Travel impacts the world.

BEE+HIVE is here to help you realize how positive that impact can be, as a go-to platform to discover the best in sustainable travel experiences.

We created Bee + Hive to unite hotels, restaurants and parks who share our belief in the transformational power of Tourism.

Through these unique experiences we aim to inspire travellers beyond their trip, so they can spread awareness of sustainable travel to their friends back home.

This is world-changing tourism.
SUSTAINABILITY

Protect the local ENVIRONMENT

Ecologic preservation acts on protecting and/or reigniting natural resources in an area (for use by future generations).

Safeguard the local CULTURE

Initiatives that aim at preserving the identity of local communities must be promoted and developed.

Boost the local ECONOMY

Promoting practices that contribute to the local economy, by integrating the community into the touristic practice, providing a way to generate wealth.

To be transmitted to tourists and guests through life-changing experiences.
BEE+HIVE is a not-for-profit organization that contributes to a sustainable World by increasing the exposure of travellers to life-changing Sustainable tourism practices.

To accomplish this, our MISSIONS are:

• Generate attractiveness for agents and operators to focus on this market

• Promote to Media a growing number of sustainable travel destinations and their personal benefits

• Develop a common agenda among associated hoteliers to impact sustainable policies and actions
WHAT WE DELIVER? INFORMATION

CURRENTLY AVAILABLE

Assessment of sustainable operations and experiences

FUTURE PLANS

- Bi-monthly newsletter to members and partners with news on sustainability and tourism

Partnership with top universities in discussions, including:

- Yale University
- University of Michigan / ERB Institute
- University of Toronto
WHAT WE DELIVER? REPRESENTATION

Commercial representation by experienced professionals on their markets

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<tr>
<th>Region</th>
<th>CURRENTLY</th>
<th>FUTURE PLANS</th>
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WHAT WE DELIVER? PRESS PROMOTION

CURRENTLY

Our communication (press and social media) is currently managed by Studio Black Tomato - the creative engine of the award-winning Black Tomato travel brand.

BY JULY 2017

Production of luxury book to be sent to key influencers, press contacts and travel agencies showcasing Bee+Hive and our members.

FUTURE PLANS

We plan to increase media activity, by:

• Amplifying contract with Studio Black Tomato, in order to increase press releases and activities and review our current website

• Contract local agencies to replicate messages and releases, generating frequency and/or

• Contract sustainability-focused agency to replicate studio black tomato efforts, with the sustainability media
WHAT WE DELIVER?

FUTURE PLANS

We will organize the 1st BEE+HIVE International Sustainable Tourism fair, comprised of a combination of:

• BUSINESS-ORIENTED DISCUSSIONS
  • Bringing together hotels (members will have special visibility) and travel agencies with a sustainability focus on round tables to present and discuss packages and rates

• SUSTAINABILITY CONTENT
  • Partnership with Sustainable organization (potentially, Sustainable Brands) to co-implement the event, in a way to:
    • Add relevant, engaging and inspiring content to our event (from outside speakers), and
    • Increase visibility in the sustainability community on Tourism as a channel for communication with the public