

TRAVEL AND HOSPITALITY

Aman welcomes warmer weather with ecotourism boost

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From forest bathing in Cambodia to breath work classes in Greece, the wellness leanings of each green stay are celebrated. Image credit: Aman

By EMILY IRIS DEGN

Swiss hotel chain Aman Resorts International is taking note of the growing demand for nature-forward getaways.

The brand is directing luxury travelers toward the stays in its portfolio that put sustainability, nature and mindfulness at the heart of their operations. Pointing potential guests toward properties that could bring them closer to local environments, the high-end hospitality name is promoting one of the biggest trends of the decade: ecotourism.

Green getaways

Aman is specifically turning eyes toward resorts in Europe, Asia, the Americas and the Caribbean.

These spring stays, though located in diverse ecoregions, share a common bond of centering the world around them. From the restorative offerings at Amangani near Grand Teton National Park to the jungle-enveloped Amanjiwo hotel in Java, Indonesia, these destinations break down barriers between visitors and possibly unfamiliar habitats.

As spring arrives, the land begins to transform. Brighter days encourage life to emerge from beneath the earth, as the rhythms of nature allow for a sense of optimism. Aman properties across the globes look towards a new chapter that welcomes warmer days. <https://t.co/osBV2F8yU2> pic.twitter.com/TikMz3Ccfi

Aman (@Amanresorts) March 20, 2024

A dedicated landing page has been created on the Aman website for 18 of these green bookings.

Entitled "Nature's Patterns," the campaign is highly visual, inclusive of highlights on the brand's social media channels. Posts advertise the lush landscapes that surround the resorts, with short-form videos embracing a marketing avenue that could likely appeal to many in younger consumer segments.

The familiar rhythms seen in nature are discussed in these digital slots, such as moon phases, seasonal shifts and, in a timely fashion, the blossoming of flowers.

Famous for its Sakura trees, Japan has been the most recent location in the limelight, with Aman resorts situated in the country pictured adorned with the frosted pink petals. This asserts even urban spots like the recent Tokyo opening ([see story](#)) as intrinsically tied to the earth, taking it a step further than showing off the indoor native plants and natural textures featured throughout the interiors.

Sakura season in Japan. Clouds of cherry blossom from deep blush and powder pink to soft white spring into life across the country. An epic sight to behold, venture out from Aman Tokyo to experience first-hand the wonder and fragility of this season. <https://t.co/mFWbWIoehK> pic.twitter.com/YaQYmtQppn

Aman (@Amanresorts) [March 21, 2024](#)

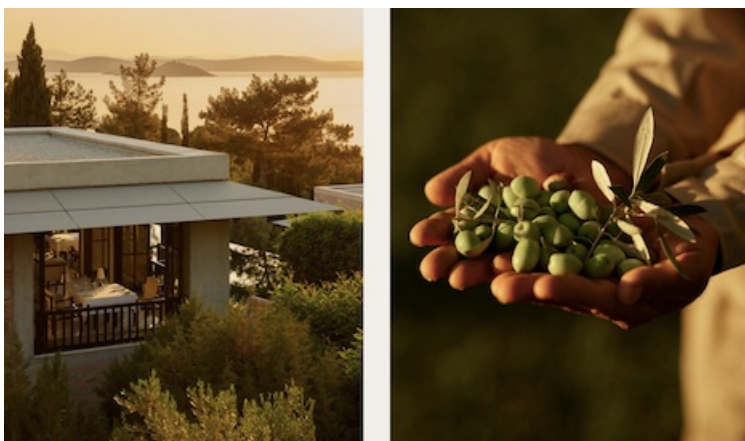
The tradition of forest bathing in Cambodia and the breath work taught at Amanzoe, a hotel soon to open on the Greek coast, a popular place for luxury hospitality ([see story](#)), are likewise given a moment in the sun.

Platforming peace

According to Aman, the constants found in nature can offer peace and comfort.

The idea of reassurance is specifically mentioned on the landing page for the campaign. With many affluent travelers naming “sensorial relief” and wellbeing as a reason behind their excursions ([see story](#)), the hotel chain could be tapping into a vital motivation for many jet setters, especially in light of turbulence at large.

The brand has touted wellness in the past, even making first-of appointments to better integrate the concept throughout its infrastructure ([see story](#)), but this new approach could reel in even more spenders.



Highly popular destinations like Greece are delved into on the landing page, with culinary traditions and meditative practices explored. Image credit: Aman

Aman is breaking down what makes these 18 hotels so fitting for those wanting a break, rather than making an overarching statement or doing a rebrand to suit the hype. Each stay is put under the microscope, the company pulling out specific perks that could help those needing rejuvenation.

As biophilic concepts are proven to be good for mental health ([see story](#)), paying homage to not only the beauty of the surrounding landscapes, but to the architecture and cuisine inspired by it, establishes the network as clued into the scientific side of wellness travel. This holistic approach weaves travelers’ conscientious priorities ([see story](#)) into Aman’s image, and could signal to many that this is not a new game for the business, but instead a seasoned practice that it has based its global footprint on.

With the wider push for authenticity, it can be assumed that this angle has the potential to secure many bookings.