



Virginia Chamber of Commerce Work-Based Learning Spotlight

Company Name:

The Bee Hotel

Please provide a brief overview about your company:

Once home to the Danville Register & Bee, The Bee reimagines the city's iconic newspaper building for today's modern traveler. While the exterior of our downtown Danville, VA hotel is historic, the interiors of this River District newcomer read like a love letter to urban boutique style.

History and newspaper buffs will delight in The Bee's architectural details and the thoughtful attention paid to honoring the legacy of Danville Register and Bee. From the original wood floors of the "Old Bee" to the spiral staircase that once ran from the press room to the editor's office of the "New Bee," the hotel retains many of the historic features that made the two buildings beloved landmarks in downtown Danville.

The Bee provides free Wi-Fi, a rooftop deck and event space, fitness center, free parking, off-site same day laundry service, and special long-term stay, group, and corporate rates. We are also pet friendly with a \$50 fee (per pet, per stay).

Please provide a brief summary about your company's internship/apprenticeship/returnship program(s):

Our internship program at The Bee Hotel is customized to the individual. We typically accept 1-2 interns per summer (or other time-period depending on their schedule) within the field of hospitality/tourism management or marketing. As an intern reporting directly to the General Manager of a boutique hotel, there are opportunities for exposure to every single department within a hotel, including leadership, hotel operations, sales and marketing, social media, human resources, event planning and management, accounting and finance, front office, housekeeping, breakfast service, and more.

What is something that is interesting or innovative about your internship/apprenticeship/returnship program that you would want colleges/high school students to know about?

The interesting part about our internship program is that it is flexible in the sense that the intern(s) can really delve into the departments that interest them the most while learning all aspects of boutique hotel management. We are currently the only boutique hotel in the area, with another boutique hotel opening soon under the same company, so being able to be a part of the luxury and customized accommodations that we provide our guests with is really rewarding and interesting.

What kinds of work assignments are interns/apprentices responsible for at your company?

Our interns shadow the general manager, operations manager, front office manager, and housekeeping manager to gain experience in all departments. We have only hosted two interns thus far, and both have really stepped up and had a hand in all departments, while providing a fresh set of ideas and concepts to incorporate into daily hotel management. Leading the front desk team in customer service and hospitality is very important for our interns, as well as assisting the GM with daily tasks as needed, including administrative work, group blocks/sales, event planning, internal staff appreciation events, social media, marketing, and much more.

If another company wanted to start an internship/apprenticeship/returnship program, what words of advice would you share with them?

Ensure that you have the time to teach someone that might be testing out your industry for the first time. Spend time teaching them what it's like working in your field, and give them leadership capabilities to help them grow as they go back to school and consider working in that field (or for you) after graduation. My goal in hosting interns is to not only absorb their fresh ideas, energy and assistance for the summer, but also to develop them, teach them, and help them decide what their futures could like working in the hospitality industry.

Contact person (for those who want to reach out to you to talk about your program):

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