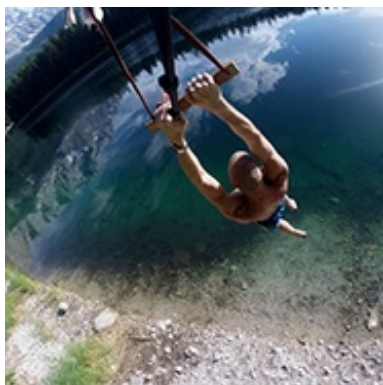


MULTICHANNEL

Fairmont encourages creative films for 42-property contest

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GoPro image of man ropeswinging in Bavaria

By JOE MCCARTHY

Fairmont Hotels and Resorts is teaming up with camera manufacturer GoPro to invite fans to take videos of their favorite places through Sept. 14 for a chance to win a number of trips.

[Sign up now](#)

Luxury Daily

The "Destination GoPro Heroes" initiative presents 42 initial trip packages for prizes and an additional grand prize. Although asking for videos is a riskier proposition than asking for photos, simply because of the effort required, the broad prize pool will likely attract submissions if the contest is well advertised on social media.

"We chose to focus on video because it is more impactful and engaging than photography in terms of storytelling," said Jennifer Greene, director of [Fairmont Hotels and Resorts in the Americas](#), New York.

"We want to help our guests to share their stories and fully experience our destinations, and video makes it easier for others to relate," she said.

Thrill seekers

The boundaries for submissions are broad. Fans are invited to capture a place that

appeals to them, preferably something extraordinary. The contest description calls for "hidden gems, off-the-beaten path experiences, and thrilling adventures in your favorite places - [captured] in a unique and creative way."

GoPro cameras are designed primarily to sustain rough circumstances, making them ideal for sports and adventures.



GoPro image of man paddling in southern Italy

Of course, quality is the key word here. Submissions will be assessed by a panel of judges, rather than randomly awarded.

Fairmont and GoPro enlisted Robin Esrock, a Vancouver-based adventure travel writer, as the official GoPro ambassador. Mr. Esrock will help judge the video submissions, and will also name his favorite video submission.

The writer will also help to build interest in the contest via his social channels and entrants are invited to interact with him on Twitter and Instagram.



Photo by Robin Esrock

Fans can upload their videos on the "[My destination story](#)" Web site. Videos will not be

arrayed as they arrive for others to view. Instead, the 42 winners will have their videos displayed on the Web site on Dec. 19.

The panel of judges will select the winners by Oct. 1, and the trips will be parceled out between Oct. 2 and Dec. 15. Each winner will receive three nights for two people at one of the 42 properties involved, no overlapping, a GoPro camera and a \$500 Visa gift card for use during their stay.

Winners will then create another video using their GoPro camera to "creatively document" their trip. Of these videos, a grand prize winner will receive a seven-night trip for two at any Fairmont North America property, with airfare, deluxe room accommodations, breakfast each morning and a \$100 food and beverage credit per day.

For fans that do not want to create a video, e-postcards found on the contest Web site can be sent to be entered into a sweepstakes that include GoPro cameras, BMW bikes, Fairmont Gold Bathrobes, Le Labo cCandles, a Stearns & Foster queen size mattress or Riedel glass decanters.

Enter to win

Fairmont currently has a few other contests and giveaways activated to keep fans returning to both properties and social media pages.

For instance, the brand is joining up with apparel brand Tommy Bahama, ride service Uber and Alaska Airlines for an end-of-the-summer escapade to celebrate National Relaxation Day in 2013.

Many hotel brands, including Fairmont, have been encouraging fans to embark on road trips as a way to sample complementary properties. Combining multiple companies like this allows consumers to get a sense of how a brand fits into the larger travel ecosystem ([see story](#)).

Also, The Savoy, Fairmont in London is keeping consumers excited for its 125th anniversary Aug. 6 with a month-long social media campaign.

For the 30 days leading up to the anniversary, the property has been giving away brand experiences or prizes pertaining to the surrounding area. Although 30 days is a long time to expect consumers to stay engaged, The Savoy only needs a particular consumer to interact for a day for the seed of the anniversary date to be planted ([see story](#)).

The GoPro campaign, however, has a much greater scope.

"As our brand is renowned for genuine and authentic connections, we plan to use the videos to showcase our guests' experience at our properties," Ms. Greene said. "We also feel the videos will entice future guests to visit our unique destinations."

Final Take

Joe McCarthy, staff writer on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/4ycFBvY3nY8](http://www.youtube.com/embed/4ycFBvY3nY8)

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