

The Fern Hotels & Resorts hosts tree plantation drive

The Fern Hotels & Resorts marked International Forest Day and World Planting Day in a spectacular display of commitment to sustainability with a large-scale tree plantation drive across its properties. Aimed at making a significant environmental impact, The Fern Hotels & Resorts showcased its deep-rooted commitment to sustainability by planting trees that will help improve air quality, support biodiversity and increase green cover. The initiative brought together the Green Team members, guests and community members to unite for a greener tomorrow, as they worked side by side to plant saplings to contribute to the restoration of our planet's ecosystems and reinforce the importance of preserving and nurturing the planet for future generations.

Suhail Kannampilly, Managing Director, The Fern Hotels & Resorts, shared his vision for the initiative, stating, “At The Fern Hotels & Resorts, we have always believed in the power of hospitality to not only provide memorable experiences but also to make a tangible difference in the world. Our tree plantation drive is more than just a one-time event – it is a reflection of our ongoing commitment to environmental stewardship. We are proud of our Green Team, our guests and the communities that have come together today to create a lasting legacy of sustainability. Looking ahead, we remain dedicated to expanding our sustainability initiatives and ensuring that every action we take continues to support a greener, more resilient planet. Together, we are planting the seeds for a brighter and more sustainable future for all”

The drive, which took place across numerous properties, witnessed the planting of 1000+ saplings, each contributing to the restoration of the environment. This initiative was designed to foster a sense of collective responsibility for the planet where everyone came together, united by a common goal, to make a positive impact on the environment. The tree plantation drive was not just about planting saplings, but about creating a movement that highlights the importance of collaboration in building a greener, more sustainable future for all. As part of its long-term commitment to sustainability, The Fern Hotels & Resorts will continue to engage with participants, providing updates on the growth and progress of the saplings, highlighting the positive environmental impact they are making.

The event was a true testament to the brand's commitment to sustainability, which has been ingrained in its operations since its inception. The Fern Hotels & Resorts prides itself on its efforts in sustainability, recycling, and waste management, incorporating these practices into every facet of its operations. From energy-efficient systems to eco-friendly amenities, The Fern ensures that its hospitality services do not come at the cost of the planet. As a brand, The Fern Hotels & Resorts has always believed that small actions, when combined, can lead to monumental change. By encouraging participation from its guests, employees and local communities, the brand has helped foster a sense of collective responsibility for the environment. The tree plantation drive served as a powerful reminder of the importance of preserving forests, enhancing biodiversity and contributing to a healthier planet for generations to come.

The initiative also underscored the brand's ongoing efforts to blend hospitality with sustainability, offering guests not only exceptional experiences but also opportunities to contribute meaningfully to environmental preservation. Through events like these, The Fern Hotels & Resorts continues to lead by example, proving that sustainability and hospitality can go hand in hand.