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Human Nature

The idea sustainable holidays are dull is slowly changing and Virgin Holidays is the latest company planning to turn them into something sexy.

Its new Human Nature collection contains five varieties of holiday. Giving Something Back focuses on volunteer projects in Kenya, Thailand or South Africa; Real World Adventures allows you to get acquainted with local food, culture and traditions across the globe; Back To Nature immerses you in the natural world; Small And Real takes you to small, family-run hotels in the Caribbean, US and Africa; and Travelife Awarded puts you in hotels that have achieved sustainability awards for their ongoing contribution to local community and environment.



'Our first customers have been young single urbanites, young couples with children and older couples whose children have left home, allowing them time to explore new regions on their own,' says Salli Felton, responsible business manager. 'That could involve lying on a beach in Kenya or seeing orang-utans in their natural habitat in Borneo.'

Felton's favourite hotel in the

collection is Jake's Hotel (pictured) in Treasure Beach, Jamaica. Popular with the likes of Kate Moss, the hotel sits in the quiet south of the island and is made up of 31 secluded cottages. Jake's is owned and run by the Henzell family, who were behind the hippest Caribbean film of all time, *The Harder They Come*, starring Jimmy Cliff.

The Human Nature launch is part of Virgin Holidays' promise to push responsible tourism. For the fourth consecutive year, it is the lead sponsor for the Responsible Tourism Awards, having raised £250,000 last year by donating 50p for every holiday sold.

www.virginholidays.com/humannaturecollection and www.responsibletravel.com