

INTERNET

Fairmont names superlative suites to boost accommodation awareness

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Grand penthouse suite at The Plaza

By STAFF REPORTS

Fairmont Hotels & Resorts is shining a light on some of its most lavish and expensive suites to both awe and inspire guests to book.

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The year-long campaign includes the launch of an online hub where consumers can explore the most notable accommodations Fairmont has to offer, which have everything from unrivaled views to personalized services. This initiative may spur guests to elevate their stays with Fairmont, as they realize what potential lies beyond the suite doors.

Sweetening the deal

Fairmont's suite hub of its Web site lets consumers browse lists of the most expensive or most luxurious suites.

One of the most costly accommodations is the presidential suite at the Fairmont Jakarta, which comes with a full kitchen, private fitness and spa room and a dedicated butler.

Fairmont Banff Springs' royal penthouse suite makes the cut as one of the most luxurious spaces in the Fairmont portfolio. Designed for royalty or dignitaries, the penthouse in the "Castle in the Rockies" has a reception foyer, grand piano and windows overlooking the mountains.



Fairmont Banff Springs royal penthouse suite

The grand penthouse suite at The Plaza in New York makes both lists, touting a private elevator, furnishings inspired by the court of Louis XV, a library curated by published Prosper Assouline and views of Fifth Avenue.

Ongoing throughout the year, will be Fairmont's lists of hotels that share other features, such as those with the most appealing views and those that are suitable for royalty.

Fairmont has previously looked to differentiate its experience from other chains by offering an inside look at its butler service.

The group's The Savoy in London kept consumers informed with a infographic that provided insight into the daily life of a butler at the hotel.

The cleverly designed chart shared unique personal experiences from The Savoy's head butler along with travel tips, the rigors of butler training and interesting requests made by guests. By allowing consumers to see some of the inner workings of the hotel, The Savoy forged intimate relationships as well as highlighted its truly unparalleled personal service ([see story](#)).

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