Fairmont

Fairmont




OVERVIEW

HISTORIC MILESTONES



1907

Fairmont San Francisco opened its doors.

1945

UN Charter signed at Fairmont San Francisco.

1939

Alfred Hitchcock's film North by Northwest, filmed in The Plaza, starts Fairmont Loves Film journey.

1966

Truman Capote throws the Black and White Ball at The Plaza, New York.

1969

John Lennon recorded "Give Peace a Chance" at Fairmont The Queen Elizabeth.

The Century Plaza hosts the only Presidential state dinner outside White House in honour of the safe return of the Apollo 11 astronauts.

1990

The first hotel company to launch an environmental mandate.

1999

Fairmont Hotels and Canadian Pacific Hotels, merge, all hotels re-branded to Fairmont.

25 HOTELS

2002

The first Fairmont outside of North America opens in Dubai.

2006

Fairmont merges with Raffles and Swissôtel under FRHI.

51 HOTELS

2016

Fairmont is acquired by AccorHotels.

75 HOTELS

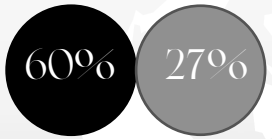
2023

New Fairmont Org. under "Luxury & Lifestyle" division.

90 HOTELS

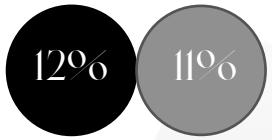
GLOBAL NETWORK

AMERICAS



	HOTELS	ROOMS
TRADING	45	20,074
PIPELINE	5	2,391

EUROPE & MOROCCO



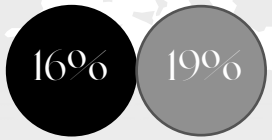
	HOTELS	ROOMS
TRADING	15	3,908
PIPELINE	4	959

GREATER CHINA



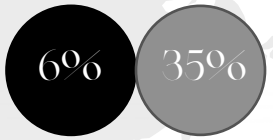
	HOTELS	ROOMS
TRADING	7	2,121
PIPELINE	3	753

MEA



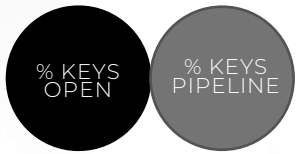
	HOTELS	ROOMS
TRADING	16	5,326
PIPELINE	9	1,750

SEA & PACIFIC



	HOTELS	ROOMS
TRADING	5	2,099
PIPELINE	12	3,105

NETWORK	88 HOTELS	33,528 ROOMS	30 COUNTRIES
PIPELINE	33 HOTELS	8,958 ROOMS	6 NEW COUNTRIES



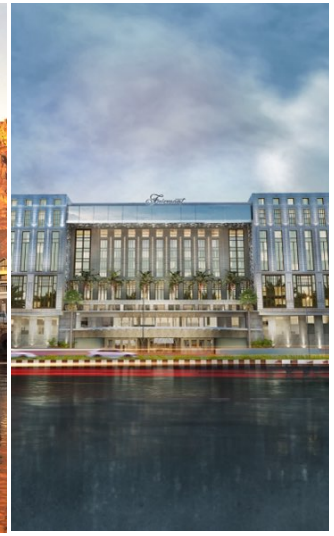
· NETWORK AS OF END OF OCTOBER 2024

OPENINGS

2024 – 2025



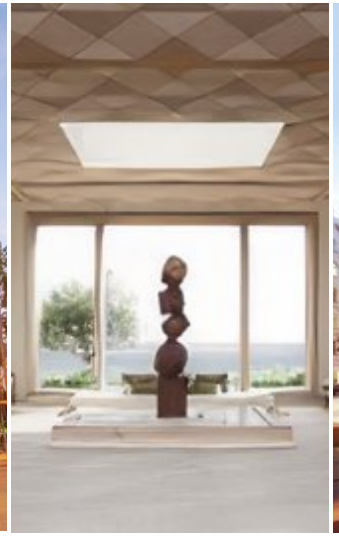
CAPE GRACE
SOUTH AFRICA



MUMBAI
INDIA



LONG BEACH
USA



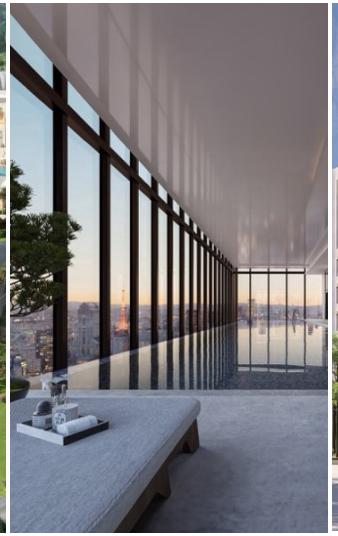
LA HACIENDA
SPAIN



PRAGUE
CZECH REPUBLIC



UDAIPUR
INDIA



TOKYO
JAPAN



HANOI
VIETNAM

BRAND USP's



+100 YEARS PRESENCE

19 CENTENERIAN HOTELS



16 GOLF RESORTS

9 COUNTRIES



WORLDWIDE MOMENTUM

31 RESORTS
15 RESIDENCES
+100 HOTELS + PIPELINE



A LEADER IN MICE

25% MICE BUSINESS
GLOBALLY



FAIRMONT GOLD

45 HOTELS

OUTSTANDING PERFORMANCE

YTD FAIRMONT'S HIGHEST RPS

IN 5 YEARS

RECOGNIZED FOR OUR SERVICE FRIENDLINESS, STANDING STRONG ALONGSIDE KEY COMPETITORS

*RPS – Reputation Performance Score
Source: TrustYou / VOG



Addison by William Bradley
Fairmont Grand Del Mar

FLAGSHIP

HOTELS

UNITED STATES OF AMERICA



CENTURY PLAZA

LOS ANGELES



MIRAMAR

SANTA MONICA



THE PLAZA

NEW YORK



COPLEY PLAZA

BOSTON



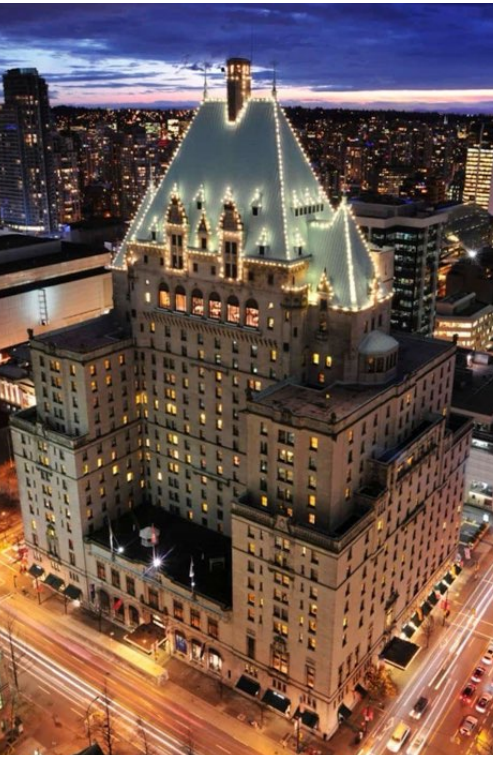
SAN FRANCISCO

CALIFORNIA

FLAGSHIP

HOTELS

CANADA



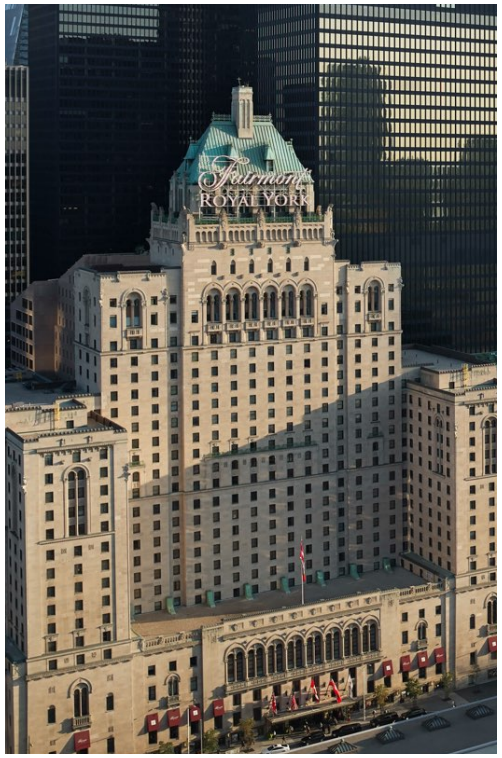
VANCOUVER

BRITISH COLUMBIA



CHÂTEAU LAKE LOUISE

ALBERTA



ROYAL YORK

TORONTO



EMPRESS

VICTORIA



CHÂTEAU FRONTENAC

QUEBEC

FLAGSHIP

HOTELS

GLOBAL



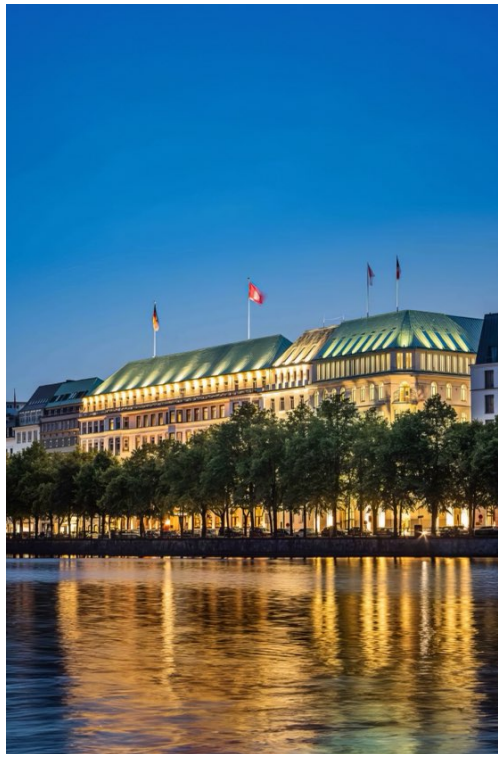
THE SAVOY

LONDON, UK



DOHA

QATAR



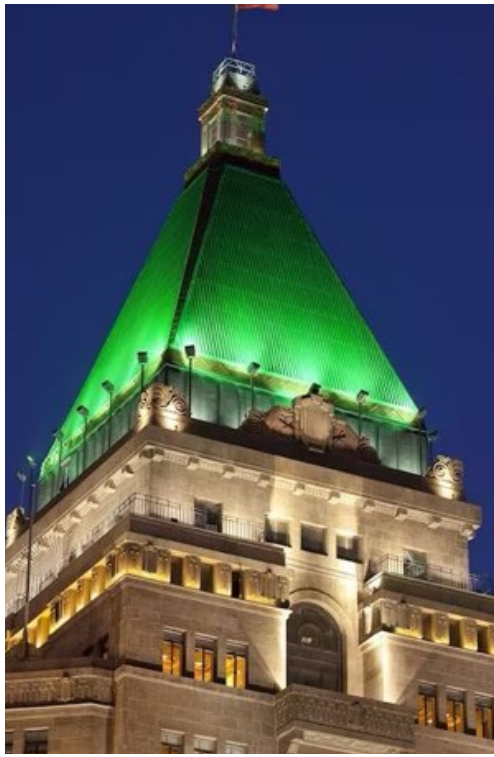
VIER JAHRESZEITEN

HAMBURG



MEKKAH

KSA



PEACE HOTEL

SHANGHAI, CHINA

FLAGSHIP

CHATEAUX

GLOBAL



CHÂTEAU FRONTENAC

QUEBEC, CANADA



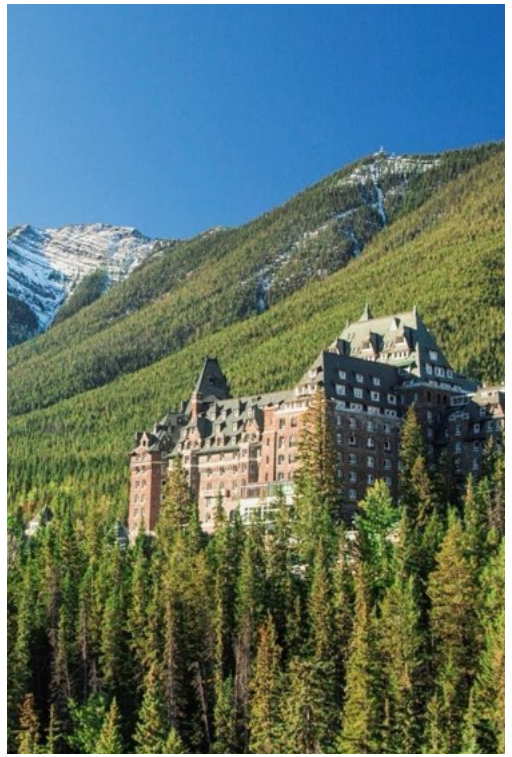
CHÂTEAU LAURIER

OTTAWA, CANADA



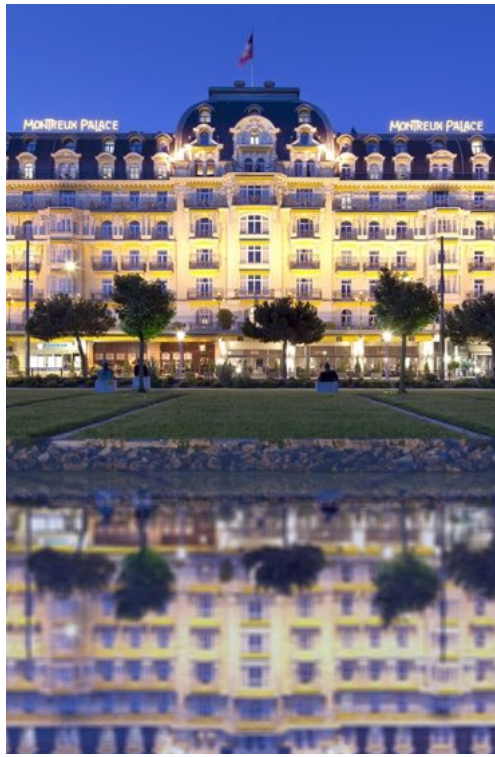
MANOIR RICHELIEU

LA MALBAIE, CANADA



BANFF SPRINGS

ALBERTA, CANADA



MONTREUX PALACE

MONTREUX, SWITZERLAND

FLAGSHIP

RESORTS

GLOBAL



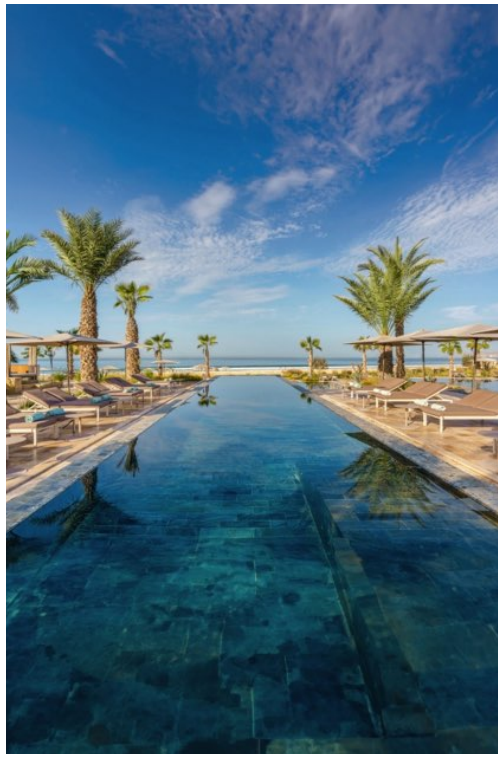
MAYAKOBA

MEXICO



ROYAL PAVILION

BARBADOS



TAGHAZOUT

MOROCCO



SOUTHAMPTON

BERMUDA



KEA LANI

MAUI, HAWAII

FLAGSHIP

GOLF RESORTS

GLOBAL



SCOTTSDALE

ARIZONA, USA



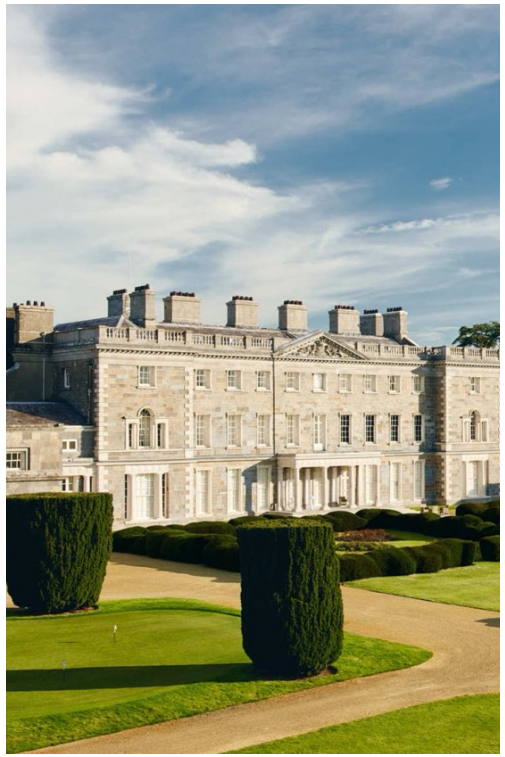
MARRAKECH

MOROCCO



ST. ANDREWS

SCOTLAND



CARTON HOUSE

IRELAND



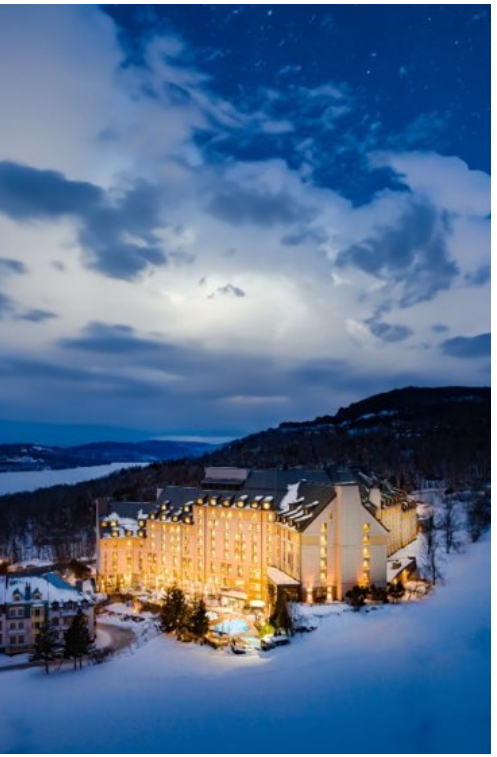
GRAND DEL MAR

SAN DIEGO, USA

FLAGSHIP

SKI RESORTS

CANADA



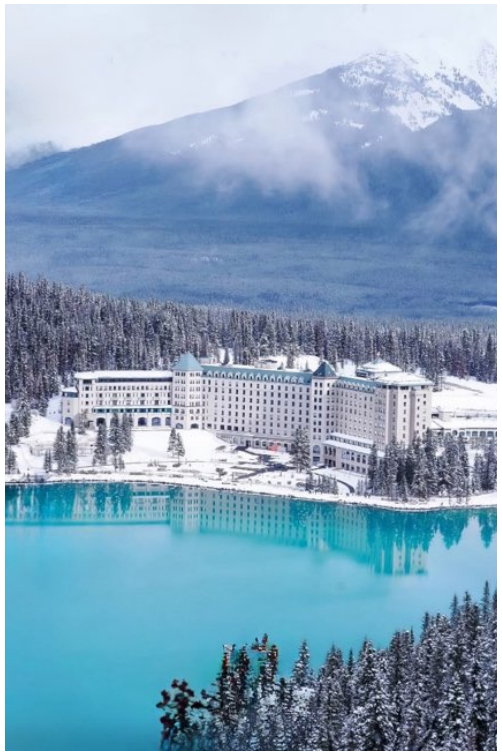
MONT TREMBLANT

QUEBEC, CANADA



BANFF SPRINGS

ALBERTA, CANADA



CHÂTEAU LAKE LOUISE

ALBERTA, CANADA



CHÂTEAU MONTEBELLO

QUEBEC, CANADA



CHATEAU WHISTLER

BRITISH COLOMBIA, CANADA

FLAGSHIP

RESIDENCES

GLOBAL



MAYAKOBA

FAIRMONT MAYAKOBA



TAGHAZOUT

FAIRMONT TAGHAZOUT BAY



SAN FRANCISCO

FAIRMONT HERITAGE PLACE GHIRARDELLI



LOS ANGELES

FAIRMONT CENTURY PLAZA



MARRAKECH

FAIRMONT ROYAL PALM

FLAGSHIP

RESTAURANTS

GLOBAL



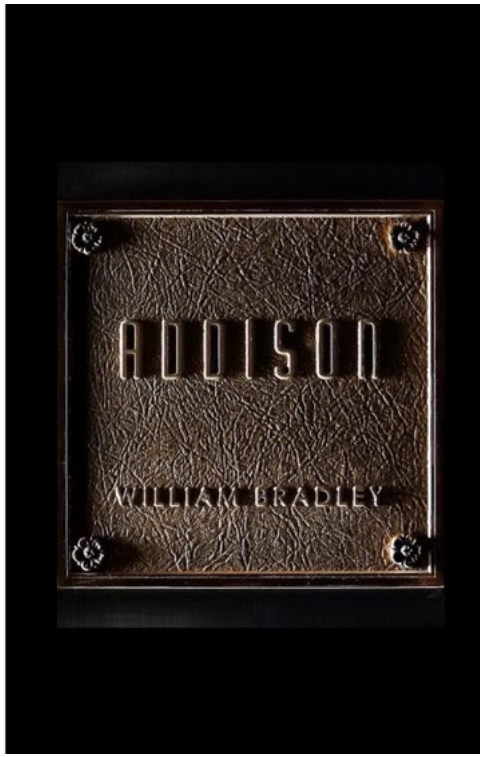
SAVOY GRILL
MICHELIN GUIDE

THE SAVOY



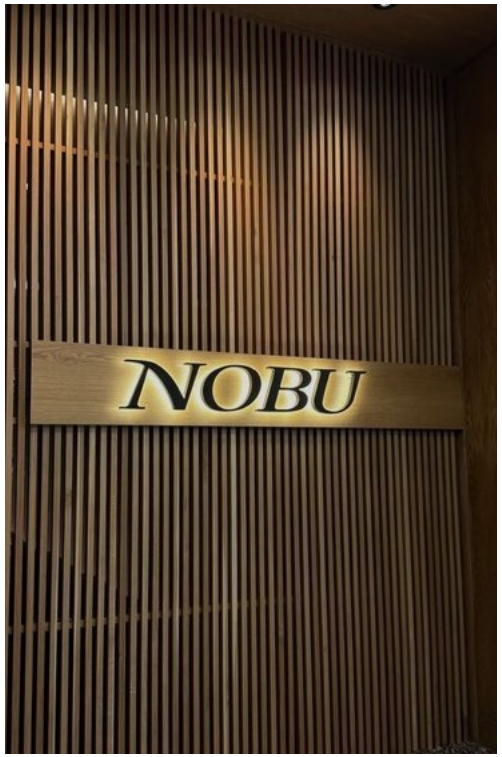
HAERLIN
2* MICHELIN

FAIRMONT HAMBURG



ADDISON
3* MICHELIN

FAIRMONT GRAND DEL MAR



NOBU MONTE CARLO

FAIRMONT MONTE CARLO



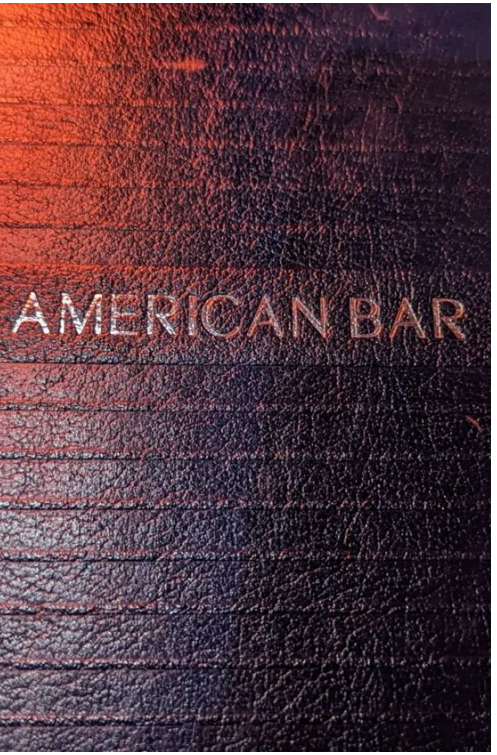
RESTAURANT 1890
MICHELIN STAR

THE SAVOY

FLAGSHIP

BARS

GLOBAL



AMERICAN BAR

HOTEL BAR OF THE YEAR 2020

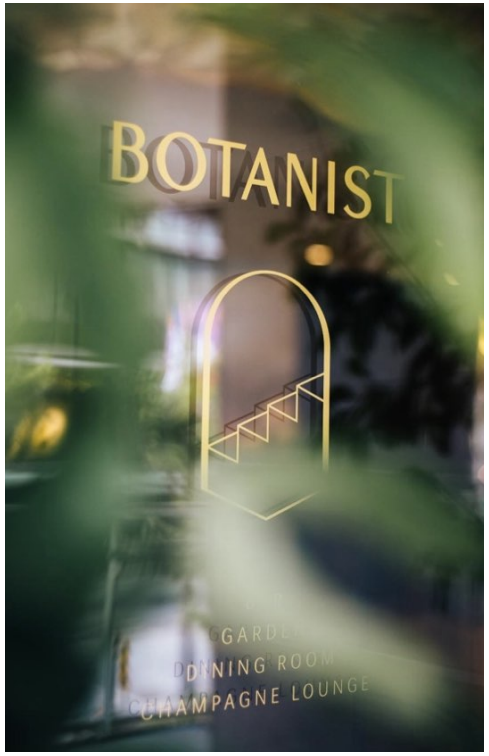
THE SAVOY



CLOCKWORK TORONTO

BEST INTERNATIONAL HOTEL BAR

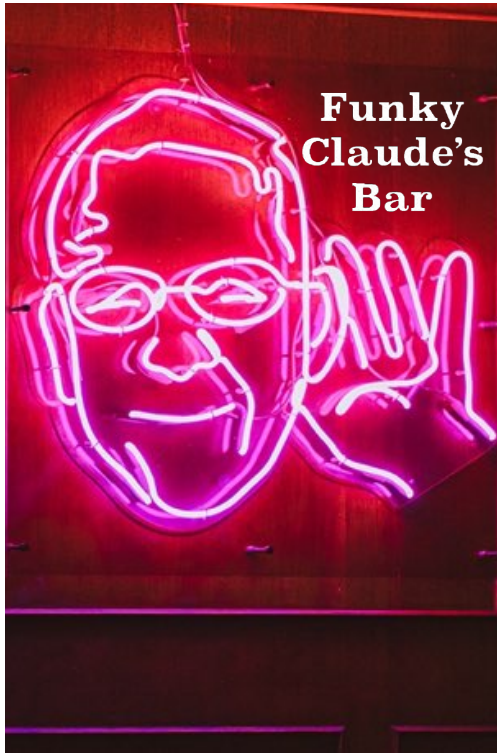
FAIRMONT ROYAL YORK



BOTANIST

NORTH AMERICA'S TOP 50 BARS

FAIRMONT PACIFIC RIM



FUNKY CLAUDE'S BAR

BEST LONG SELLER AWARD

FAIRMONT MONTREUX PALACE



RUNDLE BAR

BEST INTERNATIONAL HOTEL BAR

FAIRMONT BANFF SPRINGS

FLAGSHIP

SPAs

GLOBAL



RIYADH

RIYADH, KSA



CHATEAU LAKE LOUISE

LAKE LOUISE, CANADA



MAYAKOBA

RIVIERA MAYA, MEXICO



HANOI

VIETNAM



CENTURY PLAZA

LOS ANGELES, USA

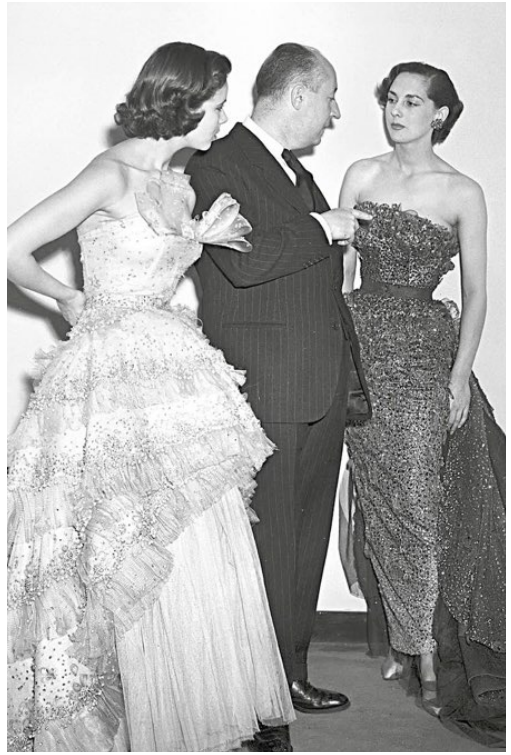
TIMELESS

HERITAGE



UN CHARTER SIGNED

FAIRMONT SAN FRANCISCO
1945



CHRISTIAN DIOR'S

FIRST FASHION SHOW

THE SAVOY
1950



TRUMAN CAPOTE'S

BLACK & WHITE BALL

THE PLAZA
1966



APOLLO 11 RETURN

CENTURY PLAZA
1969



BED-IN FOR PEACE

FAIRMONT THE QUEEN ELIZABETH
1969

EXCEPTIONAL

COLLEAGUES



TOM WOLFE

AMERICA'S FIRST CONCIERGE
FAIRMONT SAN FRANCISCO



KA'IULANI BLANKENFELD

DIR. OF HAWAIIAN CULTURE – 24 YEARS
FAIRMONT ORCHID HAWAII



WILLIAM BRADLEY

3-STAR MICHELIN CHEF
FAIRMONT GRAND DEL MAR



JAMES GRANT

CANADA'S BEST – BARTENDER OF THE YEAR 2022
FAIRMONT ROYAL YORK

SUSTAINABILITY

AT THE HEART OF OUR ORGANIZATION

FAIRMONT BRAND COMMITMENTS

WE HOLD OURSELVES ACCOUNTABLE FOR MAKING OUR COMMUNITIES A BETTER PLACE

- POSITIVE IMPACT PROJECTS
- BRAND & DESIGN STANDARDS
- BRAND MARKERS (GOLF, EVENTS, KIDS)

ACCOR GROUP COMMITMENTS

- ECO-CERTIFICATION
- NET-ZERO EMISSIONS
- ZERO SINGLE-USE PLASTIC
- FOOD WASTE REDUCTION
- SCHOOL FOR CHANGE
- WATER & WASTE REDUCTION

AWARDS

SERANDIPIANS BY TRAVELLER MADE

7 NEW HOTELS IN 2022
3 NEW HOTELS IN 2023
4 NEW HOTELS IN 2024

WORLD LUXURY HOTEL AWARDS

11 HOTELS IN 2022
4 HOTELS IN 2023
2 HOTELS IN 2024

FORBES TRAVEL GUIDE

37 HOTELS AWARDED IN 2022
23 HOTELS AWARDED IN 2023
3 HOTELS AWARDED IN 2024

MICHELIN GUIDE

2 HOTELS IN 2022
5 HOTELS IN 2023
3 HOTELS IN 2024



TIMES TRAVEL

1 HOTEL IN 2022
3 HOTELS IN 2023

CONDE NAST TRAVELER

9 HOTELS AWARDED IN 2022
17 HOTELS AWARDED IN 2023
4 HOTELS AWARDED IN 2024

TRAVEL+ LEISURE

4 HOTELS IN 2022
12 HOTELS IN 2023
6 HOTELS IN 2024

GOLF DIGEST

3 HOTELS AWARDED IN 2022
1 HOTEL AWARDED IN 2023
2 HOTEL AWARDED IN 2023

US NEWS & WORLD REPORT

5 HOTELS IN 2022
13 HOTELS IN 2023
3 HOTELS IN 2023



BRAND POSITIONING

TRI-DIMENSIONAL

SYNERGY

MEMBER OF

LUXURY & LIFESTYLE DIVISION

BENEFITING FROM ONE OF THE WORLD'S LARGEST LUXURY & LIFESTYLE EXPERTISE & KNOW-HOW SUCH AS LUXURY SALES, CRM, TALENT & F&B

BRAND

Fairmont

A DEDICATED DIVISION PROVIDING BRAND-CENTERED GUIDANCE TO ITS STAKEHOLDERS, DRIVING PERFORMANCE, DEVELOPING TALENT & EXCEEDING EXPECTATIONS

POWERED BY

ACCOR

POWERED BY GLOBAL EXPERTS & SUPPORT TEAMS OF ACCOR INCLUDING DEVELOPMENT, GLOBAL SALES, TECHNOLOGY, DIGITAL FACTORY & ESG

COMPETITIVE SET

	ACCOR	Hilton	Marriott	IHG	HYATT	OTHER BRANDS
ULTRA LUXURY	RAFFLES		BVLGARI HOTELS & RESORTS ST REGIS			One&Only MANDARIN ORIENTAL THE HOTEL GROUP THE PENINSULA HOTELS ROSEWOOD HOTELS & RESORTS ĀMAN
CORE LUXURY	Fairmont	WALDORF ASTORIA HOTEL & RESIDENCES	THE RITZ-CARLTON®	REGENT	PARK HYATT®	FOUR SEASONS Kempinski HOTELIERS SINCE 1897 SHANGRI-LA HOTELS and RESORTS CORINTHIA HOTELS
COLLECTION LUXURY	EMBLEMS	LXR HOTELS & RESORTS	THE LUXURY COLLECTION		THE UNBOUND COLLECTION BY HYATT	THE LEADING HOTELS OF THE WORLD
AFFORDABLE LUXURY	SOFITEL HOTELS & RESORTS	CONRAD HOTELS & RESORTS	JW MARRIOTT	InterContinental HOTELS & RESORTS	GRAND HYATT	SHANGRI-LA
UPPER UPSCALE	GALLERY	CURIO A COLLECTION BY HILTON	AUTOGRAPH COLLECTION HOTELS	VIGNETTE COLLECTION	DESTINATION BY HYATT	RADISSON COLLECTION

AUDIENCE MAPPING

SEGMENTATION

RETAIL 26%

LEISURE 31%

BUSINESS 19%

MICE 21%

OTHER 2%

* As per 2023 Budget

CHANNEL MIX

WEB DIRECT 23%

OTA 18%

GDS 9%

CALLS & MAILS 7%

HOTEL DIRECT 43%

* As per 2023 Budget

KEY FEEDER MARKETS

CANADA

USA

CHINA

FRANCE

UK

GERMANY

RUSSIA & CIS

GCC

INDIA

FAIRMONT.COM

USERS 25M

FEMALE 53%

MOBILE 65%

DIRECT 50%

AVG AGE 42

FAIRMONT CRM

AVG AGE 46

FEMALE 31%

DATABASE 1.2M

BUSINESS 65%

OPEN RATE 51%

BRAND
POSITIONING

ASPIRATIONAL DREAM

TO SHOW THE WORLD THAT TRUE LUXURY IS INCLUSIVE

F



ASPIRATIONAL DREAM

TO SHOW THE WORLD THAT TRUE LUXURY IS INCLUSIVE





FOCUS

MAKE SPECIAL HAPPEN



FOCUS

MAKE SPECIAL HAPPEN

BRAND SPIRIT

TURNING MOMENTS INTO SPECIAL MEMORIES





WE BELIEVE...

A FAIRMONT IS A TRULY **SPECIAL PLACE**

WE MUST BECOME THE **SOCIAL EPICENTER** OF OUR CITY

OUR COLLEAGUES ARE THE **HEART & SOUL** OF OUR HOTELS

EVERY GUEST INTERACTION IS AN **INVITATION TO SURPRISE**

IN GIVING COLLEAGUES, THE FREEDOM TO CREATE SPECIAL, **PERSONALIZED EXPERIENCES** FOR OUR GUESTS

TRUE LUXURY TODAY IS **INCLUSIVE**

WE MUST **CELEBRATE AND CONNECT** OUR PAST, PRESENT AND FUTURE

WE HOLD OURSELVES ACCOUNTABLE TO HELPING MAKE **OUR COMMUNITY** A BETTER PLACE


INCLUSIVE
SPECIAL
GENUINE
APPROACHABLE
TIMELESS
FAIRMONT
ACCOUNTABLE
INDULGENT
SURPRISING
EMPATHETIC
RESPECT


WE ARE
CONNECTORS

Fairmont




BRAND MARKERS


SERVICE CULTURE


FAIRMONT GOLD


ESG &
SUSTAINABILITY


ENT & ACTV


GOLF


FAIRMONT
GATHERINGS


UNIFORMS


F&B PARTNERS


RETAIL


FAIRMONT FIT


FAIRMONT SPA


RESORT & KIDS


PARTNERSHIPS

PARTNERSHIPS

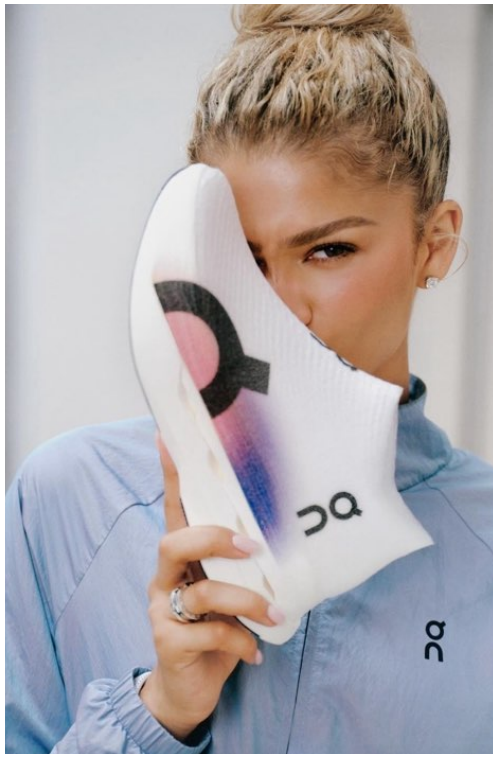
UPCOMING



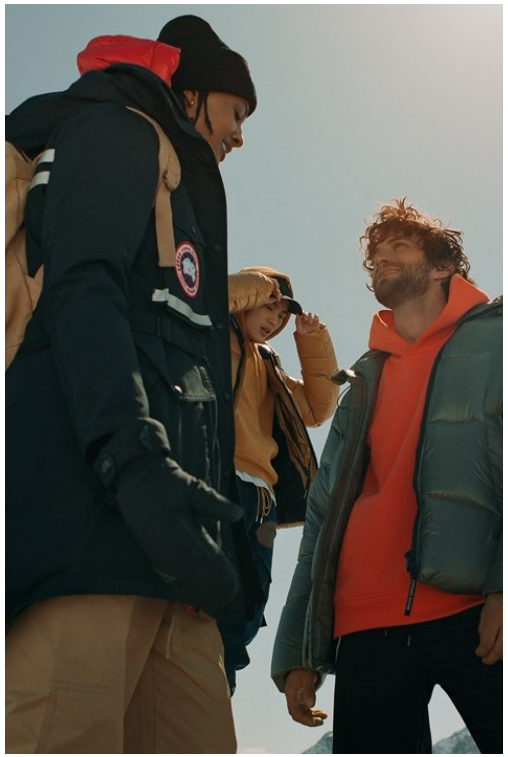
RALPH LAUREN
FAIRMONT GOLD



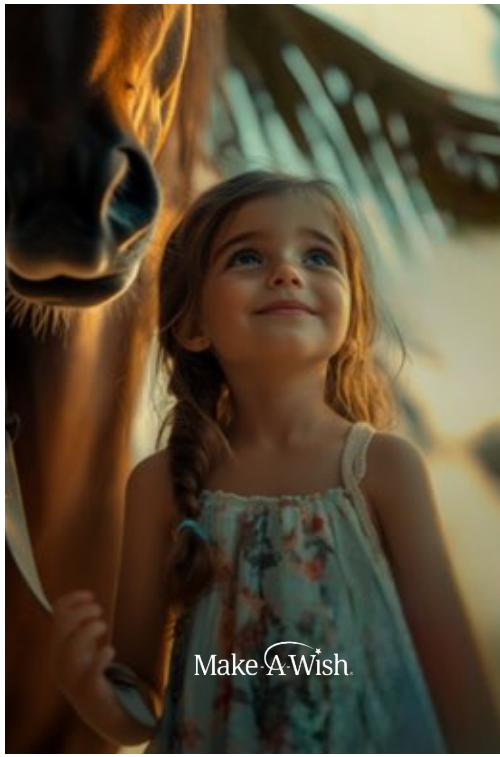
BMW
SUSTAINABILITY (EV)



ON
FAIRMONT FIT



CANADA GOOSE
RETAIL + ACTIVATION



MAKE-A-WISH
GLOBALIZE


PR & SOCIAL

GLOBAL PR COVERAGE



- 5 AGENCIES WITH REGIONAL SCOPE
- FAM TRIPS | PRESS EVENTS | ACTIVATIONS
- EDITORIAL & STORYTELLING CALENDAR
- THOUGHT LEADERSHIP & INTERVIEWS
- AWARDS PROGRAM

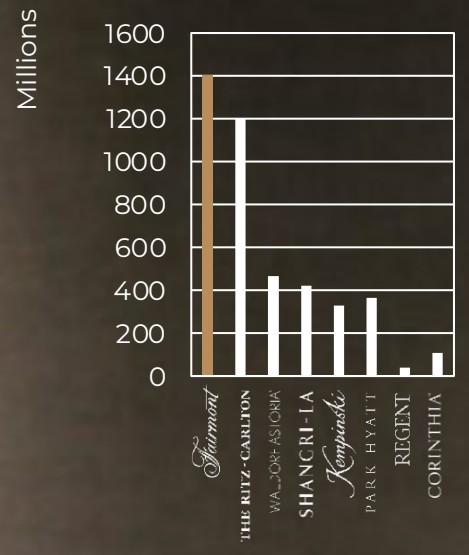


PR & COMMS

YTD OCTOBER 2024 | CISION REPORT

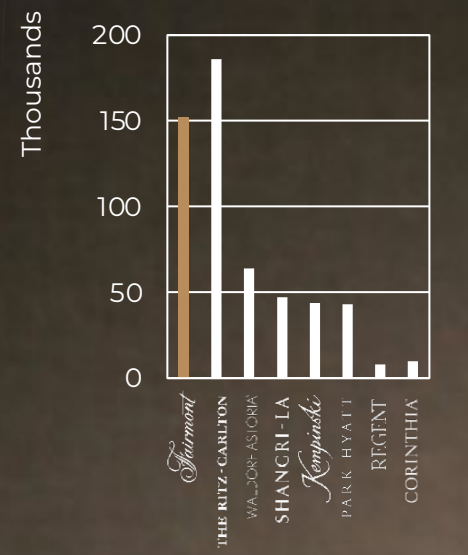
EST AD VALUE

1.4B€



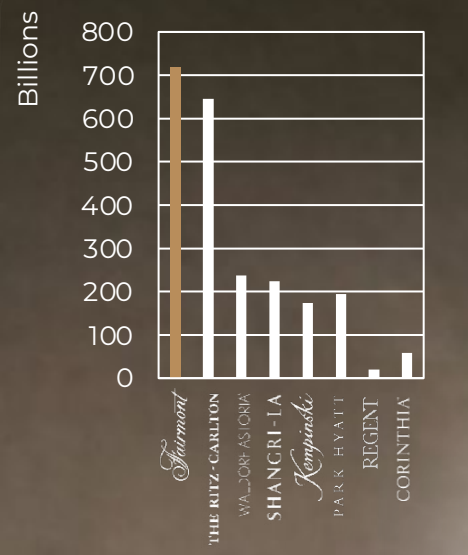
ARTICLES

152K



IMPRESSIONS

718B



BRAND DESIGN DIRECTION

OUR DESIGN ETHOS

BRAND DNA



A LEGACY OF
EXCEPTIONAL DESIGN



THE TIMELESS ALLURE OF THINGS THAT
DON'T GO OUT OF FASHION



PULSE OF THE CITY,
SOUL OF THE DESTINATION



ROOTED IN ENVIRONMENTALLY
SENSITIVE DESIGN


THANK YOU
Fairmont