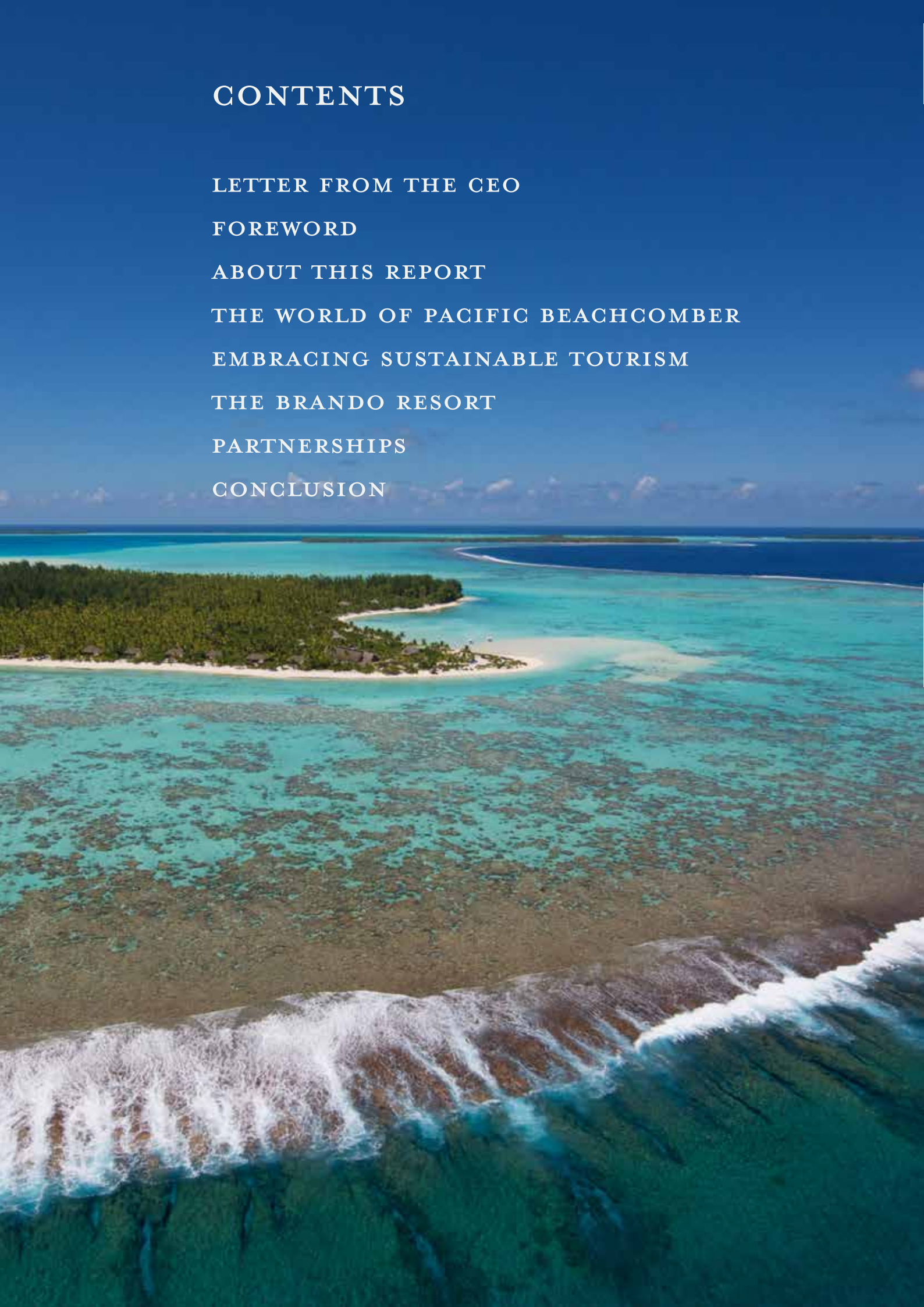
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LETTER FROM THE CEO

Pacific Beachcomber is pleased to offer this Sustainability and Environmental, Social and Governance (ESG) Report for the benefit of our stakeholders, employees, guests, suppliers, business partners and interested public. The purpose of this report is to set out in some detail the various concepts, actions, practices and innovations which in the aggregate contribute to the sustainability of our business.



At Pacific Beachcomber we believe in the business case of sustainability. This report describes the ways in which we strive to protect those attributes of our value proposition to customers, which are essential to the success of our business model, and to also advance the ideas and concepts of sustainable development best practices for living on a finite planet. These attributes include the protection of biodiversity, support for the preservation of our destination's cultural heritage, social and economic benefits to our local communities, the happiness and fulfillment of our employees, and the satisfaction of our guests' curiosity about our place in the world.

We hope you will find it useful and informative.

- Richard Bailey, Pacific Beachcomber S.C.

FOREWORD

In 1950, there were 25 million international tourists – the first year statistics were kept on the growth of the global tourism industry. Fast forward to 2019, and there are now 1.4 billion international tourist arrivals, projected to increase to 2 billion by 2030. Travel and tourism has become one of the world's largest industries and a pillar of national economies, generating US\$8.8 trillion globally in 2018 and creating 319 million jobs, accounting for 1 in 10 of all jobs worldwide.

Today, when it comes to taking a vacation, there are more places to go, and more ways to get there than ever before in human history, and with that comes an even greater responsibility: How do we make sure that tourism is an opportunity for economic development and not a threat to our planet? It was this question which gave birth to the concept of sustainable tourism, based upon three key pillars:

- Environmentally friendly practices
- Support for the protection of cultural and natural heritage
- Social and economic benefits to local people





Tourism should never be about conquering a place; rather, it should be about enhancing it.

Sustainability in the business context has mainly focused on the first pillar of environmentally-friendly operations – looking at the green footprint of businesses and their eco-friendly practices. Applied to the tourism industry, however, sustainability takes a broader perspective, raising the bar based upon the triple bottom line of people, planet and profit. When tourism is planned and managed carefully, it can be a powerful force for protecting biodiversity, alleviating poverty, addressing climate change impacts, and preserving cultural heritage.

And that is what you will find in the pages of this report. It is Pacific Beachcomber's effort to document how tourism can be transformed into a catalyst for educating a new generation of travelers to become stewards of the Earth, and in the process demonstrating best practices in action. In short, our goal is to show how business success can go hand in hand with care for the land and sea, care for wildlife, care for culture, and care for people. In fact, at Pacific Beachcomber, "We Care" is at the center of our sustainable development aspirations and accomplishments. In sharing this report, our hope is that it may also inspire other travel and hospitality companies to embrace sustainable tourism principles as a core value, and in the process, help to make the world a better place.

ABOUT THIS REPORT

The Brando Resort was built from the ground up to be a model for sustainable tourism development, in keeping with the vision of the late Marlon Brando. With that in mind, it forms the primary focus of this Sustainability and ESG Report. At Pacific Beachcomber, owners of The Brando and a collection of other hospitality and tourism brands located in French Polynesia, it is The Brando that is the corporate flagship, where the most detailed metrics for benchmarking sustainability accomplishments are available, from careful monitoring and evaluation of environmental solutions based on renewable energy to biodiversity conservation, from cultural heritage preservation to local community engagement.



Pacific Beachcomber Executive Team 2019



PACIFIC BEACHCOMBER
FRENCH POLYNESIA



While this report focuses mainly on The Brando, it also includes an introduction to all of the Pacific Beachcomber brands and properties, including InterContinental Hotels, Maitai Hotels, and Paul Gauguin Cruises, and shows how sustainability forms a common thread that runs throughout the company. It is our intention that future reports will further highlight the sustainability leadership of all the Pacific Beachcomber Group, as we expand on The Brando model for tracking, monitoring and evaluating our sustainability impacts. We believe in the corporate commitment of doing well by doing good and hope that this report will be an inspiration and serve as an example for other companies around the world to embrace a more sustainable future.

Our Mission

As the parent company of The Brando and other tourism business holdings, Pacific Beachcomber’s mission is to provide authentic and enriching travel experiences for our guests, while ensuring that the islands and communities that we call home have a future as rich as their past - strengthening their resilience to global change, enhancing their natural splendor and precious biodiversity, respecting Polynesian culture, hospitality and traditions, and benefiting and supporting our local neighbors.

We welcome our guests to join us on this journey of discovery, as we aspire to explore, understand, and care for this remarkable corner of our diverse planet known as French Polynesia.

Our History

With a goal of sharing our special home in French Polynesia with all our guests, the Pacific Beachcomber of today began with the purchase of the original Pacific Beachcomber company by Richard Bailey in 1998. At that time, the company owned three hotels – one in Tahiti, one in Moorea, and one in Bora Bora. Today, Pacific Beachcomber SC is the proud owner of nine properties – our flagship resort, The Brando; four InterContinental hotels; and three Maitai hotels, as well as Paul Gauguin Cruises, French Polynesia’s premier small-ship cruise line.

Over the past twenty years, we have grown and learned along the way, achieving many sustainability milestones, and continually striving to ensure that French Polynesia is as treasured by our guests as it is by its residents, and thrives long into the future. We want to ensure that our children and their children can enjoy and learn about this special place in the world, a place of beauty with a rich natural and cultural heritage.



A Pacific Beachcomber Timeline:

1998

2001

2004

2009

2010

2011

2014

2019



Richard Bailey purchases Pacific Beachcomber.



The Maitai Polynesia Hotel in Bora Bora opens under the management of Hotel Management Services (HMS), a subsidiary of PBSC.



Three Pacific Beachcomber hotels are re-branded under the InterContinental name, and an extensive refurbishment program is undertaken to bring the properties up to InterContinental’s standard, which is completed in 2004.



Pacific Beachcomber begins construction of a fourth hotel, the InterContinental Bora Bora Resort & Thalasso Spa, including pioneering a sustainable and environmentally-friendly system of deep-sea water air-conditioning (SWAC).



Pacific Beachcomber acquires the m/s Paul Gauguin, the highest rated and longest continually-sailing luxury cruise ship in the South Pacific.



Construction of The Brando begins on Tetiaroa Atoll, including the successful implementation of the second SWAC air-conditioning system, among other innovative sustainability initiatives.



PBSC acquires the Maitai Rangiroa, located on one of the largest lagoons in the Southern Hemisphere.



2011 The Maitai Lapita Village in Huahine opens under the management of Hotel Management Services (HMS), a subsidiary of PBSC.



The Brando opens on July 1, 2014 and is internationally recognized as a sustainability leader.



Pacific Beachcomber and The Brando continue to expand their efforts in sustainability with the publication of the first Sustainability and ESG Impact Report.

THE PACIFIC BEACHCOMBER FAMILY OF BRANDS



InterContinental Hotel Group

InterContinental Hotel Group (IHG) in French Polynesia - including InterContinental Bora Bora Resort & Thalasso Spa, Bora Bora Le Moana Resort, Tahiti Resort & Spa and Moorea Resort & Spa - showcases the best of French Polynesia for discerning guests through world-class hospitality, guided by an unwavering commitment to protecting the place we call home.

With innovative eyes towards the future, Bora Bora Resort & Thalasso Spa pioneered the world's first private Sea Water Air Conditioning (SWAC) system - environmentally-friendly technology that has since been replicated at The Brando and beyond – and all hotels submit monthly water, energy and waste reports to benchmark and reduce environmental impact as part of the IHG Global Green Engage project.



Nature conservation takes center stage at our Moorea property, where headquarters for the company-sponsored marine non-profit organization Te Mana o Te Moana is based, alongside a Sea Turtle Care Center established in partnership with French Polynesia's Ministry of the Environment.

The main focus of Tetiaroa Society is the conservation of the natural and cultural heritage of the island of Tetiaroa. This is accomplished through four program areas: The Scientific Research and Conservation programs allow us to gather and apply knowledge of the islands natural systems and cultural history, while the Guide and Education programs gather and disseminate knowledge about the island.

IHG is also actively engaged in coral restoration projects, with support from marine research laboratory CRIOBE, to enhance and preserve the fragile reefs surrounding its locations and on-site Lagoonariums help protect over 200 local marine species, while providing educational opportunities for guests to learn about French Polynesia's ocean biodiversity.

Local culture is showcased through authentic Polynesian performances, while Tahiti Resort & Spa's Mini Heiva festival brings the region's quintessential cultural celebration to its guests. Local handicrafts are featured in all IHG resort gift shops, and guests are also encouraged to visit community markets to directly support local artisans.

InterContinental Tahiti Resort and Spa

Opened: 1974
Rooms: 246 units
Staff: 310 permanent staff
IHG Green Engage: Level 3



InterContinental Resort and Thalasso Spa, Bora Bora



Opened: 2006
Rooms: 84 units
Staff: 184 permanent staff
IHG Green Engage: Level 3



InterContinental Moorea Resort and Spa

Opened: 1987
Rooms: 140 units
Staff: 170 permanent staff
IHG Green Engage: Level 2



InterContinental Le Moana Resort Bora Bora



Opened: 1987
Rooms: 62 units
Staff: 117 permanent staff
IHG Green Engage: Level 1





The Maitai Hotel Collection

The Maitai Hotel Collection includes Maitai Polynesia Bora Bora, Maitai Lapita Village Huahine and Maitai Rangiroa. These comfortable three-star properties are ideally located to experience the authentic side of French Polynesia, encouraging guests to visit and support small businesses from neighboring communities. All properties are further committed to empowering local staff through ongoing capacity building trainings and opportunities for professional development.

Deeply committed to environmental protection, the lagoon and beach preservation efforts at Maitai Polynesia Bora Bora have been recognized with the iconic Blue Flag global certification. All three hotels are also engaged in the EarthCheck environmental and social benchmarking program, which tracks energy, water, and waste consumption, as well as other ecosystem, social and cultural engagement efforts.

Preserving the important cultural heritage of their island homes is also intrinsic to the hotels - for example, Lapita Village Huahine is situated on an ancient archaeological site once home to the oldest civilization in French Polynesia and hosts a history museum featuring local art and antique relics uncovered on-site. Guests of Rangiroa can also explore the isolated island's ancient marae temples, believed to date back to the 5th century while experiencing the vibrant culture of the independent Paumotu people firsthand – lending to an immersive and meaningful guest experience.

Opened: 1998
Rooms: 74 units
Staff: 55 permanent staff
EarthCheck: Platinum Certified

Maitai Polynesia Bora Bora



Maitai Rangiroa



Opened: 2011
Rooms: 32 units
Staff: 28 permanent staff
EarthCheck: Bronze Benchmarked

Maitai Lapita Village Huahine



The Brando



Opened: 2014
Rooms: 35 units
Staff: 200 permanent staff



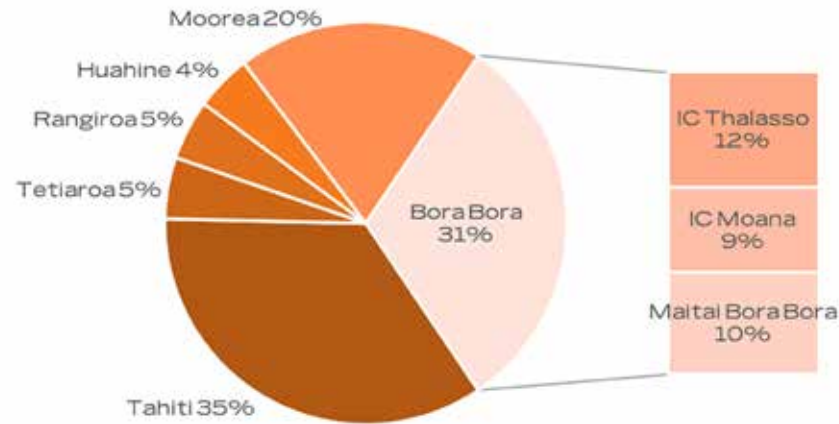
French Polynesia cast its spell on the late Marlon Brando while filming Mutiny on the Bounty and inspired his lifelong mission to preserve and share its rare beauty, rich biodiversity and cultural traditions for generations to come.

Convinced that Tetiaroa Atoll could serve as both an idyllic getaway and a center for conservation research and education, he partnered with Richard Bailey to build a model eco resort, The Brando, equipped with an onsite EcoStation - or 'University of the Sea' - for continuing scientific fieldwork and education, under the auspices of the Tetiaroa Society. Marlon's original concept - to create a vision of sustainable development that resonates with visitors and fosters opportunities to get to know both the places and people of French Polynesia – was the driving inspiration for the development of The Brando and the Tetiaroa Society.

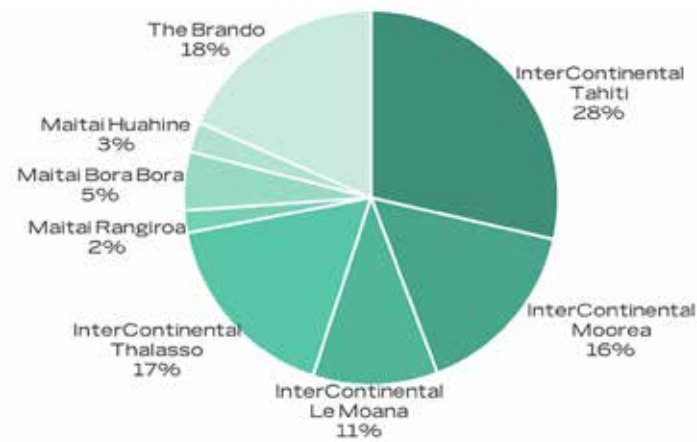
He was passionate about preserving Tetiaroa's natural beauty, biodiversity and cultural richness and was determined to find a way in which it could also be a center for research and education and a model of sustainability. While he died before his dream was realized, The Brando Resort, which opened in July 2014, is a testament to Marlon's ambitious vision of uniting travel and conservation to celebrate and protect Polynesian heritage.

Pacific Beachcomber Resort Statistics

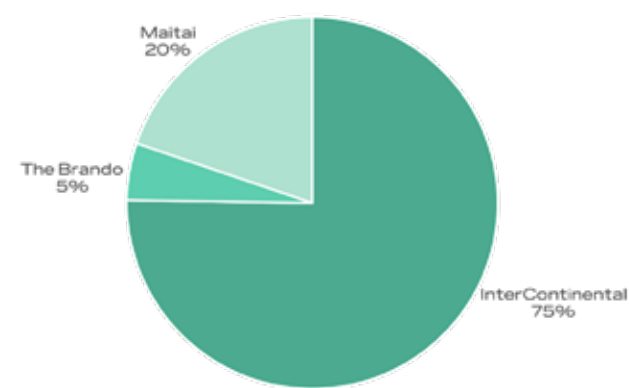
% Rooms per Island and Resort
(total 707)



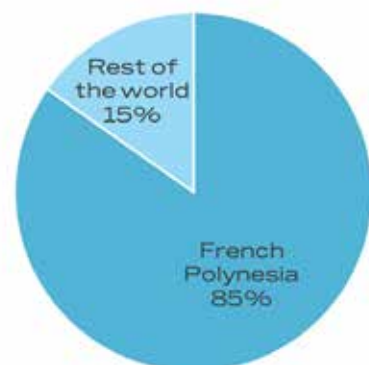
% Staff per Resort
(total 1085)



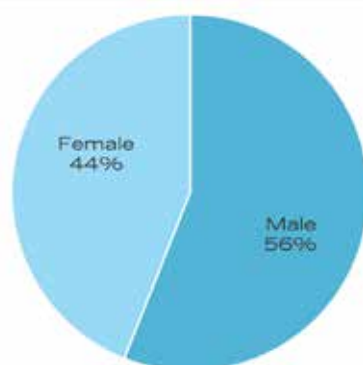
% Rooms per Resort's Brand
(total: 707)



% of Local Staff



Staff Gender



Launched: 1998, refurbished in 2012
Rooms: 166 cabins
Staff: 220 permanent staff

As the highest-rated and longest continually-sailing cruise line in the South Pacific, Paul Gauguin Cruises is dedicated to reducing environmental footprint and supporting local peoples while maximizing guest exposure to Polynesia's vibrant cultures and natural heritage. The custom m/s Paul Gauguin ship is designed to explore areas that other larger vessels cannot reach, allowing the benefits of responsible tourism to reach remote communities, often excluded from French Polynesia's thriving tourism industry, while providing meaningful experiences for conscious travelers through authentic cultural exchange. Guest speakers from a variety of disciplines are invited along on voyages to give talks and to share knowledge of the nature and culture of the islands.

In partnership with Te Mana o Te Moana Foundation, Paul Gauguin offers the Moana Explorer Program, an onboard educational program led by leading marine biologists and conservationists, to help spread environmental awareness and best practices. French Polynesia's rich cultural heritage is also celebrated through dynamic onboard workshops and performances, with an engaging crew of cultural ambassadors who sail on-board every voyage - Les Gauguins and Les Gauguines - to teach guests about the local life.



EMBRACING SUSTAINABLE TOURISM



As the world becomes more interconnected than ever before, it is the responsibility of us all to ensure that tourism is a force for good, protecting rather than harming our “sacred assets” – the precious nature, culture and communities that power our planet - when we set out on our travels.

Growing out of the concepts of ecotourism, defined in 1991 as “Responsible travel to natural areas that protects nature and sustains the well-being of local people”, an effort to respond to growing concerns about the impact of travelers on nature and wildlife, sustainable tourism evolved in the early 2000’s to address all sectors of the global tourism industry, and to encompass three key pillars, which also embrace the United Nation’s Sustainable Development Goals:



Pacific Beachcomber embraces sustainable tourism principles and practices company-wide because we are deeply committed to French Polynesia and its people, along with the well-being of our fragile planet. We are also proud to help further the United Nation’s Sustainable Development Goals and have adopted a philosophy of caring for our environment and for local people. Our flagship project, The Brando, is showing the way forward for innovation and how to embrace sustainable tourism, to our own hotels, resorts, and partners, and to the global travel industry as well, inspiring us to further our efforts.

SUPPORTING NATURAL AND CULTURAL HERITAGE



Safeguarding the very things that the tourism industry relies on, from dramatic wilderness vistas to historic cultural icons, encouraging the long-term protection of our planet’s extraordinary diversity. From protecting life on land and in the water, to restoring degraded habitats and biodiversity; from protecting ancient archeological sites and historic buildings to celebrating the living expression of culture – music, dance, art, handicrafts, food, language, and more – embracing and celebrating nature and culture, while protecting it for generations to come, are at the heart of sustainable tourism.

ENVIRONMENTALLY-FRIENDLY PRACTICES

Commonly referred to as ‘going green,’ minimizing environmental impact is at the heart of responsible travel. Reducing, reusing and recycling our planet’s resources must become the rule rather than the exception for tourism to be sustainable. Monitoring and reducing the use of energy, water, waste, and ensuring that we “tread lightly” are all important components of environmentally-friendly operations. Embracing renewable energy, recycling greywater, eliminating single use plastics, particularly plastic water bottles, are all ways that sustainable tourism works to reduce the impact of travelers and tourism.



DIRECT BENEFITS TO LOCAL PEOPLE



When tourism brings direct and tangible benefits to local people in the places we visit, poverty alleviation and meaningful community development are common results. Communities that are involved as stakeholders in the development of tourism are also more likely to become active guardians of their natural and cultural heritage. Training and capacity building, fair wages and benefits, and support for community development, health care, and education initiatives all contribute to the well-being of local people.

WE CARE FOR THE ENVIRONMENT



Guided by an unwavering commitment to protect the precious island ecosystems where we operate, Pacific Beachcomber is dedicated to continuously improving sustainable operations by adopting and spreading environmental best practices. For example, Pacific Beachcomber pioneered the world's first Sea Water Air Conditioning (SWAC) system for the InterContinental Bora Bora Resort & Thalasso Spa, which minimizes environmental impact by harnessing cold water from the ocean's depths.

The successful model was then replicated at The Brando on Tetiaroa Atoll, and the innovative technology is now being studied for use in large cities like Honolulu for its potential to decrease the carbon emissions of air-conditioning for office buildings in busy downtown centers.



In the ongoing quest to improve environmental practices, Pacific Beachcomber is actively engaged in analyzing where each of our properties stands in terms of their sustainability monitoring: the four InterContinental properties submit monthly water, energy and waste reports as part of the IHG Global Green Engage project, and the Maitai properties engage with the EarthCheck environmental and social benchmarking program.

Together these efforts will allow Pacific Beachcomber to monitor our progress and set ambitious company-wide future goals, overseen by a staff 'Green Team' leader for each of our brands that is responsible for spearheading sustainability projects. Aiming to increase their local sourcing, many Pacific Beachcomber hotels have organic gardens that supply their restaurants and more than 60 beehives across several hotels produce over one ton of organic honey annually.



A desalination plant produces 80% of the potable water used aboard Paul Gauguin Cruises to reduce reliance on plastic water bottles for drinking water.

HIGHLIGHTS:



Single use plastics have been reduced, and straws at our resorts are made from paper, pasta, natural straw or other biodegradable material, or from stainless steel.

Over 70 % of the lighting at our resorts is LED; motion sensors are in use at each property along with door sensors for air conditioning.

Recycling and trash reduction programs are in place at each property. Environmentally-friendly cleaning products are used in all resorts.



Over 60 beehives found across our properties produce more than one ton of organic honey annually. On-site organic gardens in several locations supply their produce to our hotel restaurants.

Six of our resorts are involved in coral transplanted and restoration.



Environmental, social, cultural and natural heritage lectures are provided for guests



Our InterContinental properties submit monthly water, energy, and waste reports, allowing us to monitor and set targets for reducing our use of resources.



Our Maitai properties are engaged with the EarthCheck environmental benchmarking program, allowing us to track and reduce our impact.

Each of our properties has a 'Green Team' dedicated to developing new projects that improve our onsite sustainability efforts and providing sustainability training for staff.

WE CARE FOR NATURE AND CULTURE



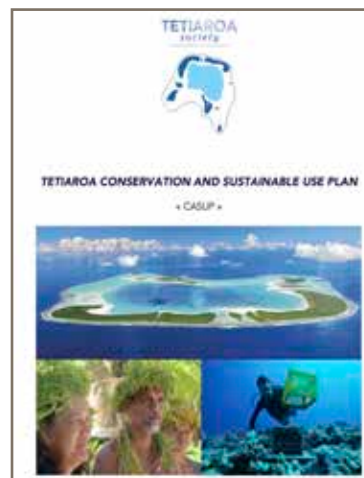
Safeguarding French Polynesia's vibrant cultural heritage and spectacular natural diversity is central to Pacific Beachcomber's sustainability mission. We collaborate with a variety of conservation organizations to ensure that the region's unique heritage is preserved for generations to come. Partnering with the Ministry of Culture has seen the restoration of important historical sites on Tetiaroa Atoll, including ancient marae temples and sacred ceremonial lands, while artifacts from French Polynesia's oldest civilization uncovered at Maitai Lapita Village Huahine are now preserved in the on-site history museum. Local culture is also showcased through our authentic Polynesian performances and workshops across our properties and on Paul Gauguin cruises. Our 'Conservation and Community Fund' supports natural heritage research and the sustainable management of local resources, and several properties are actively engaged with coral restoration projects alongside organizations like Reef Check, Biorock and CRIOBE.



Headquarters for Te Mana o Te Moana – our non-profit organization dedicated to marine research, conservation and education across French Polynesia - is based at the InterContinental Moorea Resort & Spa, where they have created the Sea Turtle Care Center, which has rehabilitated over 500 turtles since its inception.



Additionally, Tetiaroa Society has developed a Conservation and Sustainable Use Plan for the responsible stewardship of the entire Tetiaroa Atoll. Tetiaroa Society additionally manages The EcoStation; a hub for island research and conservation that is central to realizing the late Marlon Brando's dream for Tetiaroa to serve as a "University of the Seas," where lessons of global marine conservation significance can be learned and shared.



HIGHLIGHTS:

We actively work with the Ministry of Culture to restore important historical sites on Tetiaroa Atoll, including important ancient marae, sacred ceremonial and social gathering places that are found throughout Polynesia. The Maitai Lapita Village Huahine features an onsite museum dedicated to French Polynesia's oldest archaeological sites. Pacific Beachcomber sponsors a dance group that performs at the internationally-recognized annual Heiva - the quintessential celebration of Polynesian culture featuring traditional dance, music, sports, ceremonies, and competitions.



Each of our brands supports living cultural heritage, with Polynesian performances featuring local artists, musicians, and dancers. Guests at the InterContinental Tahiti Resort & Spa are treated to a Mini Heiva festival to enjoy and learn about Tahitian traditions.

Resort guests are invited to join local artisans in creating traditional handicrafts - such as coconut leaf weavings and pareo dyeing - and in making the local culinary specialty, poisson cru.



Our property-based Conservation and Community Fund supports research and sustainable management of our biodiversity resources.

On-site marine nurseries and coral restoration projects supplement our marine conservation and guest education efforts.

We work to remove invasive species, safeguard important seabird habitat, and protect nesting grounds for endangered sea turtles and coconut crabs, while also conserving and restoring our marine landscapes.



Guests at The Brando enjoy immersive naturalist tours to the habitats of Tetiaroa Atoll, led by expert biologists and researchers from Tetiaroa Society. Guests are also welcomed to visit the on-site EcoStation to learn about on-going scientific marine research.

WE CARE FOR PEOPLE



To ensure that tourism benefits both travelers and local communities alike, we are proudly committed to hiring locally whenever possible and to providing our island neighbors with opportunities for training and career advancement. Our professional capacity building programs extend across all properties and cruise ship teams, and local employees are encouraged to participate in lectures and field trips led by our many visiting experts. The Pacific Beachcomber purchasing model prioritizes locally-sourced goods and is designed to support neighboring businesses that share our philosophy of doing well by doing good, which allows us to form meaningful relationships with a wide variety of small purveyors, including our staff's family farms and shops.

Additionally, we offer dynamic tourism and hospitality internships that invite local students to gain hands-on professional experience, which provide new skills and career options for young islanders. Expert biologists from our partner, Te Mana o Te Moana, also lead interactive educational programs for school children on marine conservation and environmental responsibility in order to further engage and empower our local youth to take an active role in the preservation of their island heritage. Over 90,000 kids have participated in our complimentary programs since 2004.

HIGHLIGHTS:

We prioritize hiring locally at all properties and offer continuous professional training programs to our staff, including participation in lectures and field trips led by our many visiting experts.

Expert biologists from our partner Te Mana O Te Moana lead engaging programs for young explorers, both guests and local schoolchildren alike. The Moana Explorer program, offered by Paul Gauguin Cruises, Planet Trekkers at InterContinental Moorea Resort & Spa, and the Lagoon School offered by the Tetiaroa Society at The Brando all offer opportunities for children to learn about the conservation of our precious natural resources through interactive educational programs.



As part of our commitment to supporting island businesses and artisans, we prioritize sourcing our supplies and ingredients as locally, including from our staff's family farms and shops.

Through internships, we invite local students to learn about the tourism and hospitality industry by gaining hands-on professional experience, providing new career options for our young islanders.



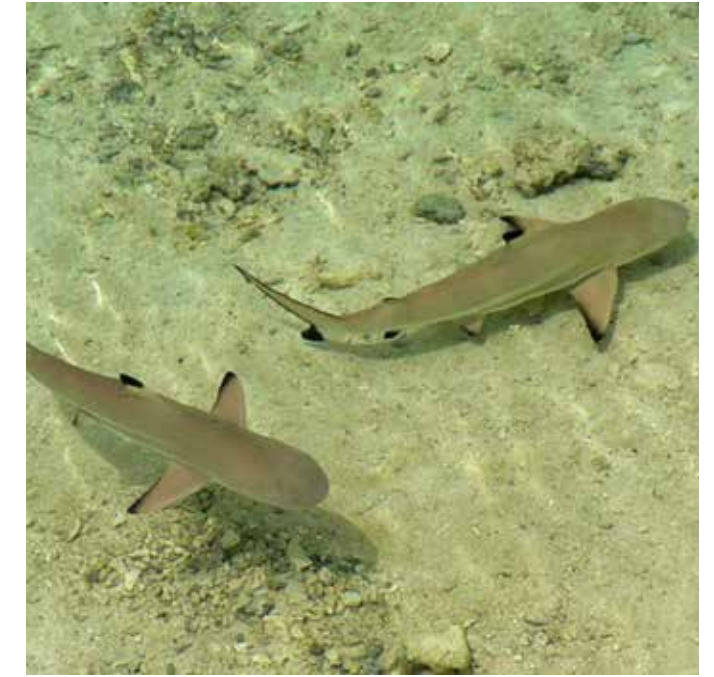
Each of our properties offers in-kind donations of meals and room nights for special school or sports events each year.

THE BRANDO: SUSTAINABILITY IN ACTION

"What I believe is that, in this business, the planet is our product. And so are we, as a species. We are lucky in the tourism industry to have an inexhaustible supply of powerful agents of change – the travelling consumer. Discovery of the astonishing natural and cultural wonders of our world, how we fit into it, whence we came, what our future holds – these transformational experiences are the value proposition of our business. We damage or lose these at our peril. So tourism is the perfect laboratory for sustainable technologies and concepts.

For me, doing well by doing good means making a business out of saving our world and ourselves, one precious island, river, plain, reef, custom, legend, habitat or village at a time. By offering others the opportunity to enjoy and learn from these things we preserve them, and by preserving them we not only perpetuate our business model, we also build knowledge about why preserving them is so important to our own well-being."

- Richard Bailey, CEO, Pacific Beachcomber S.C.



Mission and Vision

We believe in the power of travel to make the world a better place. In keeping with the vision of Pacific Beachcomber S. C., The Brando's goal is to provide exemplary, authentic and enriching guest experiences that celebrate Polynesian cultural traditions in an environmentally sensitive and sustainable manner. We are committed to protecting our natural and cultural heritage for future generations through exploration, discovery, education and conservation. At The Brando we strive to provide the most luxurious, authentic and enriching vacation experience in the world based on sustainability best practices. Together with our partner, the Tetiaroa Society, we are committed to restoring and protecting the natural beauty, biodiversity and cultural heritage of the Tetiaroa atoll through on-going scientific research, education and community engagement. Our focus is to continuously strive towards our goal of being a global model for sustainability, rooted in innovation and conservation, and in the process inspiring others to protect the planet for future generations.



“Tetiaroa is beautiful beyond my capacity to describe.
One could say that Tetiaroa is the tincture of the South Seas.”

- Marlon Brando

While filming Mutiny on the Bounty in 1961, Marlon Brando became fascinated with French Polynesia, inspiring his lifelong mission to protect its rich biodiversity and cultural heritage for future generations.

Convinced that Tetiaroa Atoll, the ancient cultural center for Tahiti's royal family, could serve as both a beautiful nature retreat and a center for marine conservation research and education, his dream was to build a world-class eco-resort that could also serve as a “University of the Seas” to encourage on-going scientific fieldwork, conservation and education, supported by the principles of what today are the hallmarks of sustainable tourism practices.



The Brando was built on one of the small islands that make up Tetiaroa Atoll, a low-lying coral atoll of 13 tiny islands that surrounds a biodiversity-rich, three-mile wide lagoon. Recognizing the challenges of climate change impacts on small island states, The Brando is today a living example of sustainable tourism in action, committed to preserving and protecting the rare biodiversity of Tetiaroa, including spectacular coral reefs; respecting and supporting Polynesian culture and traditions; and serving as a model of innovation for understanding and addressing climate change impacts for small island nations, which are especially vulnerable to rising sea levels.

Sustainable tourism at The Brando guides everything from guest experiences to resort operations to support for local communities. The Brando has addressed the challenges of operating on the private and remote atoll of Tetiaroa by utilizing pioneering technology and innovation, working towards its goal of being fully self-sustainable, to demonstrate the power of the travel and tourism industry to engage in practical ways to address the challenges of protecting our precious natural and cultural resources in a rapidly changing world.



Our Goals

Provide authentic and enriching travel experiences in an environmentally-sensitive, sustainable, culturally rich manner, striving to serve as a model of sustainable tourism for French Polynesia and other small-island nations.

Support scientific research, conservation, education, training, and outreach; serve as a laboratory of sustainable innovation to address issues of climate change impacts on coral reefs and low-lying islands.

Decrease carbon footprint of human activity on the island, working towards zero impact; serve as a model in the tourism industry for combating climate change, while preserving and protecting the precious biodiversity of Tetiaroa, Polynesian culture, hospitality and traditions.

How We Care

When Marlon Brando and Pacific Beachcomber set out to create a global model for a sustainable resort on French Polynesia's remote Tetiaroa Atoll, The Brando was born. The world-class ecolodge was painstakingly built upon the pillars of sustainable tourism and serves as a respected example for self-sufficiency and island conservation. Surrounded by low-lying coral reefs and a biodiversity-rich lagoon, The Brando provides authentic and enriching guest experiences that are sustainable, environmentally sensitive and that celebrate Polynesian cultural heritage. The resort also helps fund Tetiaroa Society and its ongoing scientific research, conservation, and education initiatives. The central hub plays a key role in realizing Marlon Brando's ambitious vision for Tetiaroa where travel and conservation unite for sustainability innovation and environmental education worldwide.



The Brando is a proud steward of Tetiaroa and is deeply committed to protecting its natural and cultural legacy for the global community and for the local people who consider the atoll an integral part of their island heritage. In keeping with the resort's mission to be the highest example of sustainable tourism practices, The Brando, like its parent company Pacific Beachcomber, is also committed to upholding the 17 United Nation's Sustainable Development Goals.



The Environment



The Brando consistently pushes environmental best practices to new heights. As the first property in French Polynesia to obtain LEED Platinum Certification – the highest US Green Building Council environmental certification for sustainable building design and operations – green practices are incorporated throughout the resort to ensure minimal environmental impact, including solar panels that provide more than 70% of its energy needs and capacity for 100% renewable energy from coconut biodiesel.

To eliminate mosquito nuisance, Institut Louis Malardé (ILM) in Tahiti developed an innovative mosquito control strategy based on the release of Wolbachia-carrying male mosquitoes that sterilize their female counterparts upon mating in the field. Applied in Tetiaroa, the Wolbachia technology resulted in the successful elimination of the mosquito nuisance and the associated risk of disease transmission. Thanks to ILM's approach, The Brando has become the world's first luxury resort to benefit from an essentially mosquito-free environment without the spraying of nasty insecticides. This approach has greatly improved the well-being of the Brando's guests and employees, and is proving to be an important contribution to the sustainability of our planet.



Responsible waste management is a resort priority, and over 72% of atoll waste is diverted from landfills by means of recycling, reuse and donation, and food waste is converted into compost through digestors for the property's organic garden. Locally-produced drinking water is bottled in glass – reducing plastic bottle usage by over 80% and supporting the property's strategy for single-use plastic elimination by 2020. Rising to the challenge of achieving self-sustainability in a remote island environment, The Brando utilizes a rainwater catchment system and eco-friendly reed-bed wastewater treatment plant employing native aquatic flora to filter all wastewater from the Sewage Treatment Plant for recycling.

To truly understand the collective impact of its comprehensive green practices, The Brando has management systems in place that closely monitor consumption of energy, water and waste, which is compiled into monthly data that is reviewed by the resident Sustainability Coordinator and shared with all resort staff.



Protecting Nature

Safeguarding our spectacular surroundings while facilitating robust opportunities for scientific research and education are the pillars on which The Brando was built. Tetiaroa Atoll's isolated location and unique biodiversity creates the ideal environment to study the impacts of climate change on island ecosystems and coral reefs, generating creative conservation solutions with worldwide applications and furthering our understanding of ecological interdependence on a local and global scale.

This goal is pursued with unwavering dedication in partnership with non-profit organizations, including Tetiaroa Society, co-founded by The Brando, which receives a substantial part of its annual financing through the resort's Conservation and Community Fund. Tetiaroa Society is dedicated to strengthening island and coastal communities' resilience to global climate change through ecosystem services and heritage preservation. It is also responsible for managing its cutting-edge EcoStation - which serves as a center for sustainable development research and as a base for visiting scientists and conservation experts.



Another important resort partnership is with local non-profit Te Mana o Te Moana, dedicated to marine research, conservation and education across French Polynesia, with headquarters at the InterContinental Moorea Resort & Spa. Te Mana's comprehensive research program studying green turtles on Tetiaroa has documented more than 120,000 hatchlings to date and serves as a global model for sea turtle conservation.

Other initiatives at The Brando include important research into coral restoration and implementation and nature education outreach programs with local schools have benefitted more than 5,000 students in French Polynesia.



Supporting Culture

As a centuries-old retreat for Tahitian royalty and a sacred site, Tetiaroa plays an important role in the cultural heritage of French Polynesia. The Brando proudly supports initiatives to preserve the atoll's unique identity, traditions and way of life while showcasing traditional culture through resort activities - such as Polynesian dancing, ancestral palm weaving and traditional boat racing along with authentic performances featuring local music and culinary highlights.



In partnership with the Ministry of Culture, The Brando and Tetiaroa Society support archaeological fieldwork on several sites on Tetiaroa, including ancient marae which served as ceremonial and social gathering places throughout Polynesia.



The Brando also sponsors on-going research to study their historical significance and hosts professional lectures where insight into the region's historical legacy is shared. Tetiaroa Society has created an Education Program that welcomes school children from the region to Tetiaroa each month to learn about their rich heritage firsthand. They also learn about sustainable development by visiting The Brando resort facilities.



Benefitting People

Ensuring that Polynesian island communities enjoy a future as dynamic as their past is central to The Brando's sustainability mission, and along with Tetiaroa Society, the resort actively empowers the local people who bring Tetiaroa Atoll to life through employment and professional development opportunities. An 18-month hospitality and tourism career training program was held for surrounding communities before the resort opened its doors in 2014, and ongoing sustainability trainings are conducted for its local staff comprised of 80% Polynesians. All employees are additionally invited to participate in expert lectures, guided field trips and immersive scientist-led research projects throughout the atoll – such as Tetiaroa's comprehensive sea turtle monitoring program.



Educating Guests

The Brando also funds Tetiaroa Society's Guide Training Program, which empowers locals to lead resort guests on conservation-based excursions around the atoll, along with its Education Program that offers classroom and field study internships for young students that facilitate hands-on professional experience rooted in sustainability from an early age. In order to support local businesses, emphasis is placed on sourcing resort ingredients, crafts and supplies locally, including from staff family farms and shops.



Educating guests was central to Marlon Brando's vision for the atoll to serve as a global model for sustainability, showcasing environmental best practices, natural and cultural heritage conservation and preservation, and community empowerment. To provide authentic and enriching travel experiences rooted in education, resort guests are encouraged to learn about Tetiaroa Society's interconnected conservation efforts through programs focusing on marine and coral health, and to assist scientists with ongoing research initiatives firsthand. Interactive tours through the atoll's unique ecosystems led by Tetiaroa Society guides are another guest highlight, as are lectures exploring its rich history and cultural significance. The Brando's 'Green Tour' was designed to give an informative overview of the resort's innovative environmentally friendly practices, with the goal that awareness can inspire guests to further integrate sustainability into their own lives in a meaningful manner.



THE BRANDO BY NUMBERS

Acres of terrestrial and marine habitat managed and protected by The Brando through the Tetiaroa Society. The area is home to endangered species, including rare Coconut Crabs and Green Sea Turtles

The number of identified sea turtle nests that have been recorded on Tetiaroa Atoll, with 145 female turtles laying eggs, and more than 120,000 baby turtles hatching in 10 years.

Percentage of wastewater that is recycled at The Brando.

Percentage achieved to date towards eliminating all plastic water bottles at the resort. In addition, all plastic straws, cups, utensils, and bathroom amenity bottles have been eliminated.

Percentage of waste diverted from landfill in 2018, through recycling and composting

8,869

1,480

100

80

72

Percentage of solar energy provided on average. In addition, when available, coconut biodiesel capability can increase the use of renewable energy to 100 %.

The first and only resort in French Polynesia to achieve LEED Platinum Certification, the highest level of recognition granted by the US Green Building Council.

1

The second resort in the world to commercially use Deep Sea Water Cooling for air conditioning – an innovative climate-friendly technology that does not emit any harmful chemicals into the atmosphere. (The first in the world to use this technology is also owned by Pacific Beachcomber.) The SWAC reduces the use of energy for air conditioning by up to 80%.

2

5

Number of years that The Brando has been awarded French Polynesia's Tortue d'Or, for exemplary environmentally-friendly waste management.

24

Number of hours it takes for The Brando's two eco-digestors to turn 400kg of food waste into compost, used in their on-site fruit and vegetable gardens.

35

The number of eco-friendly villas where guests can stay on the island.

52

Years since Marlon Brando bought Tetiaroa Atoll, the ancient retreat of Tahitian Kings and today the location of The Brando.

57

Years since a young Marlon Brando fell in love with Tarita Teriipaia, a French Polynesian dancer, during the filming of "Mutiny on the Bounty" in Tahiti.

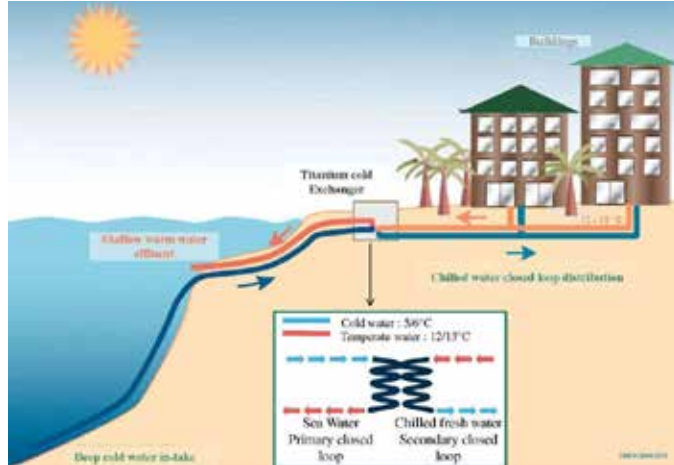
70

65

Percentage of vegetables, fruits, and herbs served to guests that is grown on property in The Brando's organic gardens.

SEA WATER AIR CONDITIONING (SWAC)

Borrowing from sustainable technology pioneered by the Pacific Beachcomber sister property, the InterContinental Bora Bora Resort & Thalasso Spa, The Brando has also perfected the revolutionary Sea Water Air Conditioning System (SWAC) that harnesses deep-sea water for resort cooling, reducing electrical demand for air-conditioning by over 80% while removing harmful chemical emissions that contribute to global warming.



SOLAR ENERGY

Some 4,000 solar panels have been installed at the resort and provide 1.3 MW of capacity. Installed when the resort opened in 2014, the solar energy system has the largest customized battery energy-saving system (BESS) in French Polynesia.

This allows surplus solar energy to be temporarily stored and used as an energy supply for the entire island. The generators, which can be powered by coconut biodiesel, lie idle for more than 13 hours a day and start up automatically only when required. Staff housing and guest villas are also equipped with solar boilers to heat water tank units. Other buildings are also fitted with water heating systems on the roof, such as for the laundries and the kitchens. About 80% of the hot water needed at the resort is generated using solar energy.



The solar energy system provides a savings of 500,000 liters of fuel every year, providing 70% of the island's energy needs. Thanks to the batteries, guests and residents can continue to enjoy uninterrupted power even when it's cloudy or at night, and our solar and coconut biodiesel renewable energy system brings The Brando closer to our goal of becoming a zero carbon emissions resort.

RECYCLING

The Brando has a team of full-time employees to collect, separate and process the resort's waste in its dedicated recycling center. The facility is equipped with a refrigerated room, a large warehouse containing two food waste digestors, two glass crushers, a compactor to process the recycling waste, and an outdoor space for employees to separate their personal waste.



On site, all food waste from the resort's restaurants is processed by the food digestors, which are able to turn 400kg of food waste into soil compost within 24 hours. That very rich soil is used as organic fertilizer in the resort's vegetable gardens. The production surplus is sold to a local company that uses our organic fertilizer in community gardens. All of our glass is crushed using special glass-crushing machines. The glass is then used on-site for walkways and building renovations.



Twelve other types of waste are sorted at the dedicated recycling center, and the waste is sent to six different local recycling companies. Thanks to these operations, the resort recycles 72% of its waste, and has received five consecutive Gold Turtle Awards, given by the governmental recycling agency, recognizing The Brando as the best resort in French Polynesia for environmentally-friendly waste management.

WATER PRODUCTION & TREATMENT

Two desalination (reverse osmosis) units, each having a daily production capacity of 30,000+ gallons, exceed the actual needs of the resort for water by 90%. Once the seawater has been desalinated, it is filtered through seashells to add minerals. An ultrafiltration unit uses groundwater (when available) to provide the same water quality as desalination. This technique allows for 85% energy saving for water production.



Sewage plant - this greywater treatment is 100% ecological, using filters and plants to provide high quality recycled water used for gardens and landscape irrigation. All of the island's greywater is recycled through this reed-bed sewage plant system. A rainwater collection system is in place to irrigate the vegetable garden and provide water for flushing toilets.



PARTNERSHIPS

TETIAROA SOCIETY



The Tetiara Society is a core part of the environmental/sustainability program of The Brando.

From the earliest days, when the concepts for The Brando and Tetiara were being developed, Richard Bailey envisioned the creation of an environmental non-profit that would carry out scientific research, conservation and education programs on the island and help act as an environmental steward for the atoll.

To implement this vision, Richard Bailey formed Tetiara Society in coordination with the Brando Estate and local scientists and environmentalists in 2010. In 2014, The Brando created the foundation for Tetiara Society's future, by donating to Tetiara Society a US\$1 million scientific research facility complete with wet and dry labs, a library and meeting facility, and a dorm for visiting scientists. To support on-going core operations, The Brando donates a portion of all guest fees to Tetiara Society, which then seeks grants and other donations to implement its initiatives.



Today, Tetiara Society carries out and hosts conservation, research, and educational programs on Tetiara and acts as the environmental steward for the atoll. Tetiara Society's conservation programs range from sea turtle, marine seabird, and coconut crab protection, to habitat restoration through rat eradication. To carry out its scientific research mission, Tetiara Society hosts researchers from around the world working on scientific projects with potential global impact. These research projects range from innovative methods of mosquito control, to coral and marine life restoration projects, to ocean acidification research. Tetiara Society's Education Program includes an initiative that brings local school children to the island every month to learn about local Polynesian culture, science and sustainability. The school children learn about sustainability through teachings by local elders about traditional wisdom and values and through using The Brando as a model of sustainability.



The Tetiara Society Guide Program also provides The Brando with high quality natural and cultural history tours. Through this program, resort guests have an opportunity to learn about the natural wonders of Tetiara, as well as the conservation, research and educational programs on the island. These tours are viewed as an important way for The Brando resort guests to understand the significance and benefit of environmental programs, and to inspire them to support and implement environmental programs when they return home.



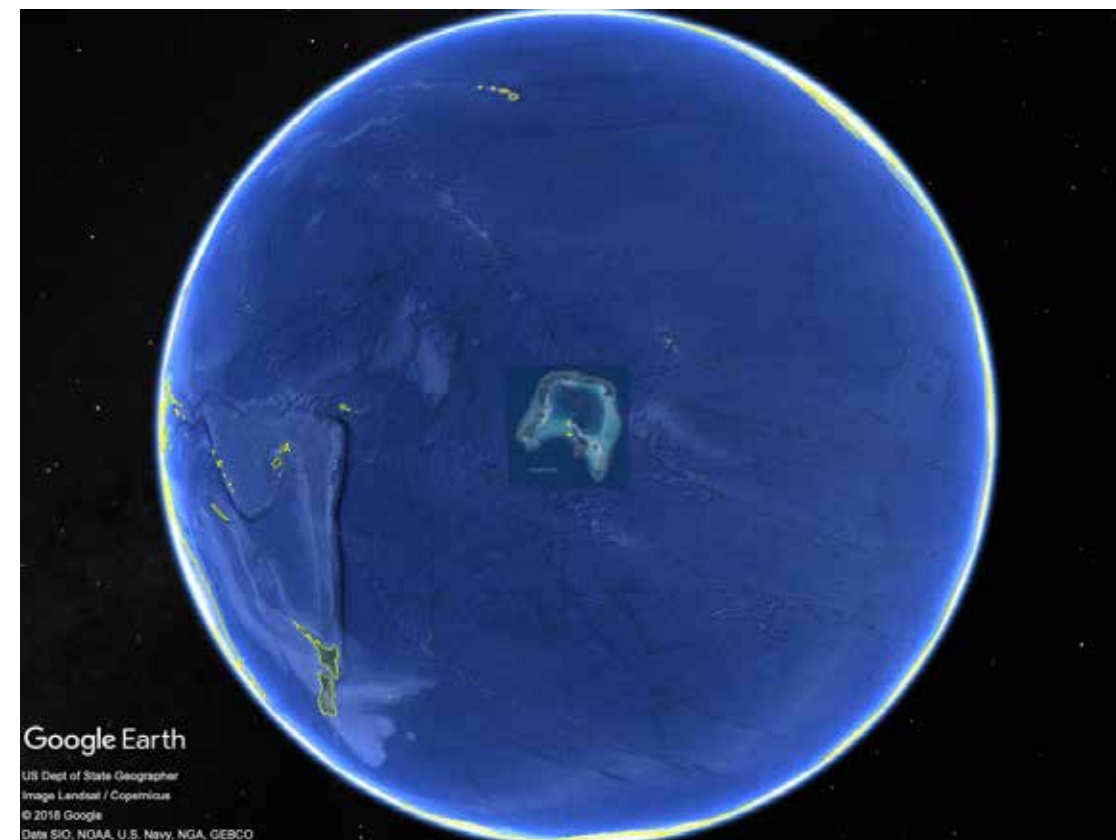
ISLAND EARTH SUMMIT



Our oceans face extraordinary damage, ranging from coral reef loss to ocean acidification, and from overfishing to pollution from plastics and chemicals. Yet, intelligently managed oceans offer an exceptional opportunity: to ecologically supply humanity with abundant energy, fresh water, nutritious food, a stable climate and stronger communities. Science, technology, and innovation hold the keys to safeguarding our seas and wisely tapping the ocean's potential. But to unlock these urgently-needed solutions, concerted action is required.



To support this effort, The Brando and Tetiaroa Society are working together to hold a major summit in French Polynesia in 2021 entitled Island Earth: Unleashing the Ocean's Potential. This summit will bring together 300 business, government, community and youth leaders, scientists, scholars, environmental advocates and influencers to take action on programs to safeguard our oceans and wisely use the potential of the oceans to address some of the greatest challenges of our time - from energy, food, water and public health to community welfare.



Google Earth

US Dept of State Geographer
Image Landsat / Copernicus
© 2018 Google
Data SIO, NOAA, U.S. Navy, NGA, GEBCO

Satellite view of the location of Tetiaroa Atoll. (The atoll is not to scale.)

“We often view ecology as the antithesis of pollution. But suppose we were to go beyond environmental questions and start pitting common sense against lack of vision, and intelligence against negligence? Our future depends on our pioneering spirit, on encouraging everyone to break out of their set ways.”

- Bertrand Piccard, author

Exerpt from
“Travels in the Land of Common Sense”



Richard Bailey and Bertrand Piccard



Palais de Monaco

June 2019

Albert II
Prince of Monaco

Tetiaroa is one of the most beautiful islands I had the opportunity to visit. My family and myself enjoyed a wonderful holiday in a preserved environment which represented a most enriching and amazing experience.

The resort is not only outstanding at every level of services and infrastructures but above all it is based on a sophisticated sustainable model to preserve on the long term the natural eco-systems.

Tetiaroa island is an example for the tourism industry in terms of responsible management for the conservation of a natural and fragile wonder on our planet.

Photo credit : Gaetan Luci / Palais princier



Co-founded by Pacific Beachcomber CEO Richard Bailey and veterinarian Dr. Cecile Gaspar in 2004, Te Mana o Te Moana is a non-profit organization dedicated to marine research, conservation and education across French Polynesia.

With headquarters based at the InterContinental Moorea Resort & Spa, where it has established offices, a classroom, a laboratory, and other facilities to support its services, Te Mana proudly manages the property's onsite Sea Turtle Care Center, a marine rehabilitation program established with the Ministry of the Environment, caring for more than 500 turtles since its opening.

The foundation also works in close partnership with several of Pacific Beachcomber's properties and has established a research program to study green turtles on the important nesting sites of Tetiaroa Atoll; a comprehensive initiative that has documented more than 120,000 hatchlings to date and serves as an important global model for sea turtle conservation. Other programs include coral restoration research and implementation, and educational outreach with local schools - more than 90,000 children have visited their facilities since opening.



Te Mana promotes environmental awareness for guests, local communities and school children throughout French Polynesia with interactive programs that further conservation efforts and understanding, encouraging future generations to become eco-citizens and active stewards of their island homes.



Led by legendary oceanographer and National Geographic Explorer in Residence, Dr. Sylvia Earle, founder of Mission Blue, is uniting a global coalition to inspire an upwelling of public awareness, access and support for a worldwide network of marine protected areas – Hope Spots.



Under Dr. Earle's leadership, the Mission Blue team implements communications campaigns that elevate Hope Spots to the world stage through documentaries, social media, traditional media and innovative tools like Google Earth. Mission Blue embarks on regular oceanic expeditions that shed light on these vital ecosystems and build support for their protection. In May 2019, Mission Blue declared the Tetiaroa Atoll a global marine Hope Spot.

"We need to do everything in our power to protect and restore places like Tetiaroa Atoll as if our lives depend on it – because they do. The time is now to do what we can to continue to conserve this special place – hope for the world's atolls and reefs."

- Dr. Sylvia Earle



OTHER PARTNERS



ILM Institut Louis Malardé research institute: Implementing an innovative mosquito eradication program being pioneered on Tetiaroa atoll.



Manu SOP: A non-profit organization specializing in the protection and conservation of birds in French Polynesia.



CRIOBE CNRS: The Centre de Recherches Insulaires et Observatoire de l'Environnement, a major research center on coral reefs, established in 1971 in Moorea



University of California at Berkeley Gump Marine Research Station, Moorea

THE BRANDO 2019 SPECIAL RECOGNITIONS



The Brando-Tetiaroa Society:
2019 eco-organization award prize



2019 Finalist in Climate Action Award

CONCLUSION

“When travel is done the right way – the sustainable way – then local people and visitors alike benefit from the power and promise of travel to alleviate poverty, protect nature and safeguard cultural heritage for future generations.”

- Costas Christ



We are in an all-hands-on-deck moment for Planet Earth. Recent scientific reports indicate a global extinction crisis is underway, and further scientific evidence demonstrates that climate change impacts are growing more severe. At the same time, innovations in technology and a better understanding of the Earth's diverse ecosystems puts solutions within our reach – if governments, businesses and individuals act now. The question is no longer whether sustainable tourism can work as an opportunity to save nature and support poverty alleviation – it can, as a growing number of case studies have revealed. Rather, the question is how far and how fast we can take sustainability to become the new paradigm for economic development and living on a finite planet. What this means is that every business needs to operate according to the new bottom line, placing business profit side-by-side with measuring impact on the social, environmental and economic well-being of people and, equally, measuring impacts on the natural resources of our planet.

At Pacific Beachcomber, we believe that business success can go hand in hand with having a positive impact on the people and places where we operate. This report is just the start of our sustainability journey – a journey that we are deeply committed to for the future of the earth. Our goal is beyond our own corporate structure, to also serve as a model for business success through sustainable development that can inspire other companies through the sharing of best practices, as we too, have found inspiration in a new vision for business based upon caring for nature and caring for people.

We hope the information in this report has succeeded in demonstrating the potential for a more sustainable future, based upon a greater commitment to people and the planet, that we believe all businesses can and should embrace. We still have a lot to learn on our journey to become a global model of sustainability in action but we are committed to getting there and are proud of our many accomplishments to date. We welcome you to join us on this important journey to make the world a better place for future generations.



About the Authors:

Costas Christ is one of the world's foremost sustainable tourism experts and a Senior Advisor for Sustainability at National Geographic.

Sally Christ is Vice President of Beyond Green Travel, a sustainable tourism services company based in the USA.

Dr. Cécile Gaspar is Co-founder of the non-profit, Te Mana o Te Moana, and the Sustainability Director for Pacific Beachcomber.

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PACIFIC BEACHCOMBER

Thanks to all the photographers and partners from Pacific Beachcomber, Tetiaroa Society, and te mana o te moana, who have captured and shared the beauty of Polynesia. And especially Tim McKenna, Tahiti Fly Shoot, Roméo Balancourt, Alexis Rosenfeld, Denis Pinson, Gaetan Luci and others...