

# ADVANTAGE

Live Unconventionally

EMBRAER QUARTERLY  
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#### Slow Travel

Taking a more meaningful approach to traveling

#### Praetor Fleet Launch Customer

Flexjet signs USD 1.4 billion deal with Embraer

#### Peru's Culinary Landscape

Virgilio Martínez Véliz transforming Peruvian gastronomy



# LIFE IN THE SLOW LANE

*With travel becoming more accessible today than ever before, some are searching for a slower, more meaningful approach to the way they explore the world*

It's hardly an overstatement to say that we are the most well-traveled generation in history. So much so, the industry is reported to be worth USD 1.7 trillion. In other words, a record 1.4 billion of us packed our suitcases and went globetrotting last year alone. More than 1.5 million tourists hiked through Machu Picchu in Peru, and 14 million visitors witnessed Niagara Falls.

And while frantically floundering around a destination, desperately ticking off a bucket list might appeal to some, many are now on the hunt for meaningful adventures that not only minimize the impact on the environment, but also offer a deeper connection with themselves as well as others.

"Travelers are looking to give back," explained Mary-Anne Denison-Pender, the managing director of India-focused travel company MAhout. "More people are looking to visit destinations where they can contribute to the local environment and people." As a result, nearly all of the hotels in the MAhout collection have developed strong environmental and social policies, such as Glenburn Tea Estate in Darjeeling. This hotel sponsors the private school fees for six children. "Travelers want to return from a holiday with a clean, rested and restored mind and to feel as if they have done something good."

For Tom Marchant, co-founder of luxury travel agency Black Tomato, it's all about switching off. "Disconnecting from home, work and our daily routine allow us to connect further with the destinations we visit," he said. Black Tomato's *Get Lost* service is one of the experiences available that gives travelers the chance to do that. This service provides tailor-made excursions into some of the world's most remote and uncharted destinations, with nothing but the assistance of the offline geo-location system what3words for navigation. "We believe that there's something about true disconnection that allows us to tap into this new state of mindfulness, and we use *Get Lost* as a conduit to this," explained Marchant.

Perched at 6,000 feet, Sheldon Chalet is as stunning as its surroundings





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On a less extreme scale, disconnecting doesn't necessarily mean going completely off-grid. Accessible only by helicopter, Sheldon Chalet, a five-bedroom retreat perched on a glacial island within Alaska's 6-million-acre Denali National Park, is as remote as it is luxurious, with the deafening silence broken only by the sound of exploding avalanches reverberating in the distance. "Getting away from the stress of our everyday routines can already help us to slow down," said Alexa Frey and Autumn Totten, co-founders of London-based company The Mindfulness Project and authors of the book *Into Nature: Mindful Ways to Unplug and Reconnect*. "The moments of travel where we don't have access to our mobile phones can offer great opportunities to just observe what is going on in our inner world."

Paul Christie, the CEO of Walk Japan, meanwhile, believes connecting with the moment is best done on foot. "As humans, we're designed to walk," he stated. "Walking allows us to slip into a slower-paced way of life and fully appreciate the nation and its people wherever we are." The company, which has been leading off-the-beaten-track walking tours through Japan for over 26 years, is taking things to the next level with the Kunisaki Retreat, a mind and body journey center on the spiritual Kunisaki Peninsula, with a focus on first-hand experiences of cultural traditions, meditation, yoga and relaxation.

“ *The moments of travel where we don't have access to our mobile phones can offer great opportunities to just observe what is going on in our inner world.* ”

Alexa Frey and Autumn Totten, Co-founders, The Mindfulness Project

This tour comes at a time when travelers are expressing a preference for wellness experiences that extend far beyond a run-of-the-mill hotel gym, the perfunctory yoga mat stashed in our guestroom wardrobes or maybe a green juice offered at breakfast. Anne Dimon, president of the Wellness Tourism Association and founder of online magazine *Travel to Wellness*, shared, "The global wellness tourism industry—predicted to reach USD1 trillion globally by 2022—is helping to drive the mindful and slow travel movement by creating opportunities like customized retreats." Alexander Ivanov, founder of wellness company AIM, agreed. "Wellness retreats are becoming increasingly popular; the successful ones are those offering a more integrative approach." Take, for example, the Six Senses Zighy Bay. Set on the northern Musandam Peninsula in the Sultanate of Oman, the hotel's spa offers a sleep program that uses impressive technology including a tracker and an app that is then used to create a personalized regimen of spa treatments and activities. At Bali's REVIVO Wellness Resort, meanwhile, there is the option to do a DNA test prior to arrival, with the aim of creating the ultimate customized food and exercise itinerary.

Of course, slow travel is very much a personal journey. Whether that's unplugging at a wellness retreat, or choosing to get lost in far-flung destinations, the bottom line is about taking the time to enjoy and appreciate the present moment, with the idea that, perhaps, slow and steady does win the race. ◀



**EMBRAER TIP**

Arrive at Dubai International Airport in the new Praetor 600. From there, it's a two-hour drive to Six Senses Zighy Bay.



**Left page**  
Six Senses Zighy Bay is a sanctuary of wellness in the Sultanate of Oman

**Right page (top)**  
REVIVO Wellness Resort in Bali offers the ultimate customized food and exercise itinerary

**Right page (bottom)**  
Black Tomato's *Get Lost* experience takes adventurers to off-grid destinations