

# ADVANTAGE

Live Unconventionally



EMBRAER QUARTERLY  
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**Wild Pursuit**

Behzad Larry's high-altitude photographic series

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Embraer celebrates 10 years on Florida's Space Coast

**Home Sanctuaries**

Designing spaces for meditation and contemplation



The Green O is a permanent adults-only glamping resort in Montana concealing 12 beautifully designed glamping "Hauses"

WORDS Lauren Ho, IMAGE Courtesy of The Green O

# THE LURE OF NATURE

*A growing desire for freedom is leading to a boom in sustainable outdoor getaways, with discerning campers opting for private experiences in an untouched setting and all the comforts of luxury lodging*



## EMBRAER TIP

Arrive at your own leisure to Missoula Montana Airport on board your Embraer executive jet, just 30 minutes from The Resort at Paws Up.

In 2005, Laurence Lipson and his partners coined the word “glamping,” a mash-up of glamour and camping, to describe the luxury outdoor accommodation offered at their newly minted Paws Up resort in western Montana. Set in 37,000 acres of pristine, wildly beautiful land cut through by the Blackfoot River, Paws Up was an instant hit, especially among urbanites who loved the novel experience of vacationing outdoors without the physical inconveniences often associated with traditional camping.

In the two decades since, glamping has become big business. Market research consultancy, Grand View Research values the global glamping market at nearly USD 2 billion and projects the market to grow at an annual rate of 14% between 2021 and 2028, with an estimated global revenue forecast in 2028 of nearly USD 5.5 billion. Glamping, it notes, is particularly appealing to travelers—especially Gen X and Millennial campers—who want to spend time outdoors but don’t want to camp in traditional ways.

“The demographics may be a little surprising, but it’s a societal shift,” said Tom Marchant, Co-founder of Black Tomato, a leading luxury

travel company that specializes in creating exceptional tailor-made experiences. “We are seeing our clients’ children’s strong desire to be the next generation of game-changers.”

“I also just think more and more people want to experience nature,” added Lipson. “It’s important to connect with our surroundings and to be able to step out and away from the world—especially if you’re living in a city and used to being in the hustle and bustle on a daily basis.”

The Green O, a permanent adults-only glamping resort which the Lipsons debuted this past June, conceals 12 beautifully designed glamping “Hauses,” which accommodate just two guests each, under a luxuriant canopy of pines. Boasting unobstructed views of the unspoiled Montana wilderness through floor-to-ceiling windows, the setting is as flawless as its exclusivity and seclusion.

Lipson said The Green O’s guests are especially savvy when it comes to architecture and design: “They tend to have multiple homes and work with architects on those homes, and so they’re knowledgeable about that topic. They want to experience the wilderness with their



“Glamping’s popularity really has to do with the desire to be at one with nature and still be able to enjoy the finer things in life with little or no discomfort at all.”

## LUXURY CAMP EXPERIENCES

Launched in June 2021, **The Green O** is an adults-only, year-round contemporary luxury retreat, offering exclusive experiences in 12 design-forward accommodations. Guests can choose from an elevated Tree “Haus” or a Green “Haus” with a living roof, all with floor-to-ceiling windows to marvel at the unobstructed views of the Montana wilderness. This new forest hideaway celebrates the heritage of Montana with architecture, cuisine and guest experiences inspired by the land. [thegreeno.com](http://thegreeno.com)

Under Canvas’ newest camp location, **Under Canvas Bryce Canyon** in Southwest Utah, is set to open for its inaugural season in June 2022. As domestic road-trip travel and outdoor experiences remain top of mind, this new camp is ideally positioned to provide unparalleled access to Utah’s national parks and landscapes—only 15 minutes from Bryce Canyon National Park. [undercanvas.com](http://undercanvas.com)

**Blink’s** concept centers around creating temporary structures set up in remote parts of the world, from glaciers, desert landscapes and jungles to wild coastlines and rolling savannas. The transient camps are set up in places where no one has been before, and specialists and customers work together to choose locations for a truly personalized experience. [blacktomato.com/blink](http://blacktomato.com/blink)



significant other in a way that’s super private because these are couples’ getaways. They want to be able to wake up in the morning on the bank of a river or with a view of a mountain in the distance, but then have the convenience and amenities of a luxury hotel room at their beck and call as well.”

Privacy is a recurrent theme with glamping hoteliers. Somewhat unexpectedly, one of the more positive side-effects of COVID-19 is the way in which the pandemic has fueled interest in glamping by perfectly dovetailing an aversion to large groups of strangers that are typical even in a luxury resort with glamping’s penchant for remote locations.

Under Canvas—a boutique outfit that stakes out campsites in stunning off-grid locations such as the Great Smoky Mountains and Lake Powell’s Grand Staircase with safari-inspired tents furnished with king-sized beds, en-suite toilets and daily housekeeping—reported over 100% jump in bookings in 2021, the company explaining the surge as travelers preferring to invest in experiences that are not just outside and upscale, but also socially distanced.

Marchant added that the “pent-up demand for this kind of immersive outdoor travel has been growing since the lockdowns of COVID-19. This kind of travel is an antidote to the sedentary, cooped-up lives we’ve been living. It’s all about cadence and a slow way of travel which lends itself to a deeper appreciation for a destination.”

And given that glamping is an activity that invariably takes place in a remote and, one assumes, ecologically sensitive location, it’s natural that the environment and sustainability are non-negotiable factors.

Under Canvas’ camps, for instance, are specifically designed to use significantly less water and energy than a hotel of a similar size by incorporating energy-efficient features such as pull-chain showers, automatic shut-off faucets and low-flow toilets.

The Green O avoids oils and stains on their timber by using a special Japanese burnt wood whose char naturally repels bugs and moisture, whilst its roads—made from a mix of recycled asphalt and crushed rock from its own quarry—reduce noise and dust.

**Above**  
With Blink, Black Tomato designs luxury accommodation in some of the world’s most remote and untouched landscapes

**Right page (top)**  
Under Canvas’ safari-style tents boast optional en-suite bathrooms, king-size beds and wood-burning stoves

**Right page (bottom)**  
At Under Canvas, their mindful approach minimizes impact on the environment, and enhances the great outdoors

IMAGES (left page) © Black Tomato, (right page from top) © Bailey Made, © Bailey Made and mintstudiosd.com

Meanwhile, Black Tomato’s latest luxury travel service Blink creates temporary, ultra-luxurious camps in the most remote locations imaginable—among them, the Bolivian Salt Flats, the wild Martian-like dunes of Morocco’s Erg Chigaga, and the immense Siberian forests of the Mongolian Taiga—and then packs up everything leaving no trace behind. The premise of Blink, said the company, is for guests to have an experience somewhere so remote that few others have been before, and once the camps have been dismantled, it’s unlikely that anyone else will ever have the same experience.

Last November, Black Tomato set up a Blink camp on the Patagonian Steppes for a client to see the total solar eclipse. “We designed a quite ethereal, celestial moment around two weeks of adventure,” said Marchant. “The clients had geodesic tents dressed with Frette linens and an en-suite bathroom. We had chefs and even a wood-fired oven and a cauldron-like hot tub to unwind in the evening.” And at the end of the vacation, the entire set-up vanished with no sign that anyone had ever been there.

“I think the desire to travel to remote, untouched locations is not necessarily a new thing,” said Lipson. “People have been exploring and searching for new, unique travel destinations for years and years. Glamping’s popularity really has to do with the desire to be at one with nature and still be able to enjoy the finer things in life with little or no discomfort at all.” And that, as the commercial goes, is priceless. ←