



THE STRAND TURKS AND CAICOS BECOMES BUTTERFLY PAVILION'S FIRST INTERNATIONAL CERTIFIED POLLINATOR SANCTUARY

Butterfly Pavilion Recognizes The Strand For Its Leadership In Sustainable Luxury Development, Pollinator Conservation, And Native Habitat Preservation In The Caribbean



[Images](#)

PROVIDENCIALES, Turks and Caicos (May 2026) – [The Strand Turks and Caicos](#), a luxury resort on the secluded shores of Cooper Jack Bay in Providenciales and part of [The Leading Hotels of the World](#) network, is named the first international Certified Pollinator Sanctuary by 501(c)3 nonprofit organization, [Butterfly Pavilion](#).

The certification recognizes The Strand's demonstrated commitment to pollinator conservation through intentional landscape design, stewardship of native plant species, and science-based ecological management practices to establish the property as a model for environmentally responsible development in coastal tropical systems. Based in Denver, Colorado, Butterfly Pavilion is the only nonprofit stand-alone invertebrate zoo accredited by the [Association of Zoos and Aquariums](#) (AZA), meeting the highest professional standards for animal welfare, veterinary care, wildlife conservation, scientific research, and education.

SUSTAINABILITY AND CONSERVATION FROM THE START

Butterfly Pavilion scientists first visited The Strand in July 2022 to conduct visual activity surveys and sweep-netting assessments, documenting macropollinators, availability of flowering plants, and nesting habitats across the property prior to development. Through all five stages of construction, The Strand then worked with [Landscaping by EA](#) to integrate sustainable practices and follow the recommendations of the Butterfly Pavilion. The result is a property organically nestled into and shaped by the landscape itself through preserving much of the site's natural vegetation, incorporating native plant species, and approaching shoreline development with great sensitivity to protect and enhance the coastal ecosystem. To date, The Strand is one of the most sustainable luxury resorts in the Caribbean, with solar integration providing more than 60% of the property's power.

"Becoming Butterfly Pavilion's first international Certified Pollinator Sanctuary is an incredible milestone for The Strand and reinforces our vision of creating a luxury resort that exists in harmony with its natural surroundings," said John Fair, developer and managing director of The Strand. "Building sustainably and respecting our environment was at the forefront of development from day one, and we hope The Strand serves as a catalyst for future coastal developments across the Turks and Caicos Islands and beyond to prioritize biodiversity, conservation, and long-term environmental stewardship."

In December 2025, Butterfly Pavilion scientists returned to perform the same surveys and assessments and recorded a substantial increase in pollinator diversity and abundance on



property, including more than four times the number of pollinator and flower-visiting individuals, along with growth from 15 to 24 pollinator-associated families. Notably, the survey documented robust populations of native bees, butterflies, moths, wasps, flies, and beetles, and several pollinator families not previously recorded in 2022, reflecting improved habitat quality, floral diversity, and landscape connectivity. Pollinator Sanctuary Certification is renewed every five years based on successful follow-up surveys and continued commitment to conserving pollinator habitat.

THE IMPACT

Pollinators are essential to the health and stability of ecosystems, especially on islands, which often have fewer species, putting native plant communities at risk if pollinator populations decline. Pollinators also support the production of fruits and seeds, which directly feeds a wide range of animals, strengthens resilience after disruptive events, and contributes to the local agriculture economy.

“Pollinators don't recognize borders, and neither does impactful conservation. Our partnership with The Strand is proof that world-class hospitality and environmental responsibility aren't at odds; in fact, they reinforce each other,” said Ryan Welch, President and CEO of Butterfly Pavilion. “Their commitment sets a standard we hope others in the industry will follow.”

Pollinators worldwide are facing dramatic declines due to habitat loss, chemical pollution, invasive species, and disease, with nearly 40% of North American pollinator species at risk of extinction. Because more than 85% of flowering plants rely on animal pollinators, their survival is critical to biodiversity, food systems, and healthy ecosystems around the world. Butterfly Pavilion understands the critical need for pollinators to support a sustainable world and is leading the way to ensure these key invertebrates are protected for the future.

LOOKING AHEAD

The Strand is working alongside Butterfly Pavilion's education department to incorporate programming and educational experiences for guests of all ages. In addition, the Butterfly Pavilion's [iNaturalist project](#) encourages guests to upload images of pollinator populations found on property to actively take part in data collection to help inform future steps in the project.

For reservations and to learn more about The Strand Turks & Caicos, please visit www.thestrandtci.com or follow [@thestrandtci](https://www.instagram.com/thestrandtci). To learn more about Butterfly Pavilion and their work worldwide, please visit butterflies.org/ or follow [@butterflypavilion](https://www.instagram.com/butterflypavilion).

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The Strand Turks & Caicos

Part of [The Leading Hotels of the World, Ltd.](#) network, [The Strand Turks and Caicos](#) is a luxury resort and real estate development in Providenciales, nestled on the serene shores of Cooper Jack Bay with 2,230 feet of oceanfront. Accommodations at The Strand include suites, multi-bedroom villas, and expansive private residences, all designed with floor-to-ceiling glass doors, spacious terraces, and hand-crafted infinity pools that seamlessly blend indoor and outdoor living. Each room is strategically positioned to capture uninterrupted panoramic ocean views, offering an unparalleled coastal escape that encourages reconnection and relaxation. As a guest of The Club at The Strand, visitors enjoy an array of bespoke services including



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curated culinary events, private workout classes and sporting lessons, daily kids programming, water sports and private boating excursions through The Strand's exclusive marina, and in-room spa and wellness treatments. The onsite waterfront dining experiences, [The DelMar](#) Restaurant and Beach Club, fuse flavors from Asia, Latin America, and the Mediterranean to set the new standard for dining in Turks and Caicos. The Strand is one of the most sustainable luxury resorts in the Caribbean to date, with solar integration providing more than 60% of the community's power, and it is the first Certified Pollinator Sanctuary in the Caribbean by [Butterfly Pavilion](#).

Butterfly Pavilion

Founded in 1995, [Butterfly Pavilion](#) is the first Association of Zoos and Aquariums (AZA)-accredited, standalone, non-profit invertebrate zoo in the world. Located in Westminster, Colorado, Butterfly Pavilion is a global leader in invertebrate conservation, research, and education. From restoring pollinator habitats and conducting tarantula research to inspiring over 100,000 students each year, Butterfly Pavilion works locally and globally to protect the small but mighty animals that keep our planet thriving. In addition to The Strand, Butterfly Pavilion has certified Colorado's [Manitou Springs](#) and [Baseline](#) as certified Pollinator Districts. Learn more at www.butterflies.org.

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