



CELEBRATING  
55 YEARS

# nerej

## **Survey shows people would pay 10-20% extra for an "eco-resort"**

January 22, 2009 - Retail

According to a survey of high value travelers, eco-resorts need to improve quality and variety of food, facilities on offer, and provide more design and stylish accommodations to attract visitors.

Eco-resorts scored well on cultural awareness, activities for travelers and opportunity to meet local communities. Air conditioning and Internet access were the two most missed items if not available.

The survey, conducted online among 283 travelers on behalf of Cacao Resorts, a luxury eco-resort developer, was conducted prior to the development and investments of the Cacao Pearl, the world's first non-profit luxury eco-resort community.

The majority of survey respondents came from the US (40%), Canada (21%) and the UK (21%) with 63% of respondents spending more than \$1,000 per trip and 26% spending more than \$2,000 per trip.

The Cacao Pearl, Palawan: the world's first non-profit and luxury eco-resort community will be built on a 124 acre private island in the Calamianes archipelago, at the northernmost tip of the Palawan Biosphere Reserve in the Philippines.

Other survey findings: When not available, the most missed services were a restaurant (76%), a bar (56%) and a swimming pool (54%). Over 60% of respondents would pay between 10 to 20% extra for a hotel that qualifies as "eco-resort". Only 1% of respondents would miss having a game console with them.

New England Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540