

Why this? Why now?



Second Nature

Resorts for body, mind & planet tm

Resorts for Body, Mind & Planet™

tented adventure-themed resorts

site sensitive installation and operation

convenient locations near major visitor source markets

entire resort delivered and installed on location

competitive pricing and close to attractions, sights and restaurants

alternative energy systems power each resort's needs

translucent tensile roofs from recycled fabrics

host communities and staff as stakeholders in each resort

healthy breakfasts, café/library, event space

site appropriate activities (hiking, horseback trail rides, swimming, snorkeling, sailing, canoeing, pickleball, volleyball, basketball, etc)

chlorine-free swimming pool

use of found furnishings & architectural remnants

pro-active pre-cycling, recycling, conservation & eco-restoration

The market for travelers seeking eco-conscious options reached \$1.8 billion globally in 2023 and it's expected to nearly double by 2030, according to a report by Strategic Market Research.

The New York Times, November 15, 2025

A most compelling justification for Conservation is Tourism. That is where greed and the environment meet. It's often the economic value of a destination's natural beauty or biodiversity that justifies its protection.

Greenly, May 8, 2025

As Second Nature progressed from tour operator to hotel representative to media publicist and finally to the proponent of a new concept resort, it was encouraging that we were embraced by so many distinguished leaders in the fields of tourism and the environment:

"Second Nature promotes consumer support for hotels that are sensitive to the environment. Your concept of 'tourism as a friend of the environment' is particularly welcome in a region such as the Caribbean with its fragile resource base and delicate ecosystems."

Calvin Howell, Exec. Director, Caribbean Conservation Assn.

"It is encouraging to learn about the work Second Nature is undertaking to provide travelers with an experience that might benefit the environment."

Jean-Michel Cousteau, The Cousteau Institute

"Second Nature's plans and ideas are exactly what we've been trying to get the travel community to appreciate, understand and use."

Marie Walters, ASTA Environment Committee

"I am very excited about the Second Nature program concerning environmentally responsible tourism and I look forward to our continued cooperation."

Dr. Gary Herbertson, Director, United Nations Assn.

A Better Mousetrap

Background

The current travel market is clamoring for “green”. But it isn’t enough just to forego laundering towels daily. Or package remote experiences half-way round the world that are expensive and do not address the needs nor can even accommodate the majority of travelers. And conventional resort development isn’t historically known to be eco-friendly or beneficial to host communities.

The Solution

Second Nature Resorts, by Global Village Resorts, LLC, would be, from the ground up, a totally new resort concept in easy to reach destinations. They provide value for money and are designed to attract the large market segment that Simmons called “Convenient Greens”.

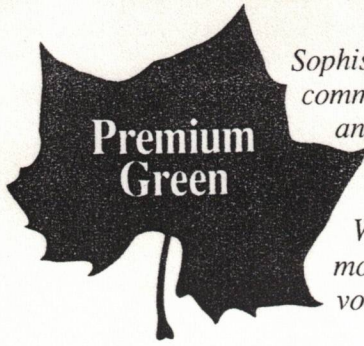
Our resorts will offer an experience reminiscent of camping without roughing it (too much)... picture a desert outpost or jungle lodge, B&B style. But unlike ‘glamping’, the Second Nature template is both scalable and site adaptive.

Our proposed resorts may benefit underdeveloped lands such as those in the American West and Southwest, the Caribbean and Mexico that have been closed to conventional development for environmental or cultural reasons.

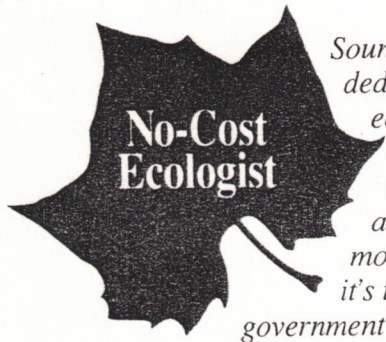
Each resort would create a minimal footprint, operate off the grid, be fabricated almost entirely of recycled and renewable materials, and act as a catalyst for employment, training and ownership opportunities for the host communities thereby providing economic impetus for further development.

Second Nature Resorts will tap into the growth areas of capital investments in green energy and sustainability. It will be original enough and big enough to exert the influence that only an entirely new resort brand can achieve, with the critical mass necessary to define that concept as the future paradigm for the hospitality industry.

Please request NDA to access our business plan: Second Nature: The tented resort in a Box © 2025 Global Village Resorts, LLC.



Sophisticates, totally committed, in word and deed, to protecting planet Earth. Willing to spend more, do more, vote more.



Sound like dedicated ecologists, but less likely to commit actions and money, unless it's the government's.



Traditionalists, equally committed to the environment, but think more in terms of their own turf and their beloved outdoors.



Environmental attitudes strong, but actions are motivated by convenience in lifestyle.

This segmentation, when combined with all Simmons data including demographics and product purchase behavior in 800 categories and 4000 brands, gives you the "Green Marketing" advantage.



The name says it all!

Development Strategy

Global Village Resorts, LLC will establish a strategic relationship with a professional hospitality operating entity to develop this project. Global Village Resorts will work alongside the partner's Product Development team and the local community.

Phase I includes the detailed engineering and fabrication of materials and components: the wall and deck panels, walkways and stair treads, roofing fabric, and the supports, rails, hardware and assembly accessories needed for each resort "kit" using stringent NPS* (or similar) guidelines for similar structures in similar locales.

Site selection will include drone surveying and laser mapping to identify potential sites among available locations offered by interested parties and communities.

A prototype resort (Resort 1) will be built to enable the management team to fine-tune the assembly and operating systems as well as conduct onsite staff training.** Resort 1 will also act as a showcase for the travel industry and media

Appliances and equipment will be purchased or leased. Sports and recreation equipment will be purchased, leased or concessioned (such as stables and dive facilities). Energy systems will be leased and/or outsourced, when possible***. The EPD**** of all FF&E and OS&E to be used in the resorts will be scrutinized along with their quality, cost, reliability and style.

Pre-owned furniture and architectural remnants will be acquired with restoration to take place in the local communities where they will be placed.

The sales and marketing office for Second Nature will be established in conjunction with the partner. An optimum Customer Data Profile will be created and implemented through various outreach platforms, both human and digital. Marketing partnerships to be formed based on target end user demographics. And cooperative promotions developed with host nations/communities.

This phase will require approximately 18-24 months to complete including soft opening of the 50-unit Resort 1.

* National Park Service

** Second Nature's 'vision' will be applied to the staffing profile for recruitment and training; an acquisition budget is earmarked for hiring hospitality specialists and talent

*** some utilities will provide installations w/o cost in exchange for a share of the energy generated

**** not all products have an Environmental Product Declaration; some have comparable data we can use

Concept Images



P S

Despite majorities in nearly every country supporting strong climate action, most individuals believe they are in the minority. This pluralistic ignorance fosters disengagement and isolation. Correcting these misperceptions... can unlock public potential and empower collective action.

Ecker et al, One Earth 2024, 7:976-988

In the film *Heaven Can Wait*, the **Warren Beatty** character tells his Board “*We can be the good guys, we can do well by doing good*”. A wealth of information in these publications below will help do just that and give a giant boost toward correcting those misperceptions. Tourism can also be a very powerful tool to broaden awareness (think why we run press trips). And when you add the multiplier effect of social media...

Berman, Daniel M. & O’Connor, John T.	Who Owns the Sun
Blackburn, Anne M.	Pieces of the Global Puzzle
Caplan, Bill	Thwart Climate Change Now
Charter, SPR	Man on Earth
DeBell, Garrett	The Environmental Handbook
Doerr, John	Speed & Scale
Douglas, William O.	A Wilderness Bill of Rights
Good, Clint & Dadd, Debra Lynn	Healthful Houses
Gore, Al	Our Choice
Graham, Scott	Handle With Care
Hadley, James & Kennedy, Roger	Guiding Principles of Sustainable Design
Lerner, Steve	Earth Summit
Lindberg-Wood-Engeldrum (editors)	Ecotourism
Linton, Ron M.	Terracide
Lomborg, Bjorn	The Skeptical Environmentalist
Ocko, Stephanie	Environmental Vacations
Rathje, William & Murphy, Cullen	Rubbish
Rifkin, Jeremy	Beyond Beef

Journals & Reports

(various)	Fall 94/Winter 95 Race, Poverty & the Environment
Krause, Michael	2008 Green Infrastructure: Projects, Performance and Policies
Sachs, Jeffrey D.	2009 Donor Report, The Earth Institute, Columbia University
Barros, Vicente	2014 Report: U N Intergovernmental Panel on Climate Change
(various)	2025 Oxford BioScience: The state of the climate report