

BEE HIVE



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



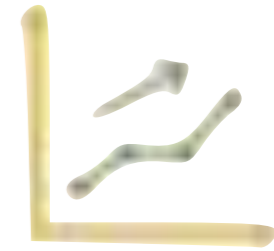
Protect the local  
**ENVIRONMENT**

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:

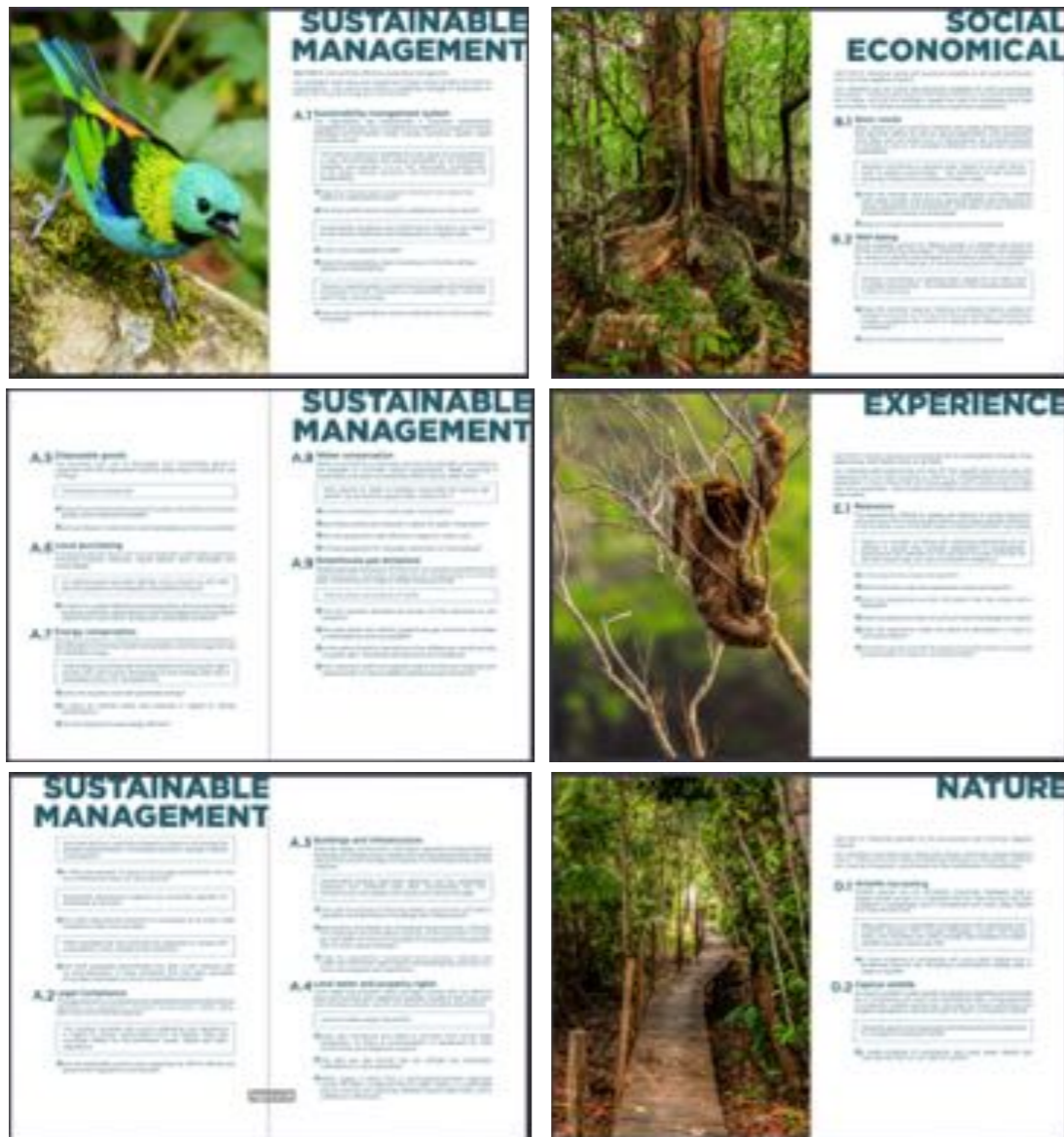
- Generate attractiveness for **agents and operators** to focus on this market
- **Promote to Media** a growing number of sustainable travel destinations and their personal benefits
- **Develop a common agenda** among associated hoteliers to impact sustainable policies and actions



# 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

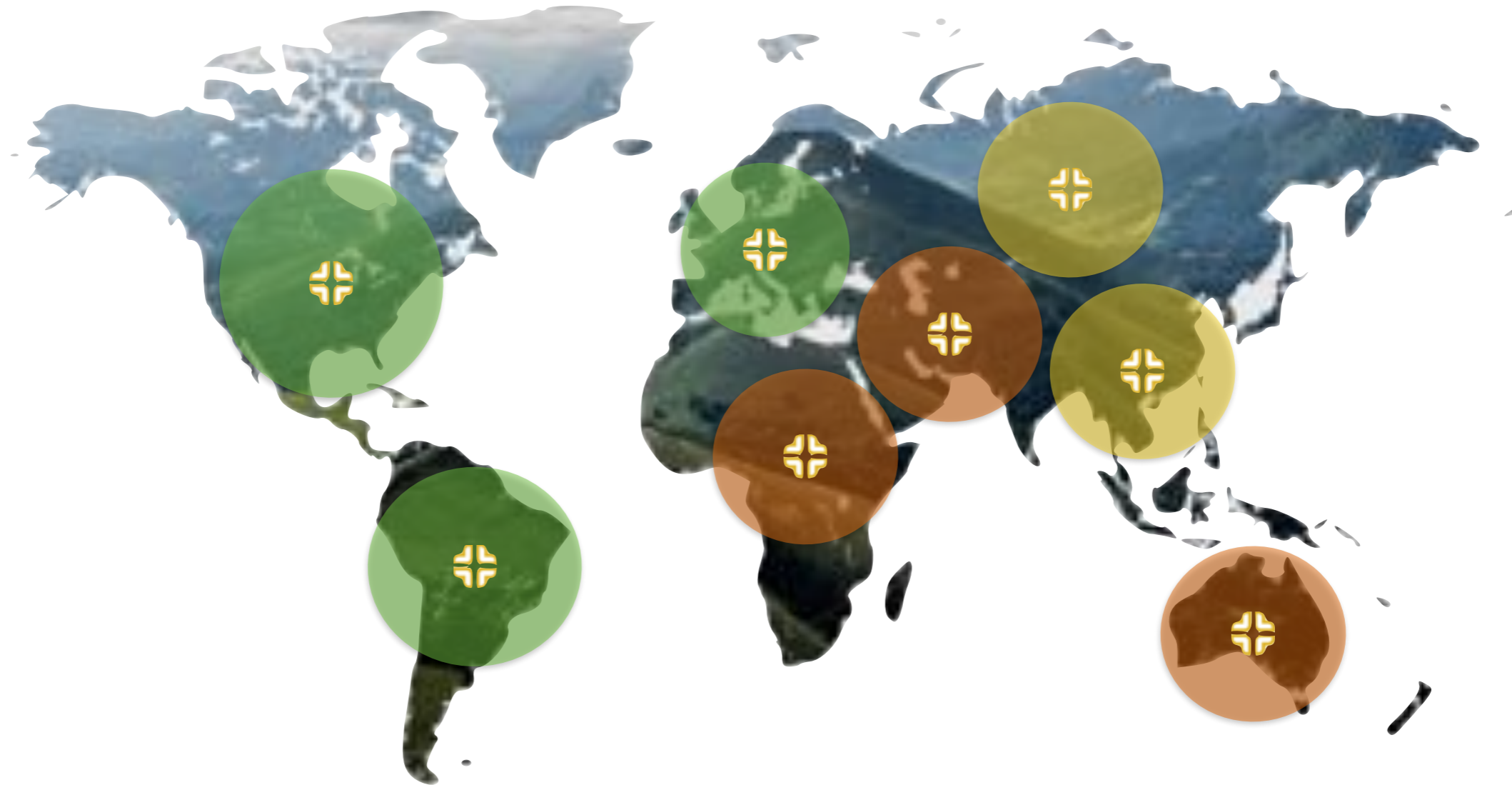
Partnership with top universities in discussions, including:

- Yale University
- University of Michigan / ERB Institute
- University of Toronto





# WHAT WE DELIVER? REPRESENTATION



Commercial representation by experienced professionals on their markets

	CURRENTLY	FUTURE PLANS
<b>NORTH AMERICA</b>	1	4
<b>LATIN AMERICA</b>	1	3
<b>WESTERN EUROPE</b>	2	2
<b>EASTERN EUROPE</b>		2
<b>ASIA</b>		2
<b>AFRICA</b>		1
<b>MIDDLE-EAST</b>		1
<b>OCEANIA</b>		1



# 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? **NETWORKING**

## **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