

FAIRMONT HOTELS & RESORTS

FAIRMONT BEE SUSTAINABLE

What's All The Buzz About?



For close to three decades, Fairmont Hotels & Resorts has been committed to proactively protecting local environments through its award-winning Fairmont Sustainability Partnership, now part of Accor’s Planet21 program. As a brand that literally wrote the book on environmental sustainability in the hospitality industry, with several editions of its how-to Green Partnership Guide, Fairmont’s approach combines leading operational efforts aimed at reducing overall impact on the planet with forward-thinking and innovative programs promoting responsible tourism. As a core part of the Fairmont DNA, this commitment to environmental stewardship includes the Bee Sustainable program, currently featuring over 20 honey bee apiaries and more than 20 wild pollinator bee hotels at Fairmont locations worldwide. The bee-focused initiative aids habitat protection, pollination of gardens and flowers, and helps support Honey bee health.

“As the first luxury hotel brand to develop onsite bee programming, Fairmont is an industry leader in the support of sustainable practices; the evolution of our continued commitment over the past 10 years with the creation of our Bee Sustainable initiative is no exception,” said Sharon Cohen, Vice President, Fairmont Brand. “Fairmont hotels around the world take great pride in the contribution to their local communities and through the development of our on-property sustainable bee habitats, we are able to further promote the significance of pollinator health globally.”

This year, Fairmont elevated its Bee Sustainable programming as the first hotel brand to bring its efforts to life digitally through bee hive tracking, monitoring and analysis as a way to share the most up-to-date information live from its rooftop apiaries and bee hotels. This new digital platform provides Fairmont with the opportunity to further educate guests and colleagues about the importance of global bee health. Guests are encouraged to visit fairmontbeesustainable.com to learn more about the new initiative and to follow along with the Fairmont bees at properties worldwide.

HONEY BEE HIVES

Fairmont’s first honey beehives (apiaries) were built in 2008 at Fairmont Royal York in Toronto and at Fairmont Waterfront in Vancouver in an effort raise awareness on the importance of bees to our planet, promote locally made products and to help support Honey Bee health. Since then dozens have been installed at hotels around the world

from Fairmont Olympic Hotel in Seattle to Fairmont Yangcheng Lake in China and Fairmont Mount Kenya Safari Club in Africa.

Not only does the installation and ongoing upkeep of bee apiaries help by providing pollination services to nearby gardens and parks, but by harvesting the onsite honey, chefs can offer delicious, local and sustainable honey for use in onsite bars and restaurants.

Many hotels no longer need to purchase honey for menus thanks to successful onsite production. For example, the 2017 harvest at Fairmont Royal York in Toronto saw 450 pounds of honey and six hives home to 350,000 bees. In fact, several hotels including Vancouver's Fairmont Waterfront, Fairmont San Francisco and Fairmont Chateau Whistler to name a few all create local food and beverage offerings using their rooftop honey. The bees can forage up to 12 square miles and bring back delicious nectar from over 60 different species of plants, collecting the hotel's largest volumes of honey from blackberry, dandelion, fire weed, clover, cherry and a variety of indigenous plants. The bees visit over 1 million flowers to produce one pound of honey.

WILD BEE HOTELS

Fairmont started building solitary bee hotels in 2014 to provide wild mason bees a safe place to rest their wings and raise their young in collaboration with Pollinator Partnership, a leader in the protection and promotion of pollinators and their ecosystems.

Bee hotels are wooden structures that are uniquely designed to attract bees that are already found in the surrounding environment. They often feature sticks or logs drilled with 4-8 mm holes that are perfect for nesting.

Wild bees are more effective at pollinating food compared to other pollinators, even honey bees. This makes them an incredibly important part of the food chain. The biggest challenge faced by wild bees is the degradation of habitat. Habitat is more than just a place to feed – it's a place to live and reproduce. The availability of good nesting sites for bees can limit how many bees are present in a community.

Building a bee hotel serves as habitat for local, wild bees, and also helps to raise awareness about not only the diversity of wild bees but the many ways in which the public and businesses can help.

What's The Buzz All About?

- Honey bees contribute 15 billion to the US agricultural economy
- Queen bee in a managed colony lives about 3 to 5 years
- 40,000 individual bees in a single hive
- All worker bees are female
- One species – imported from Europe 300 years ago
- Bees pollinate 1,000 of the 1,200 crop varieties that provide 80% of human food worldwide

What are Wild Bees?

- Most are solitary in nature and not prone to sting
- Compared to other pollinators, they are more effective at pollinating crops
- Contribute 4 billion to the US agricultural economy
- Most nest in tiny holes in the ground or in above ground tunnels
- They vary in size from a few mm up to 2.5 cm
- They come in many colors including shiny blue or green, or fuzzy black and yellow
- Most only fly for a few weeks each year
- More than 4000 species in the US

For more information about Fairmont Bee Sustainable please visit fairmontbeesustainable.com.

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About Fairmont

Fairmont Hotels & Resorts is where occasions are celebrated and history is made. Landmark hotels with unrivalled presence, authentic experiences and unforgettable moments have attracted visitors to Fairmont and its destinations since 1907. The Plaza in New York City, The Savoy in London, Fairmont San Francisco, Fairmont Banff Springs and Fairmont Peace Hotel in Shanghai are but a few of these iconic luxury hotels, forever linked to the special places where they reside. Famous for its engaging service, grand public spaces, locally inspired cuisine and celebrated bars and lounges, Fairmont promises a special brand of thoughtful luxury that will be remembered long after any visit. With a worldwide portfolio of more than 75 hotels, Fairmont also takes great pride in its deep community roots and leadership in sustainability. Fairmont is part of Accor, a world-leading augmented hospitality group offering unique and meaningful experiences in 4,800 hotels, resorts, and residences across 100 countries.

About Pollinator Partnership

The Pollinator Partnership (P2) is a 501(c)(3) organization dedicated exclusively to the protection and promotion of pollinators and their ecosystems. Birds, bats, bees, butterflies, beetles, and small mammals that pollinate plants are responsible for bringing us one out of every three bites of food. P2 works with farmers, beekeepers, scientists, governments and members of industry to promote actions and policy that benefit, protect, and promote pollinators. Without the actions of pollinators, agricultural economies, our food supply, and surrounding landscapes would be in peril. In 2018 P2 celebrated over 20 years of action and advocacy for pollinators. Visit www.pollinator.org to learn more.