

*Fairmont*



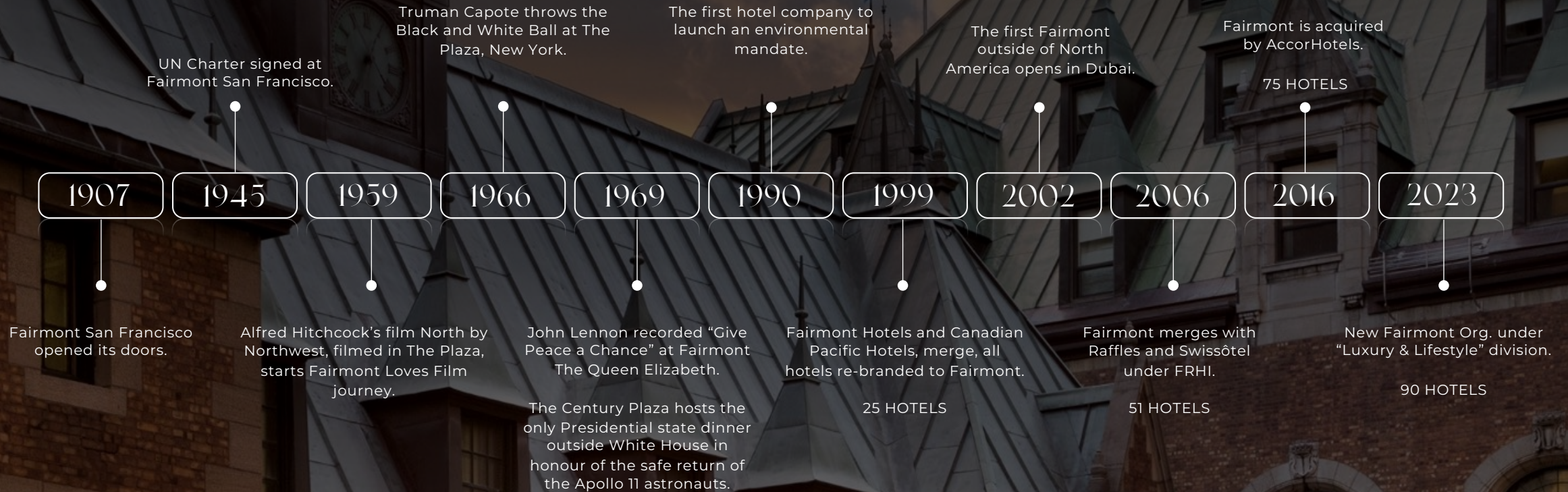




# OVERVIEW



# HISTORIC MILESTONES



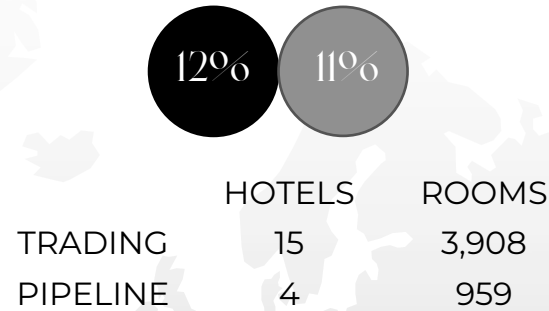


# GLOBAL NETWORK

## AMERICAS



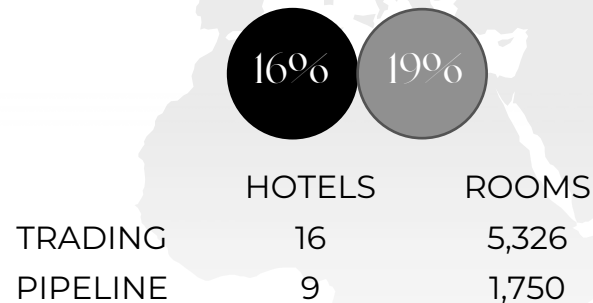
## EUROPE & MOROCCO



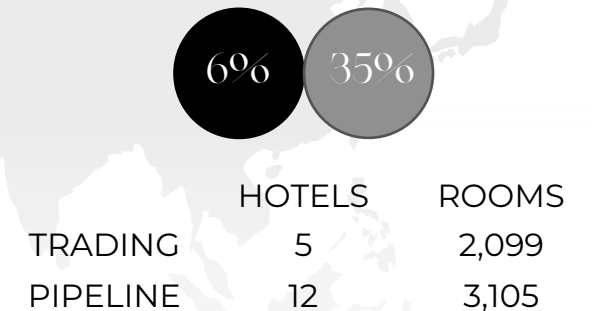
## GREATER CHINA



## MEA



## SEA & PACIFIC



NETWORK **88** **33,528** **30**  
HOTELS ROOMS COUNTRIES

PIPELINE **33** **8,958** **6**  
HOTELS ROOMS NEW COUNTRIES

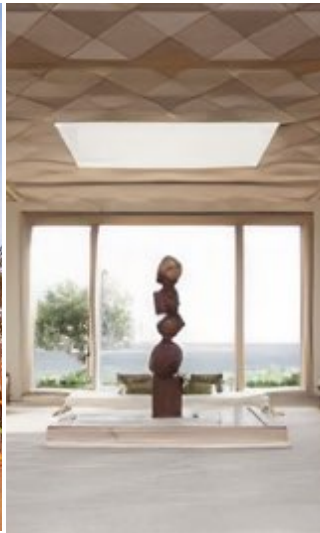
% KEYS OPEN

% KEYS PIPELINE



# 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



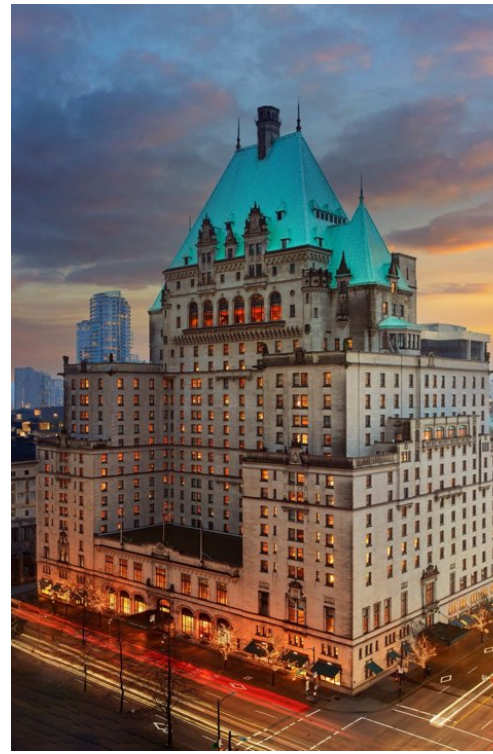
**+100 YEARS PRESENCE**

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





FLAGSHIP  
**HOTELS**  
UNITED STATES OF AMERICA



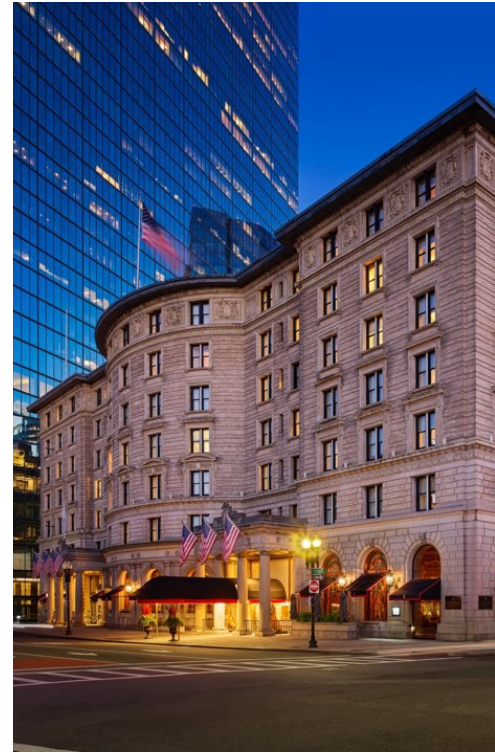
CENTURY PLAZA  
LOS ANGELES



MIRAMAR  
SANTA MONICA



THE PLAZA  
NEW YORK



COPLEY PLAZA  
BOSTON

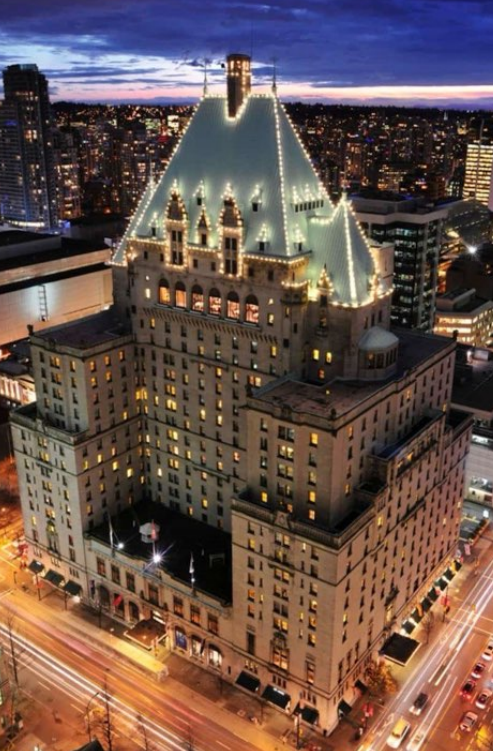


SAN FRANCISCO  
CALIFORNIA





FLAGSHIP  
**HOTELS**  
CANADA



VANCOUVER  
BRITISH COLUMBIA



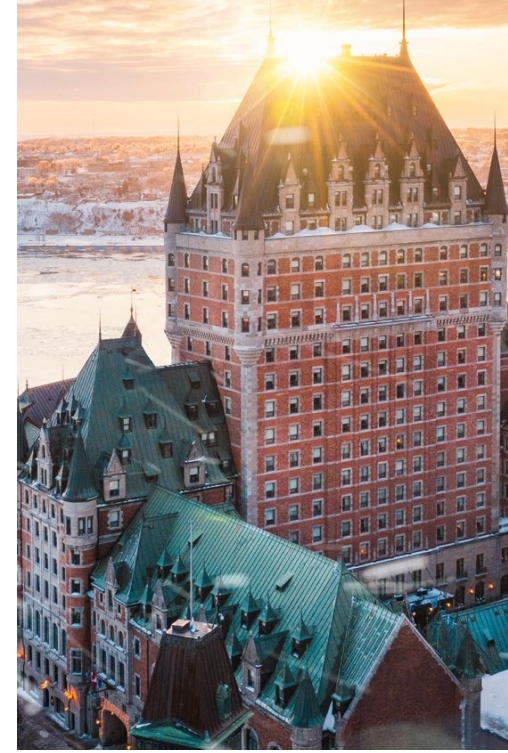
CHÂTEAU LAKE LOUISE  
ALBERTA



ROYAL YORK  
TORONTO



EMPRESS  
VICTORIA



CHÂTEAU FRONTENAC  
QUEBEC





FLAGSHIP  
**HOTELS**  
GLOBAL



THE SAVOY  
LONDON, UK



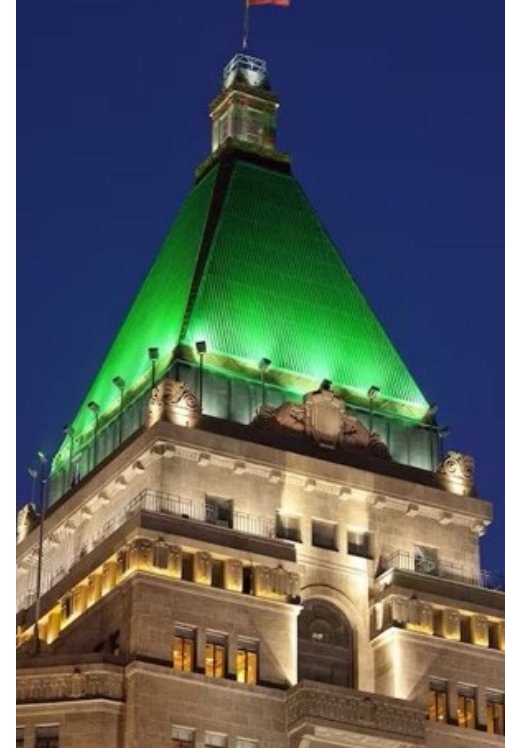
DOHA  
QATAR



VIER JAHRESZEITEN  
HAMBURG



MEKKAH  
KSA



PEACE HOTEL  
SHANGHAI, CHINA



FLAGSHIP  
**CHATEAUX**  
GLOBAL



CHÂTEAU FRONTENAC  
QUEBEC, CANADA



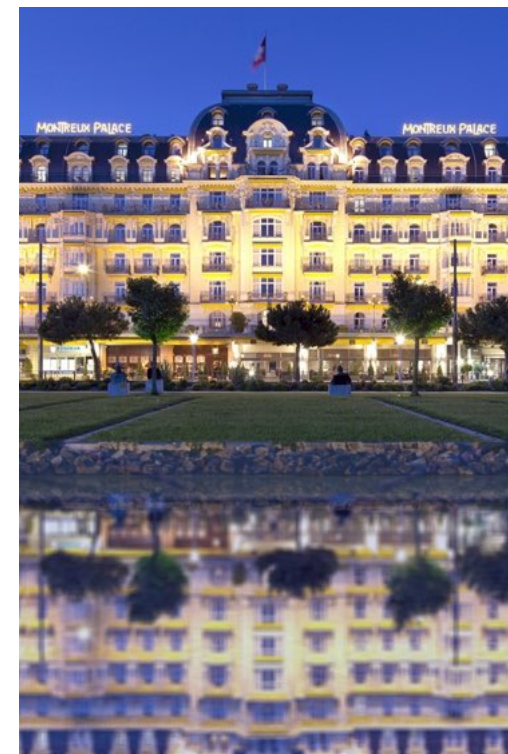
CHÂTEAU LAURIER  
OTTAWA, CANADA



MANOIR RICHELIEU  
LA MALBAIE, CANADA



BANFF SPRINGS  
ALBERTA, CANADA



MONTREUX PALACE  
MONTREUX, SWITZERLAND





FLAGSHIP  
**RESORTS**  
GLOBAL



MAYAKOBA  
MEXICO



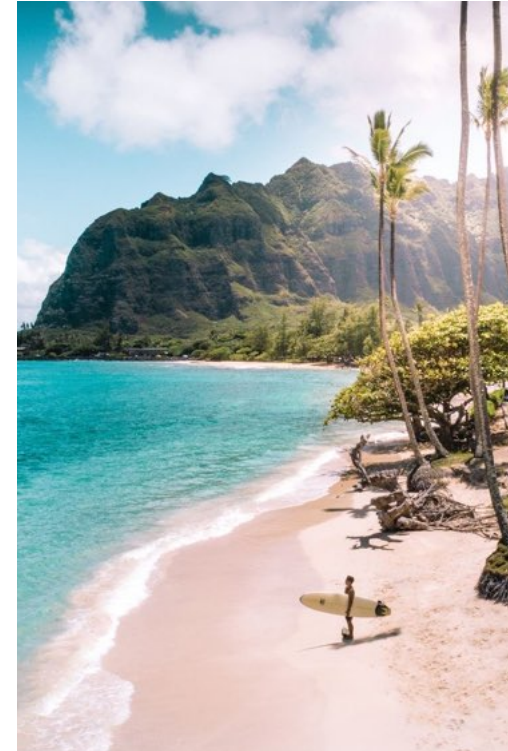
ROYAL PAVILION  
BARBADOS



TAGHAZOUT  
MOROCCO



SOUTHAMPTON  
BERMUDA



KEA LANI  
MAUI, HAWAII



FLAGSHIP  
**GOLF RESORTS**  
GLOBAL



SCOTTSDALE  
ARIZONA, USA



MARRAKECH  
MOROCCO



ST. ANDREWS  
SCOTLAND



CARTON HOUSE  
IRELAND



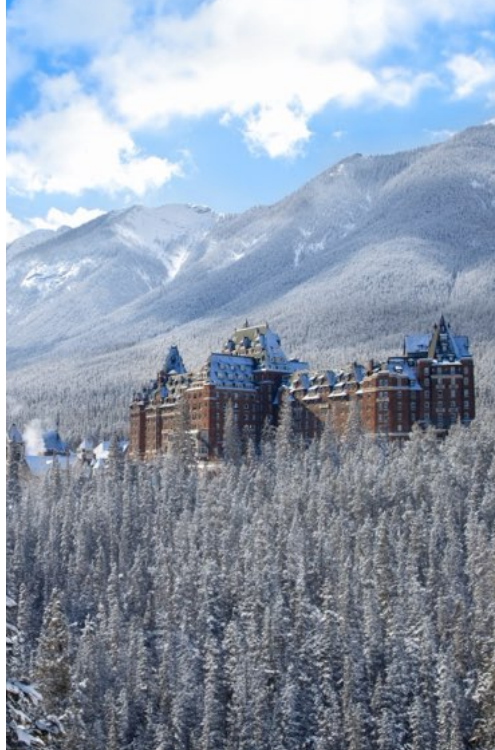
GRAND DEL MAR  
SAN DIEGO, USA



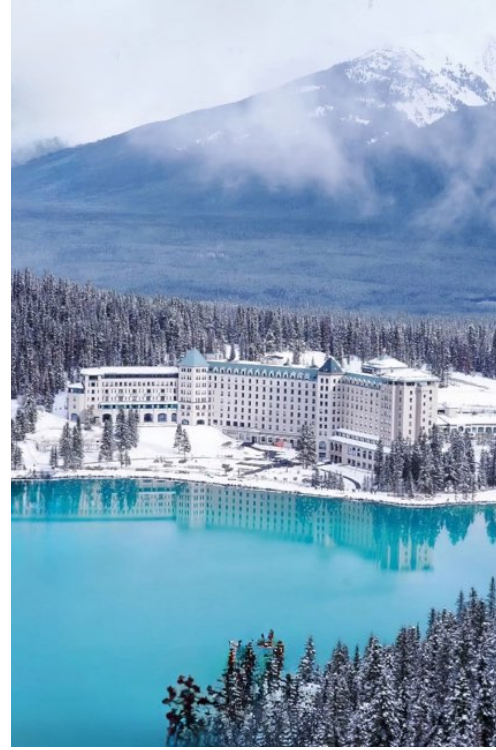
FLAGSHIP  
**SKI RESORTS**  
CANADA



MONT TREMBLANT  
QUEBEC, CANADA



BANFF SPRINGS  
ALBERTA, CANADA



CHÂTEAU LAKE LOUISE  
ALBERTA, CANADA



CHÂTEAU MONTEBELLO  
QUEBEC, CANADA



CHATEAU WHISTLER  
BRITISH COLUMBIA, 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



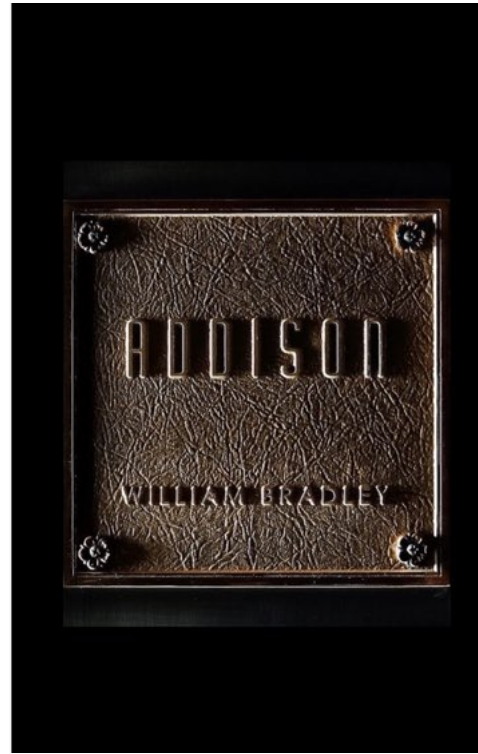
SAVOY GRILL  
MICHELIN GUIDE

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  
**BAR**  
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



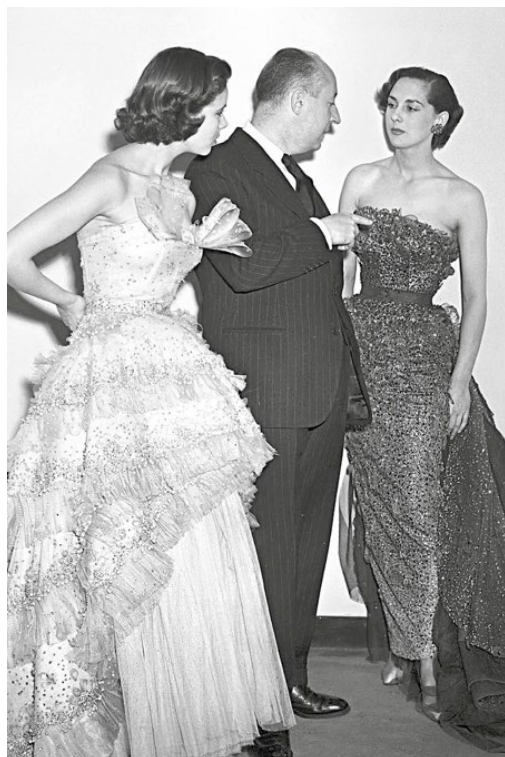


TIMELESS  
HERITAGE



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



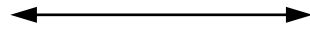
# TRI-DIMENSIONAL SYNERGY

MEMBER OF



LUXURY & LIFESTYLE  
DIVISION

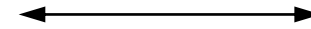
BENEFITING FROM ONE OF THE WORLD'S  
LARGEST LUXURY & LIFESTYLE EXPERTISE &  
KNOW-HOW SUCH AS LUXURY SALES, CRM,  
TALENT & F&B



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



OTHER BRANDS

ULTRA LUXURY



CORE LUXURY



COLLECTION LUXURY



AFFORDABLE LUXURY



UPPER UPSCALE





# 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%	



ASPIRATIONAL DREAM

TO SHOW THE  
WORLD THAT  
TRUE LUXURY  
IS INCLUSIVE

*F*





ASPIRATIONAL DREAM

TO SHOW THE  
WORLD THAT  
TRUE LUXURY  
IS INCLUSIVE

*F*







FOCUS

MAKE SPECIAL  
HAPPEN

*F*





FOCUS

# MAKE SPECIAL HAPPEN

*F*



BRAND SPIRIT

TURNING  
MOMENTS  
INTO SPECIAL  
MEMORIES

*F*







# 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



A black and white photograph of two hands reaching towards each other against a textured grey background. The hands are positioned on the left and right sides of the frame, with fingers slightly curled as if about to grasp each other. The lighting is soft, highlighting the contours of the hands and the texture of the wall.

WE ARE  
CONNECTORS

*F*







# BRAND MARKERS





SERVICE CULTURE



FAIRMONT GOLD



ESG & SUSTAINABILITY



ENT & ACTV



GOLF



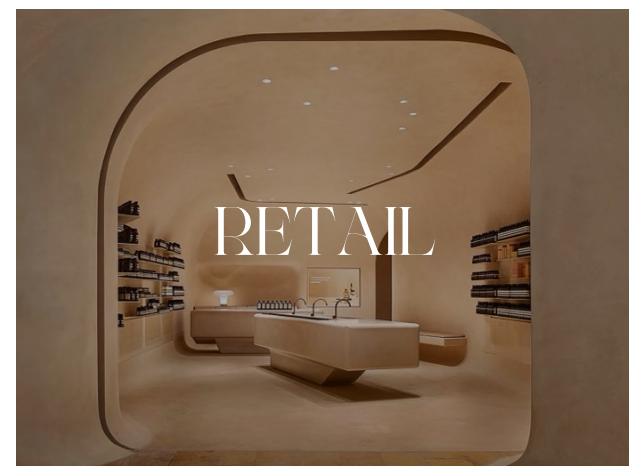
FAIRMONT GATHERINGS



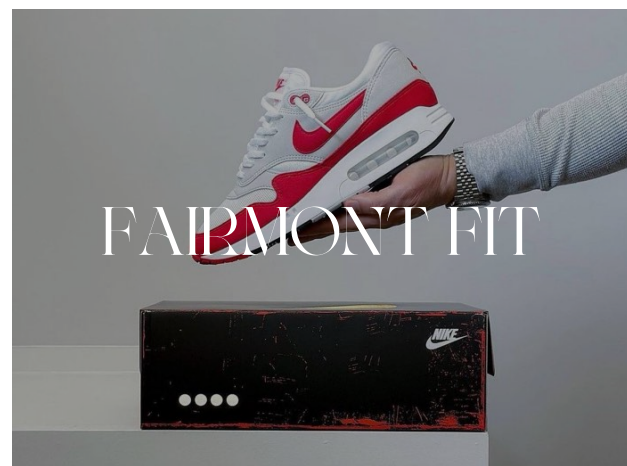
UNIFORMS



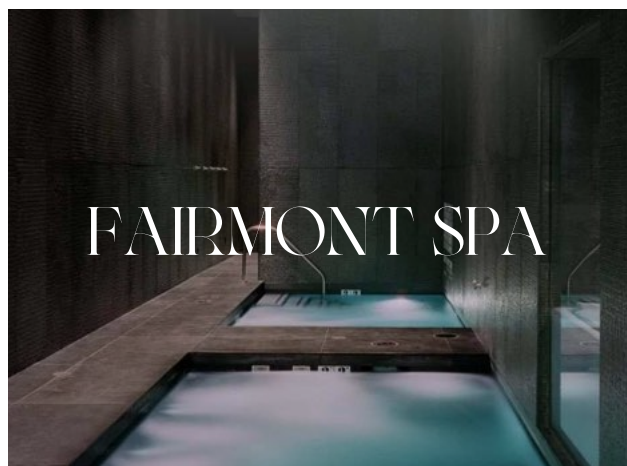
F&B PARTNERS



RETAIL



FAIRMONT FIT



FAIRMONT SPA



RESORT & KIDS



A woman with long dark hair, wearing a white turtleneck, a white jacket, and white pants, is sitting on a concrete ledge. She is looking towards the camera. The background is a dark, overcast sky. The word "PARTNERSHIPS" is overlaid in a large, white, serif font across the middle of the image.

# PARTNERSHIPS



# PARTNERSHIPS

UPCOMING



RALPH LAUREN  
FAIRMONT GOLD



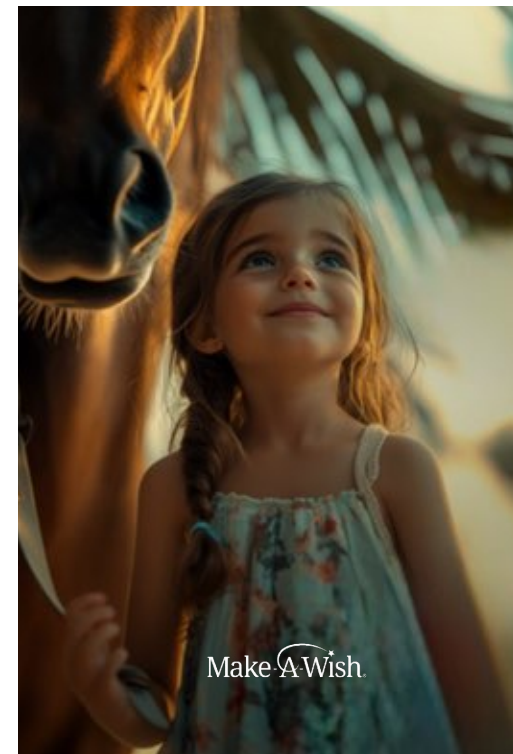
BMW  
SUSTAINABILITY (EV)



ON  
FAIRMONT FIT



CANADA GOOSE  
RETAIL + ACTIVATION



MAKE-A-WISH  
GLOBALIZE



A woman with long, dark, wavy hair is shown in profile, facing left. She is wearing a black long-sleeved top. Her arms are raised, and she is holding a large, flowing, light-colored fabric that billows around her. The background is a deep blue, speckled with white dots, resembling a starry sky or a night sky. The overall mood is ethereal and aspirational.

# PR & SOCIAL



# GLOBAL PR COVERAGE



CANADA

Pomp & Circumstance  
TORONTO



AMERICAS

KWT Global  
NEW YORK



EUROPE

TBC



MEA

Bacchus  
DUBAI



ASIA PACIFIC

Companion  
HONG KONG

- 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€

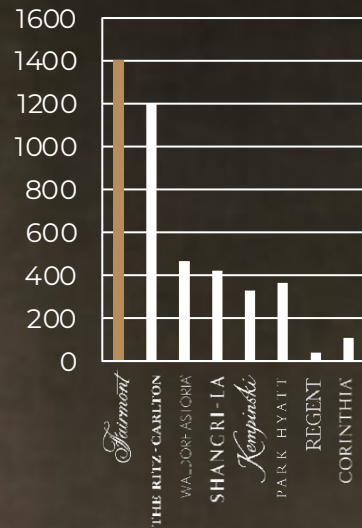
ARTICLES

152k

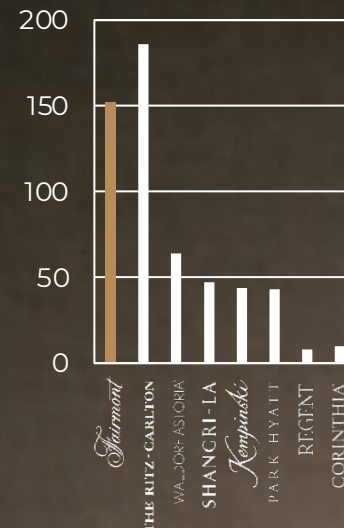
IMPRESSIONS

718B

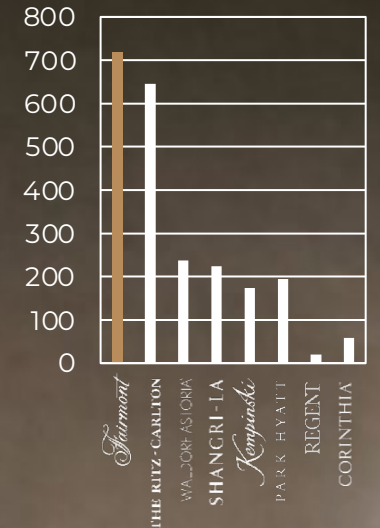
Millions



Thousands



Billions







BRAND  
DESIGN DIRECTION



# OUR DESIGN ETHOS

BRAND DNA



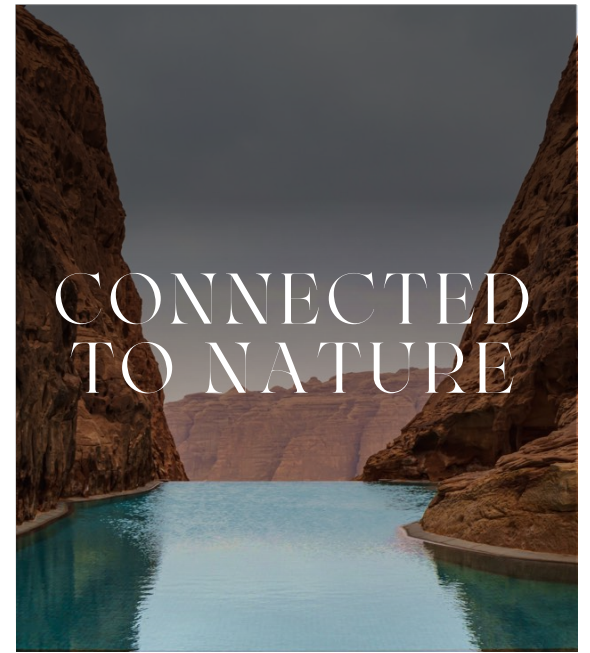
A LEGACY OF  
EXCEPTIONAL DESIGN



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



A photograph of the Fairmont Hotel in New York City at dusk. The building is illuminated with warm yellow lights, and its windows are glowing. The sky is dark, and the surrounding city buildings are visible in the background. The text "THANK YOU" is overlaid in a large, white, serif font across the center of the image.

THANK YOU

*Fairmont*