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Brando Resort Takes Shape in French Polynesia

Aug 20, 2010 | By: [Jena Tesse Fox](#) | [LuxuryTravelAdvisor](#) | ☆☆☆☆☆

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On the French Polynesian island of Tetiaroa, the late Marlon Brando's vision of an environmentally conscious (and genuinely luxe) resort is inching closer to completion. Construction on The Brando is progressing steadily, we hear, with completion slated for late 2012. Pacific Beachcomber, S.C., developer of the resort, has announced a number of updates.



Government Support

The President of French Polynesia, Gaston Tong Sang, recently made an official visit to Tetiaroa for a tour of The Brando construction site. Organized by Richard Bailey, CEO of Pacific Beachcomber S.C., and friend of the late actor, the trip was designed to share progress of the project's construction with the President and his Minister of Environment Jules Ienfa, as well as to underscore the facility's impressive potential for the region in the areas of tourism and employment, and as a regional showcase for best practices in sustainable development.

Sustainability

Pacific Beachcomber hopes to make Tetiaroa a prototype for sustainable development in the hospitality industry, and is seeking LEED Platinum certification (Leadership in Energy and Environmental Design) from the U.S. Green Building Council (USGBC).

In striving to achieve carbon neutrality, The Brando will produce as much energy as it consumes—or more. The two principal renewable energies that will be used on the island include solar panels and bio-fuel generators. The photovoltaic (solar) panels will be installed alongside Pacific Beachcomber's new airstrip, which was completed in May 2010. The balance of the energy demand will be sourced using bio-fuel.

Some cool details about the project's air conditioning: Tetiaroa will install a seawater air conditioning (SWAC) system, which uses cold water pumped from nearly 3,000 feet below the surface to cool the water used in the resort's air-conditioning system. Given the year-round tropical climate in French Polynesia, air conditioning can account for up to 50 percent of electricity consumption. SWAC significantly reduces the demand for electricity and will further Pacific Beachcomber's goal of creating a 100 percent renewable energy community. This will be the second industrial SWAC system in the world, the first is located at the [InterContinental Bora Bora Resort and Thalasso Spa](#), which is owned by Pacific Beachcomber. The Bora Bora system has reportedly saved approximately 2,500 tons of carbon dioxide per year since it was installed in 2006.

Landscaping

Landscaping efforts are well underway on the atoll. The master plan for Tetiaroa includes a substantial landscaping program aimed at caring for existing vegetation while also reintroducing various plant species on Onetahi (one of the islets, or motus, of Tetiaroa) that are native to the island, predating even the presence of the first Polynesian. Pacific Beachcomber intends to recreate the island's original landscape, and nearly all plants that are currently being cultivated are already found on the motus of Tetiaroa.

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