

OUT OF HOME

Fairmont and Flytographer say no to selfies

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Fairmont Empress Hotel in Victoria, British Columbia, Canada

By FORREST CARDAMENIS

Fairmont Hotels and Resorts is partnering with Flytographer to take a burden off the hands of travelers.

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Luxury Daily

Guests at 35 of the brand's hotels can now hire professional photographers to take their pictures for everything from planned birthdays to surprise proposals, as well as more standard tourism fare. With vacation photography taking off with the rise of the selfie and social platforms like Instagram, Fairmont's initiative shows that the brand remains committed to providing great service for consumers.

"Research shows us that professional travel photography is a growing trend globally," said Kaitlynn Furse manager, PR & partnerships, marketing & sales at [FRHI Hotels & Resorts](#).

"Fairmont recognized this trend and through our partnership with Flytographer, guests can access quality, professional photography services more easily. Hiring a professional photographer for a shoot while traveling doesn't mean guests won't continue to take photos with their phones, it just means that they will be able to take home stunning photos of their time with us in addition to what they might capture themselves.

Say no to selfies

Guests can book sessions of half an hour, an hour or 90 minutes, with sessions being personalized to the activities and preferences of the consumers. Having professional photographers take the photo instead of relying on the kindness of strangers or the selfie stick will improve accessibility and quality of pictures.



A family recreates the "Abbey Road" album cover with the help of Flytographer

“We have a long history of connecting travelers to the best of our destinations and providing them with exclusive access to meaningful experiences during their visit,” said Alexandra Blum, vice president of public relations and partnerships at FRHI Hotels & Resorts, Toronto, in a statement. “Now in a joint effort with Flytographer, we are introducing Fairmont guests to our destinations’ best photographers. This means Fairmont experiences can now be remembered and shared through beautiful imagery that will serve as a keepsake for years to come.”

Flytographer, in addition to being photographers, also serve as tour guides and friends, informing clients about destinations and locale. Hotels are expected to be able to provide information about the locale to patrons, and collaborating with a photography company who can do that even when guests are not on-site is a way of expanding that service.



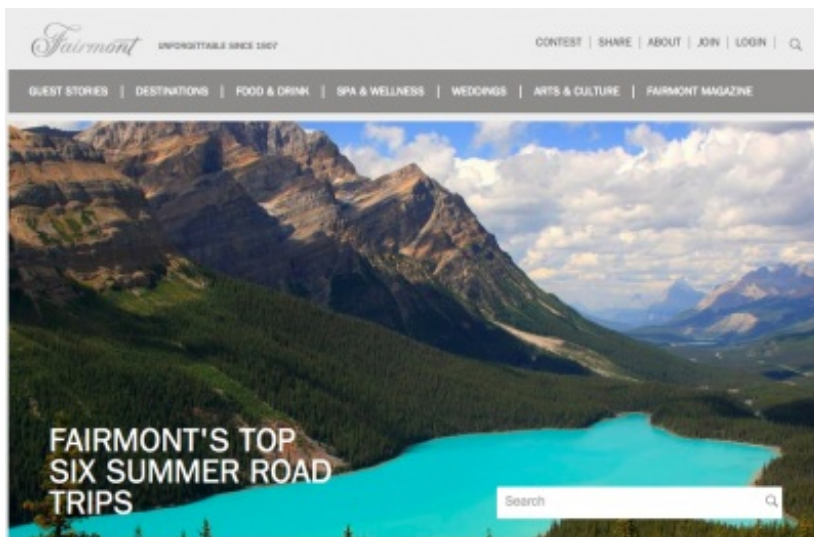
Fairmont Dubai

“Working with one of our photographers is like meeting a local friend, who shares insider tips, while discretely capturing incredible memories in iconic backdrops,” said Nicole Smith, founder of Flytographer, Victoria, Canada, in a statement. “We believe that in order

to truly capture memories, guests need to feel comfortable and connected to the person behind the lens. Our carefully selected photographers offer just that to deliver an unforgettable experience every time.”

Looking at photos provides an opportunity for reminiscence and an urge to travel once again among many travelers, and linking those good memories with Fairmont’s service may lead to repeat business.

The collaboration also includes a social component. Guests are invited to share photos and stories on [Fairmontmoments.com](https://www.fairmontmoments.com) and on social media using #Fairmontmoments.



Fairmontmoments.com homepage

Encouraging social media sharing is a way for the initiative to gain visibility and widen its reach, while the inclusion of curated content on travel, culture and dining on the Web site is a subtle way of encouraging consumers to share their stories. Many consumers are more likely to tryout a service that includes implicit endorsements or testimonials that social media provides.

Photo-tourism

Other hotels have also helped tourists strike the perfect pose for vacation photographs.

Last year, “Mandarin Oriental, Paris helped guests create social media memories with a room package dedicated to the selfie.

For “Selfie in Paris,” guests were given a three-hour private tour of the city’s best landmarks for snapping photos, based on insider tips from the hotel. Since social media has become such an integral part of the travel experience, helping ensure that guests get the shots they want will leave an impression on both them and their followers ([see story](#)).

In a different twist, this summer Four Seasons’ New York hotel property looked through the lens of its social media followers this summer with a season-long Instagram contest revolving around views of the city.

The Instagram contest is being led with the hashtag #MyNYCView and asks residents and visitors to share their personal views of the city. The hotel shaped the contest from within

by looking at the geotag location for the property and understanding that guests were overwhelmingly Instagramming from their own hotel rooms ([see story](#)).

"People are already sharing photos of their travels on a regular basis," Ms. Furse said. "Through Fairmont Moments our guests can share memories that have been beautifully and professionally captured for them rather than selfies or photos taken by fellow travelers.

"At Fairmont we are all about turning every moment guests share with us into memories. This partnership is a concrete way that we can facilitate that by turning experiences into something that you would be proud to hang on your wall at home or post on social media."

Final Take

Forrest Cardamenis, editorial assistant on Luxury Daily, New York

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