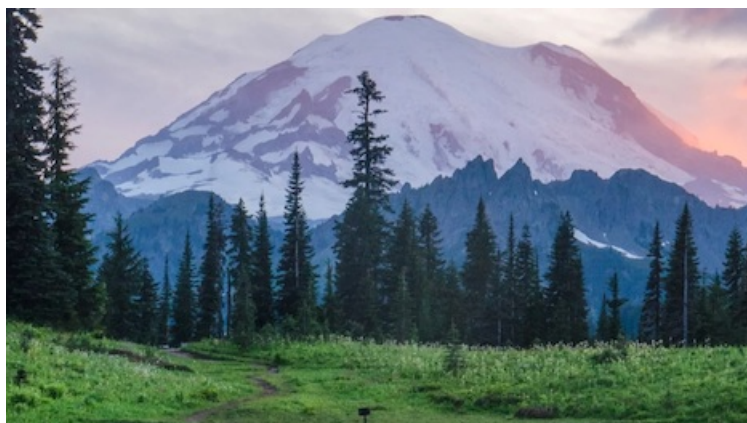


TRAVEL AND HOSPITALITY

Sustainability-focused luxury travel agency debuts

September 30, 2021



Wild Nectar Collection offers curated trips with eco scores for transparency. Image credit: Wild Nectar Collection

By LUXURY DAILY NEWS SERVICE

A new luxury travel company is launching with a focus on sustainability, catering to affluents who are becoming more cognizant of the environmental impact of their travels.

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Wild Nectar Collection is now offering unique travel experiences based in sustainability, offering curated trips that each hold a custom calculated "eco score." The company will also be later introduce sustainability awards based on trip operators' achievements, further fostering its eco-friendly roots and mission.

"Travel is a privilege and I've long felt the industry wasn't doing enough to monitor the carbon footprint of an activity that is an honor to experience," said Joy Martinello, founder/CEO of [Wild Nectar Collection](#), in a statement.

"I asked myself, what if a travel sales and marketing company, a third party who was not a travel operator, could keep a close eye on what travel operators were doing, could offer eco scores that represent the travel operators' sustainability efforts and could provide clients with the most immersive, wind-in-your-hair travel experiences all at the same time?

"That's what my team and I have set out to do," she said.

Wildly sustainable

The eco scores distributed by the travel company are based on more than 10 categories, including conservation, carbon emissions and offsets, betterment of the local community, and energy source and efficiency.

The collection is also sorted into categories that best meet travelers' specific trip preferences including nature, culture, wellness and more. Wild Nectar is pledging to give 2 percent of all profits to girls' education and 1 percent to ocean conservation.



Joy Martinello is the founder and CEO of Wild Nectar Collection. Image credit: Wild Nectar Collection

More travel brands and agencies are highlighting their sustainability approaches to cater to like-minded consumers.

According to a recent report from high-end hospitality network Virtuoso, 82 percent of Virtuoso travelers reported that COVID-19 had made them want to travel more responsibly in the future.

In an April 2021 survey, more than eight in 10 Virtuoso travelers want to travel more responsibly after the pandemic.

Additionally, 79 percent also indicated that they believe it is either somewhat or very important to choose a hotel, cruise line or travel company with a strong sustainability policy ([see story](#)).

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