

# BEYOND GREEN<sup>SM</sup>



## **THE RANCH AT LAGUNA BEACH JOINS BEYOND GREEN AS FOUNDING MEMBER** *General Manager Kurt Bjorkman to Serve on Advisory Council*



**LAGUNA BEACH – November 18, 2020 – The Ranch at Laguna Beach** is proud to announce its position as a founding member of **Beyond Green** – a global portfolio of hotels, resorts, and lodges exemplifying sustainable leadership. Launched on November 17, 2020, Beyond Green was created to provide a more purposeful way to explore the world, where good guests meet good hosts, presenting genuine hospitality by the people for the planet.

“The Ranch at Laguna Beach was founded on a commitment to protect our canyon location, the surrounding environment and our local community. This mission is unwavering. Although it is not always the easiest path, we take the extra steps to ensure our operations are as sustainable as possible, whether that means investing in reclaimed water infrastructure or partnering with local small businesses to develop recyclable containers instead of plastics,” said Kurt Bjorkman, General Manager of The Ranch at Laguna Beach. “Beyond Green aligns with our driving principle, which is to provide a world class experience that is also at the forefront of sustainable tourism – and to inspire and empower our guests to leave this world better than we found it.”

As a member of Beyond Green, The Ranch at Laguna Beach promises to deliver on the three pillars of sustainable tourism: environmentally friendly practices that go beyond the basics; protection of natural and cultural heritage; and contribution to the social and economic wellbeing of local communities – and adhere to more than 50 sustainability indicators that align with global sustainable tourism criteria and the United Nations Sustainable Development Goals.

“Sustainability goes beyond eliminating plastic, it is about how a resort supports its local community and honors its place in history. It is about traveling with as little impact to the environment as possible. It is about supporting local vendors who share our ethos, providing meaningful financial and personally

rewarding careers to people in our communities, and then showcasing that authentic community experience to guests. The future of our planet is in each of our hands. By bringing together like-minded people with hearts for service and hospitality, we can help drive sustainable travel on a global scale. This is vital for the entire industry to embrace in order to survive,” added Kurt Bjorkman, General Manager of The Ranch at Laguna Beach.

For more information on Beyond Green, its brand pillars, and the benefits it provides to hotels, travelers, and the travel community, please visit [StayBeyondGreen.com](http://StayBeyondGreen.com).

For more information on The Ranch at Laguna Beach and its sustainability practices, visit [www.theranchlb.com](http://www.theranchlb.com).

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#### **THE RANCH AT LAGUNA BEACH – Laguna Beach, California**

The Ranch at Laguna Beach is nestled in the majestic Aliso and Wood Canyons in the heart of Orange County. The iconic piece of land, where canyon and sea meet, has been re-envisioned and is now home to Southern California’s premier boutique coastal ranch resort. The Ranch at Laguna Beach is a perfect blend of the rich history of this storied canyon and the artistry that is Laguna Beach. Spread over 87 acres, The Ranch LB offers 97 guest rooms and suites reflecting the culture and rich history of this iconic beach community. The resort also features the only golf course in Laguna Beach and a 3,000 square foot indoor/outdoor Sycamore Spa. Guests indulge in seasonally handcrafted, California comfort food and drink at HARVEST restaurant. Additionally, Ben’s Pantry, reminiscent of a treasured country bakery and cafe, offers upscale grab-and-go options for beach outings and homemade pastries. In 2018, the property added an official coastal extension with the opening of Lost Pier Café, a California dining venue perched at the edge of the Pacific Ocean on the golden shores of Aliso Beach. The resort also features land and beach pursuits including dolphin safaris, yoga, stargazing, sand volleyball and bocce ball courts, Junior Explorers Kid’s Program, and several distinctive corporate, social and event venues. This authentic, refined retreat is the ideal getaway for guests seeking to capture the vibe of this unique beach locale. The Ranch LB is a founding member of Beyond Green, a global portfolio of hotels, resorts, and lodges that exemplify sustainability leadership.

#### **Beyond Green & The Ranch at Laguna Beach**

The Ranch at Laguna Beach is a proud member of [Beyond Green](#), a global portfolio of hotels, resorts, and lodges that exemplify sustainability leadership. All guests of The Ranch at Laguna Beach are eligible to enroll in the [LPrefer Hotel Rewards](#) loyalty program, which extends points redeemable for cash-value Reward Certificates, elite status, exclusive member rates, and other instant benefits upon every stay at more than 700 participating properties worldwide.