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CHILEAN HOTEL GIVES EACH GUEST A VIRTUAL, TRACKABLE TREE SEED TO HELP REFOREST PATAGONIA



Chile's Tierra Patagonia Hotel & Spa is now giving each guest a trackable virtual tree seed for planting in fire-ravaged areas of the Chilean Patagonia.

We've seen tree-planting efforts associated with [pages printed](#) and [watches sold](#), but not until recently had we seen a hotel commit to reforestation as well. Enter Chile's [Tierra Patagonia Hotel & Spa](#), which now gives each guest a trackable virtual tree seed for planting in fire-ravaged areas of the Chilean Patagonia. Located in southern Chile, the 40-room Tierra Patagonia Hotel & Spa looks out over Lake Sarmiento to the mountain peaks of Torres del Paine National Park, which is one of the areas most affected by fire in recent years. Now, through a partnership with non-profit [Reforestemos Patagonia](#), the eco-minded hotel gives every guest a virtual tree seed that can be used to help reforest the region. Though the hotel is now closed for winter in the Southern Hemisphere, it plans to give all guests from last year's season a virtual tree seed via personalized email. For future reservations — the hotel opens again on 1 September — guests will receive a tree code with their reservations. Either way, guests can choose where they'd like their tree to be planted; once they do, they'll receive an e-mail certificate verifying planting along with the exact, trackable coordinates through a geo-referenced link in Google Maps. The video below explains the premise behind Reforestemos Patagonia tree donations, which are priced at USD 4 ordinarily.

It's one thing for a hotel or other business to embrace sustainability in its own design and operations, but to involve customers in its local efforts takes that commitment to another level. Brands around the globe: be inspired!

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