

# Fairmont

*Unforgettable. Since 1907.*

At Fairmont, the passion is to connect the guests to the very best of destinations. From the beaches of Hawaii to the deserts of the United Arab Emirates to the heart of London, Fairmont offers guests extraordinary places, created by combining unique architecture, expressive decor and artistry, and magnificent features. Add great service, and the result is an unforgettable guest experience.

[fairmont.com](http://fairmont.com)

THE PLAZA  
A FAIRMONT MANAGED HOTEL  
NEW YORK, UNITED STATES

*Charismatic · Thoughtful · Cherished · Exceptional*

FIND YOUR LOCAL DEVELOPER CONTACT ON [GROUP.ACCOR.COM/HOTELDEVELOPMENT](http://GROUP.ACCOR.COM/HOTELDEVELOPMENT)

RAFFLES \ ORIENT EXPRESS \ BANYAN TREE \ DELANO \ SOFITEL LEGEND \ FAIRMONT \ SLS \ SO \ SOFITEL \ THE HOUSE OF ORIGINALS  
RIXOS \ ONEFINESTAY \ MANTIS \ MGALLERY \ 21C \ ART SERIES \ MONDRIAN \ PULLMAN \ SWISSÔTEL \ ANGSA  
25HOURS \ HYDE \ MÖVENPICK \ GRAND MERCURE \ PEPPERS \ THE SEBEL \ MANTRA \ NOVOTEL \ MERCURE \ ADAGIO  
MAMA SHELTER \ TRIBE \ BREAKFREE \ IBIS \ IBIS STYLES \ IBIS BUDGET \ JO&JOE \ HOTELF1





CLASSIC - LUXURY  
INTERNATIONAL 5 STARS

67%

BRAND TOTAL AWARENESS  
IN THE U.S.A.  
& 93% IN CANADA

78€

BRAND AVERAGE RATE PREMIUM  
VERSUS  
INDEPENDANT HOTELS

72%

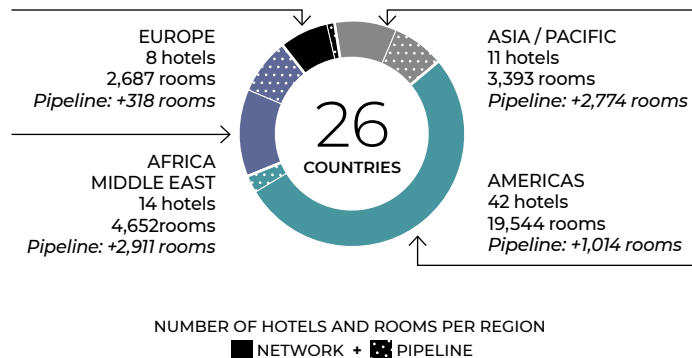
OF GUESTS SAY FAIRMONT  
MAKES THEM FEEL LIKE THEY  
ARE IN THE HEART OF THE  
DESTINATION

## Network

76 HOTELS & 30,276 ROOMS

## Pipeline

22 HOTELS & 7,017 ROOMS



## Development

New Built & Conversion

	PRIME LOCATIONS	SECONDARY LOCATIONS	AIRPORTS SUBURBS
CAPITALS, KEY CITIES & RESORT DESTINATIONS	●	●	
MAJOR DOMESTIC DESTINATIONS	●		
OTHER CITIES & ATTRACTIVE TOURISTIC DESTINATIONS			

## Latest openings

Austin, United States, 1,048 rooms  
Riyadh, Saudi Arabia, 304 rooms  
Maldives Sirru Fen Fushi, Maldives, 120 rooms

## Top 3 unique selling propositions

### BRAND MOMENTUM

Worldwide footprint with near 80 hotels  
Brand momentum & awareness in the USA, Middle East & Asia  
Iconic & historic versus modern new built hotels  
Business versus resorts hotels

### X HEART OF THE DESTINATION

Connection between the hotel and the destination  
Connection between the guest and the destination  
Connection between the hotel and the guest

### = PROFITABLE BUSINESS MODEL

Large sized hotels with 400 rooms on average  
Luxury high driven average room rate and brand premium  
MICE, F&B, outside catering generate > 40% of hotel total revenue

## Key programs

**Fairmont Fit.** Fairmont Fit delivers the latest Reebok apparel and footwear, as well as yoga mats and stretch bands to guests based on their personal profile sizes and preferences.

**Fairmont Gold.** Fairmont Gold offers an elevated guest experience for the discerning customer looking for exclusivity and enhanced privileges. Fairmont Gold, a hotel within a hotel delivers the perfect balance between privacy and personalization in a sophisticated, warm and inviting environment.

**Fairmont Bee Sustainable.** For the past 25 years, Fairmont Hotels & Resorts has been committed to protecting its local environments through its award-winning Fairmont Sustainability Partnership. As the leading hotel company in this space, Fairmont was the first luxury hotel brand to develop onsite honeybee programming. Today, the Fairmont Bee Sustainable program features over 20 honeybee apiaries and 18 wild bee hotels at Fairmont locations around the world.

**Classic. Perfected.** Fairmont's global cocktail menu is a selection of cocktails created by Fairmont Tastemakers – Fairmont bartenders representing some of our most vibrant and successful bars around the world.

## Programming

(1) For AAA ultra city center, historic conversion, the room size and areas can go down by 10-15%  
(2) Based on market demand

ROOMS	● URBAN	● RESORTS
— Average number of rooms	● 300-400	● 200 and +
— Room average size <sup>(1)</sup> (sqm)	● 40 and +	● 45 + balcony
— Total Gross Floor Area <sup>(1)</sup> (sqm)	● 100-140	● 120-160
FOOD & BEVERAGE	1 Signature restaurant (inc. Breakfast) 1 Speciality restaurant 1 lobby lounge bar 1 Gourmet Café Pool & Bar Grille in resorts	
WELL BEING	Willow Stream Spa Extensive fitness <sup>(2)</sup> Swimming pool	
MEETINGS, EVENTS & OTHERS	Meeting rooms <sup>(2)</sup> Ballroom <sup>(2)</sup> Business centre	Fairmont Gold <sup>(2)</sup> Kids Club <sup>(2)</sup>

## Customer profile

TRANSIENT	58%	42%	GROUP
DOMESTIC	26%	74%	INTERNATIONAL

## Top 5 flagships to visit

THE SAVOY, LONDON  
UNITED KINGDOM



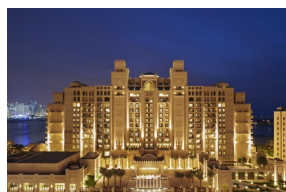
THE PLAZA, NEW YORK  
UNITED STATES



FAIRMONT BANFF SPRINGS  
CANADA



FAIRMONT THE PALM, DUBAI  
UNITED ARAB EMIRATES



FAIRMONT PEACE HOTEL,  
SHANGHAI CHINA



All figures as of end 2018