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Buzzed About Bees!

In June of 2016 Renaissance Hotels celebrates the success of their rooftop bees.

Asheville, NC, June 30, 2016 – One year and two hives later, Renaissance Asheville Hotel’s urban beekeeping project is thriving.

In 2006 when honey bee colonies started disappearing, later dubbed “Colony Collapse Disorder,” beekeepers and non-beekeepers alike became very concerned. After all, one in every three bites of food we eat is courtesy of insect pollination. Equally important, 85% of flowering plants and trees rely on pollinators for the survival of their species. While less is known about native bees and other pollinators, we do know that entire species are disappearing at alarming rates as they battle most of the same enemies as honey bees--loss of habitat essential for food and shelter, inappropriate pesticide use, diseases, and parasites.

In June of 2012, Asheville was named “Bee City USA” and in June of 2015, the Renaissance Asheville Hotel decided to offer a home in the middle of downtown to a colony of honeybees. Fast forward to June of 2016 and the hotel is thrilled to be able to contribute to creating sustainable habitats for pollinators. Located on the rooftop, two hives welcome approximately 70,000 honeybees, and creating a home for bees is important. Scientists say the bee population has been declining due to a combination of factors, including less access to food, and the prevalence of mites, disease and pesticide use.

Renaissance Hotel encourages guests to learn about their pollinator project by including creative menu items and cocktails, inspired by honey as an ingredient and by directing guests to their pollinator plants growing in the parking lot, which is also North Carolina’s first stop on the Rosalynn Carter Butterfly Trail.

Discover a day in the life of a Renaissance rooftop bee by watching the following video produced by Dayna Reggero and narrated by Asheville’s own Kat Williams: <https://www.youtube.com/watch?v=4zSxl15zRb4>.

About Renaissance Asheville and Bees:

Renaissance Asheville is a full service hotel located at 31 Woodfin Ave in downtown Asheville, NC. For more information, contact the Director of Operations, Drew Walls, at 828-252-2711, or go online to <http://www.renaissanceasheville.com/our-hotel/rooftop-beekeeping>.