

## Best Western Hotels Help to Protect Bees

**Sustainable commitment of Best Western Hotels: To actively support the preservation of the bees, many Best Western hotels offer beehives on the hotel roofs and grounds, and work hand in hand with local beekeepers. Not only the bees themselves, but also the hotel guests benefit from the accommodation of the animals.**

**Eschborn, May 13th, 2019.** Best Western hotels support bees: To actively help to protect bees, Best Western hotels in different destinations work together with local beekeepers, some even have their own beehives and produce their own honey. Thus, the hotels give a new home to the bees on the hotel roof or also in direct proximity of an extensive alpine meadow, while the beekeepers maintain professionally the bee hives. Through this cooperation, the hotels actively support the survival of the bees in their region and thus the preservation of biodiversity. The importance of bees has been discussed for quite some time: Bees are one of the oldest and most important farm animals of humans. In addition to their role as honey suppliers, they are also diligent pollinators of useful and wild plants, so that harvests and natural diversity depend heavily on them. Not only the animals profit from the home on the hotel area, but also the guests, because the Best Western hotels produce their own honey.

The environmental commitment takes place both in city hotels and in holiday hotels, for example the Best Western Premier Hotel Villa Stokkum in Hanau, the Best Western Plus Hotel Kassel City in Kassel, the Berghotel Rehlegg in Ramsau near Berchtesgaden as well as the Best Western Hotel in Mainz, the Best Western Leoso Hotel in Leverkusen, the Best Western Plus Atrium Hotel in Ulm and the Best Western Plus Hotel St. Raphael in Hamburg help to save the bees. "The bee mortality is a serious problem and we decided to make our contribution in helping to preserve those important animals. Already for many years we engage ourselves and have beehives on the roof of our hotel", explain Juergen Peter Voigts, General Manager of the Best Western Plus Hotel Kassel City in Germany.

### **Berghotel Rehlegg: Own Hotel Bees and Wellness with Honey**

The Berghotel Rehlegg in Ramsau near Berchtesgaden, which belongs to the exclusive BW Premier Collection, has own hotel bees already since three years. So far, up to five colonies have found a place on the hotel area near the Watzmann mountain range. In cooperation with the UNESCO Biosphere Region Berchtesgadener Land, the hotel team has planted fruit trees around the hotel and created a 500 square metre flower meadow with plants typical of the region. Honey and wax are merged into the extensive wellness offers of the hotel.

### **Best Western Premier Hotel Villa Stokkum: Sweet Surprise at the BEE Bar**

The Best Western Premier Hotel Villa Stokkum in Hanau near Frankfurt started its cooperation with the regional beekeeper company Ullmann already in 2016. Since then at least two bee colonies can be found continuously on the hotel area. Together with other colonies, the Hanau bees provide the blossom honey that guests can buy at the hotel. The topic of bees can also be found in the hotel's own BEE Bar, which also offers signature drinks with honey.

### **City Bees in Best Western Hotels in Kassel, Mainz, Leverkusen and Ulm**

The Best Western Plus Hotel Kassel City in Kassel has been offering bees a place on the hotel roof for seven

years now. A total of four colonies provide fresh honey for the gourmet breakfast buffet and sweet memories of their stay - because guests can also buy the honey in the hotel. "City bees" can also be found on the hotel roof of the Best Western Hotel Mainz, because three bee colonies have been residing on the building of the four-star hotel since August 2018. With two beehives on the hotel roof, the Best Western Leoso Hotel in Leverkusen is also committed to preserving the bees since 2018. In terms of sustainability and regionality, the Best Western Plus Atrium Hotel in Ulm is home to three bee colonies on the hotel grounds. In cooperation with a regional beekeeper, guests can also enjoy the honey of the hotel bees on the breakfast buffet. Many visitors bring home the honey as a sweet souvenir from their journey.

#### **Best Western Plus Hotel St. Raphael: Beehives in the Hanseatic City**

The Best Western Plus Hotel St. Raphael in Hamburg recently took over the sponsorship for a bee colony, which resides now on the roof of the four-star house in the middle of the Hanseatic city. The sponsorship is concluded seasonally, so that the animals reside above the rooftops of Hamburg during the summer and spend the winter in their homeland in the Spreewald during the cold season.

#### **The following press picture is available for download:**

*The Best Western Plus Hotel Kassel City together with the beekeeping & honey manufactory "Kasseler Stadthonig" actively supports the preservation of bees. In the picture: Beekeeper Víctor Hernández (left) with hotel director Juergen Peter Voigts.*

*Sweet breakfast surprise for guests: In the Best Western Premier Hotel Villa Stokkum in Hanau the honey does not come from the jar, but directly from the honeycomb.*

*Above the rooftops of the Hanseatic city: The Best Western Plus Hotel St. Raphael in Hamburg has also adopted a bee colony. In the future guests can be pleased about the so called "honey of the roof" on the breakfast buffet.*

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#### **About Best Western Hotels & Resorts:**

Best Western Hotels & Resorts headquartered in Phoenix, Arizona, is a privately held hotel brand with a global network of over 4,500 hotels in nearly 100 countries and territories worldwide\*. The brand family includes both full brands and soft brands for all categories worldwide. In total Best Western offers 16 hotel brands to suit the needs of developers and guests in every market. Best Western branded hotels include Best Western®, Best Western Plus®, Best Western Premier®, Executive Residency by Best Western®, VÄ«b®, GL , Aiden<sup>SM</sup>, Sadie<sup>SM</sup>, BW Premier Collection®, and BW Signature Collection®. Through recent acquisition of WorldHotels in February 2019, Best Western now also offers WorldHotels® Luxury, WorldHotels Elite and WorldHotels Distinctive brands. Completing its portfolio, Best Western offers SureStay®, SureStay Plus®, and SureStay Collection® franchises\*\*. Now celebrating more than 70 years of hospitality, Best Western provides its hoteliers with global operational, sales and marketing support, and award-winning online and mobile booking capabilities. All Best Western, WorldHotels and SureStay branded hotels are independently owned and operated. Now celebrating more than 70 years of hospitality, Best Western provides its hoteliers with global operational, sales and marketing support, and award-winning online and mobile booking capabilities.

Best Western Hotels Central Europe (BWCE) headquartered in Eschborn / Germany is in charge of around

230 hotels in ten countries: Austria, Croatia, Czech Republic, Germany, Hungary, Liechtenstein, Luxembourg, Slovakia, Slovenia and Switzerland. In addition to its German headquarter in Eschborn there is a regional office in Vienna, Austria. All city and resort hotels of Best Western guarantee uniform and consistent quality standards worldwide and at the same time retain their individual style and their entrepreneurial independence.

As a service partner Best Western pursues to increase the profitability, success and competitiveness of their member hotels. Best Western Hotels maintain their independence while locking in all the advantages of the world's largest lodging affiliation. Member hotels benefit from a powerful global brand with full-service support and comprehensive marketing and sales activities for all relevant market segments and target groups. All hotels are optimally presented and bookable through all worldwide reservations and online booking channels. Around 40 million travelers are members of the brand's award-winning loyalty program Best Western Rewards®, one of the few programs in which members earn points that never expire and can be redeemed at any Best Western hotel worldwide. More information: [www.bestwestern.de](http://www.bestwestern.de) and [www.bestwestern.com](http://www.bestwestern.com)

\* Numbers are approximate, may fluctuate, and include hotels currently in the development pipeline.

\*\*All Best Western, WorldHotels and SureStay branded hotels are independently owned and operated. In Europe all hotels of SureStay are branded as Sure Hotels.

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