



MEDIA RELEASE

Introducing 'Tomorrow Beckons', a Global Regenerative Travel Program

New Initiative Invites Guests to Help Sustain and Regenerate the Places
Beckons Lodges Call Home.

Denver, CO (July 27, 2026) Beckons, the curated portfolio of luxury lodges for curious travelers seeking genuine connection to place, culture and the natural world, today announced *Tomorrow Beckons*, a regenerative travel program uniting its properties across Australia, New Zealand, Chile and Canada in a shared mission: to protect and regenerate the landscapes, wildlife and communities that make each destination extraordinary.

Tomorrow Beckons is hyper-local by design, with each lodge partnering with a dedicated community or environmental organization in its region. As part of the program, Beckons guests can now directly impact and sustain local regenerative foundations and organizations in the places and communities where Beckons lodges operate.

The launch of *Tomorrow Beckons* marks the first portfolio-wide initiative under the Beckons brand, bringing together a community of like-minded travelers to create positive local impact.

To celebrate the launch, Beckons will activate a global fundraising auction on July 29, offering three-night stays across its portfolio.

"Beckons' extraordinary travel experiences are deeply connected to the nature, culture and wildlife in the places in which we operate," said Beckons Chief Executive Officer Michael Crawford. "*Tomorrow Beckons* is a celebration of these remarkable destinations and the people and wildlife who call them home. It allows our guests, teams and partners to contribute directly to positive change, ensuring these places remain as wild, vibrant and welcoming for the travelers of tomorrow as they are today."

At Southern Ocean Lodge on Kangaroo Island, *Tomorrow Beckons* supports the protection of endangered sea lion pups through its partnership with the Australian Sea Lion Recovery Foundation's 'Pup Shelters Project' at Seal Bay. Led by specialist environmental scientists, the initiative installs purpose-built shelters that provide vulnerable pups with refuge during their first months of life.

"Our guests are endlessly fascinated by the sea lions of Kangaroo Island, and it's wonderful that their stay now helps protect these pups," said Southern Ocean Lodge General Manager Robyn Bautovich. "Through *Tomorrow Beckons*, every stay supports conservation and research, helping give these little pups the best possible start to life."

At Tierra Atacama in Chile's Atacama Desert, *Tomorrow Beckons* partners with the Ministerio de Educación de Chile to support an agricultural technical school for Atacameño students, helping nurture the next generation of custodians of this extraordinary desert landscape. At Clayoquot Wilderness Lodge on Vancouver Island, the program supports the Redd Fish Restoration Society's vital work restoring river habitats and protecting the future of wild salmon.

These are just three of the regional partnerships spanning the Beckons portfolio of lodges, each championing the natural and cultural heritage of its region, through conservation, rewilding, community wellbeing, education and cultural initiatives led by First Nations organizations. See a full list of *Tomorrow Beckons* partners and projects [here](#).

Tomorrow Beckons is powered by a voluntary guest contribution of one percent of the total stay value, alongside Beckons' biannual online auctions and raffles featuring lodge stays and experiences, with all proceeds directed to its regional partners. Beckons also makes additional contributions to the fund throughout the year to further support dedicated projects and amplify the impact of guest contributions. Beyond funding, Beckons commits its team to the administration and operation of *Tomorrow Beckons*, while lodge teams and guests are invited to roll up their sleeves on the ground through habitat restoration, conservation education and cultural experiences.

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For more information on the program, visit [Beckons.com/tomorrowbeckons](https://beckons.com/tomorrowbeckons).

ABOUT BECKONS

Beckons is built around journeys of discovery for curious travelers seeking deeper connection to place, culture, and the natural world.

Through a growing collection of lodges in some of the world's most rare and remarkable destinations, the brand is guided by a regenerative approach to luxury travel, one that goes beyond sustainability to create positive, lasting impact for landscapes, wildlife, and the communities who call these places home. The Beckons collection includes five award-winning properties in Australia, Southern Ocean Lodge on Kangaroo Island, Longitude 131° and the new, ultra-luxury lodge at Uluru-Kata Tjuta, Capella Lodge on Lord Howe Island, Silky Oaks Lodge at the Daintree Rainforest, The Louise in the Barossa Valley, while across the Tasman Sea in New Zealand lies the century-young Huka Lodge in Taupō. In the Americas, journeys include Clayoquot Wilderness Lodge on Canada's Vancouver Island, and the wilds of Tierra Atacama and Tierra Patagonia in Chile. For more information, please visit [Beckons.com](https://beckons.com).

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