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iGoBela.com launches first booking engine for earth friendly beach accommodations

July 28, 2009, AUSTIN, TX – Bela Coastal announced today the launch of the first search and reservation engine specifically for eco friendly beach accommodations – www.iGoBela.com. This site serves travelers with the desire to stay in earth friendly beach resorts but have found it difficult to sift through the thousands of search results. Go-bela.com offers a number of properties from around the world, including luxury resorts, inns, lodges and campgrounds from places such as the Caribbean, Pacific Rim, and Indian Ocean.

Many sustainable and eco friendly beach hotels are independently owned and managed, and lack the general distribution systems (GDS) in place to provide automated reservations for travelers. Go-bela.com offers these properties this ability. In addition, go-bela.com intends to be the source for eco tourists interested in beach destinations and provide larger hotel organizations with additional marketing reach.

“As a travel writer interested in sustainable, earth friendly accommodations, I have found researching and booking these types of properties to be time consuming and tedious,” explains John Rarity, co-founder of go-bela.com. “I created go-bela with the intent of making this process easier and more affordable.”

Go-bela.com is more than just another OTA (on-line travel agent) or booking engine, it also aims to support coastal area rehabilitation programs and eco tourism initiatives around the world. They do this by donating 10% of their profits to charitable and government organizations dedicated to these causes. Following are some of ways that the eco properties listed on iGoBela.com demonstrate their commitment to sustainability:

- Highly reliant (more than 50%) on alternative energy, such as *wind, solar, hydro* or *refuse*
- Rehabilitate local habitat through restoring native vegetation on degraded lands and support programs to protect and repopulate threatened wildlife
- Manage private organic gardens

- Donate funds to support and renovate local public facilities, such as schools, orphanages and libraries

Go-bela.com hopes to demonstrate that eco tourism to the beach can be anything a traveler wants, whether it is luxurious, relaxing, adventurous, or rustic. "Relaxing on the beach can mean any number of things to different people," adds John, "but it is our sincere hope that however people vacation, they will want to do so via a sustainable hotel or resort."

Bela Coastal -www.iGoBela.com

Bela Coastal offers the world's first search and booking engine focused entirely on eco friendly beach accommodations for the earth conscience traveler. In addition to providing an automated reservation system for remote properties it offers a specialized audience for larger hotel companies. Bela's mission is to serve as the premiere site for booking eco friendly beach accommodations, while supporting coastal area rehabilitation programs and eco tourism initiatives around the world.

This is achieved through a network of dedicated properties, commitment to conservation and eco tourism, and continually searching for new partners in this global mission. Go-bela.com promises to be the largest, dedicated venue for browsing and booking coastal eco resorts.

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