Darmstadt, January 5, 2017 *** Also in 2017, Thailand is setting new agendas. Mainly the support of the local people, whether by education, initializing of projects to improve the local living conditions, support of farming or creation of authentic trips in the tourism sector. The latter is still a main economic factor in Thailand. The aim is to grow the income, or more specific, the livelihood of the locals and to retain disappearing, cultural heritage and beauty of nature as well as effecting positive social changes.
HiveSters: New Generation, New Ideas...

The sisters Achi und Mint from HiveSters aim to cause a rethinking of the tourism industry of Thailand. It is their mission, to share authentic travel experiences and to carry a strong influence on the tourism industry of Thailand. They believe, that sustainable activities could generate real fun. HiveSters would like to generate direct effects on the local people and to help promoting their sustainable activities. The team is working closely with local communities, social enterprises and individuals, and together with those parties, HiveSters is improving and developing quality products in order to create an interest towards foreign travelers.

The APPEAR Project

Since 2015, HiveSters is co-operating with the United Nations Development Program (UNDP), Bangkok Tourism Division and the Tourism Authority of Thailand (TAT) as
well as AirAsia Thailand. This is the first time establishing an alliance between private entities, public authorities and NGO's. The aim is to develop sustainable tourism products in Bangkok and the improvement of living conditions of so-called „disappearing“ communities in Bangkok. APPEAR is connecting six local communities with six urban hotels. There are still many citizens located in tourist areas that do not benefit from tourism. In Bangkok, many of them are living in historic urban communities, unfortunately living on the breadline of life and struggling not to lose their culture and local identity.

When Responsibility Creates Fun!

The local people could offer travelers unique experiences, however it mostly does not work because of lacking education and professionalism in terms of product management and promotion. At the same time, city hotels in Bangkok. At the same time, urban hotels are increasingly interested in implementing sustainability policy for employee retention, guest experience and brand reputation. So this is why HiveSters initiated the project APPEAR.

The communities include Nang Loeng, Bang Lamphu, Ban Bu, Koh Sarn Chao, Bang Kradi and Hua Takhe, the matching hotels are namely Sukosol Hotels (partnering with the Nang Loeng Community), the Erawan Group (partnering with the Bang Lamphu Community), the Sheraton Grande Sukhumvit (partnering with the Ban Bu Community), The Sukhothai Hotel (partnering with the Koh Sarn Chao Community), the Anantara Riverside Hotel (partnering with the Bang Kradi Community) and finally the Banyan Tree Bangkok (partnering with the Takhe Community).

The German Green Pearls GmbH with place of business in Darmstadt, Germany unifies international tourism companies that support environmental protection and demonstrate social commitment. Thereby, Green Pearls is the first holding company worldwide that consolidates sustainable hotels, a destination and restaurants in a global data source.

Among the criteria of admission to Green Pearls, are a sustainability plan on management level,
sustainable architecture, comprehensive water, energy saving and waste recovery measures, the use of seasonal and regional ingredients in the kitchen, as well as a large commitment for the social balance in each of the vacation regions.

Please click here for matching images in high resolution. For more information on Green Pearls visit www.greenpearls.com, Facebook, Twitter, Instagram, Pinterest or the Green Pearls Blog.

Contact
Green Pearls GmbH
Richard-Wagner-Weg 40
64287 Darmstadt
T: +49 (0) 6151-273 669 11
F: +49 (0) 6151-273 669 19
E: stefany.seipp@greenpearls.com
W: www.greenpearls.com

Press Contact
E: press@greenpearls.com
T: +49 (0) 6151-273 669 12
M: +49 (0) 176 631 80 803