

TRAVEL AND HOSPITALITY

Fairmont looks to build buzz around conservation project

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Fairmont has more than 40 apiary hotels around the world. Image courtesy of Fairmont

By STAFF REPORTS

Hospitality brand Fairmont Hotels & Resorts is spreading the word about its bee protection project through a digital hub, enabling consumers to learn more about its on-property hives.

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As part of Fairmont's Bee Sustainable program, the chain has launched a Web site that tracks the apiary activity at five of its hotels. Timed to coincide with Pollinator Month, the initiative draws attention to the work that Fairmont has done to conserve wild honey bee populations.

"As the first luxury hotel brand to develop comprehensive onsite bee programming, Fairmont is an industry leader in the support of sustainable practices," said Sharon Cohen, vice president of Fairmont brand, in a statement. "The evolution of our continued commitment over the past 10 years with the creation of our Bee Sustainable initiative is no exception.

"Fairmont hotels around the world take great pride in the contribution to their local communities and through the development of our on-property bee hives and sustainable bee habitats, we are able to further promote the significance of pollinator health globally," she said.

Bee hospitality

Today Fairmont has bees at 20 of its properties around the globe.

A new Web site, fairmontbeesustainable.com, features live video feeds from Fairmont Waterfront in Vancouver, Fairmont Washington D.C., Fairmont Yangcheng Lake in China, Fairmont Mount Kenya Safari Club and Fairmont San Francisco.

In addition to cameras, tracking technology follows data such as how many bees visited and their pollination activity.

The site also points to Fairmont's alliance with Pollinator Partnership and shares news and information about other conservation collaborations.

In 2016, Fairmont and Pollinator Partnership designed 10 "luxurious" bee hotels to attract wild mason bees, a species of bee very effective at pollinating. Habitat loss has been a leading cause of decline in bee populations.

With many taking the insect's role for granted, Fairmont is hoping to reverse attitudes, as bee populations are responsible for the pollination of one-third of food produced in the U.S. ([see story](#)).



Fairmont's hotels work to protect bees. Image courtesy of Fairmont

"The commitment that Fairmont has made to its Bee Sustainable programming brings invaluable conservation in two distinct ways: the bee hives and bee hotels provide exceptional homes for a variety of pollinating bee species, and the distinctive displays and programs at each unique Fairmont property provide inspiration and connection to pollinator issues for visitors and employees alike," said Laurie Davies Adams, president/CEO of Pollinator Partnership, in a statement. "It is a powerful package, engaging a whole new audience in the pollinator issue through on-site involvement with nature."

Beyond the digital platform, Fairmont is celebrating the month at its hotels with programming.

Guests at Fairmont Yangcheng Lake can book a package that includes a beekeeping course. Meanwhile, Fairmont Orchid on Hawaii's Big Island will be hosting a botanical tour and tasting experience that focuses on the significance of bees in Hawaiian culture.

Fairmont Waterfront will be launching a vlog series "The Buzz," which will tell stories about the importance of bees.