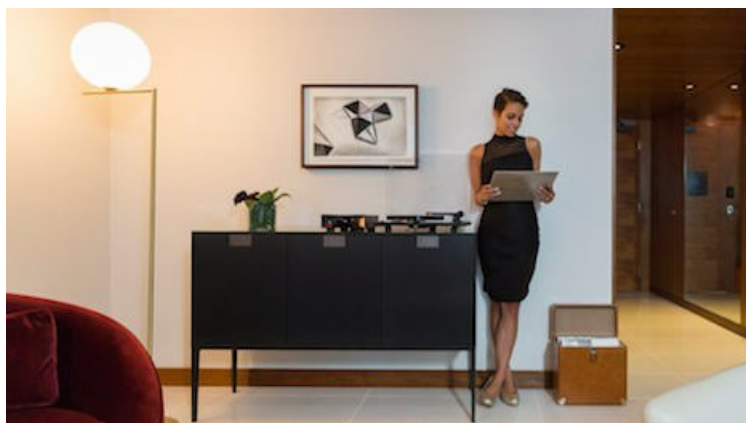


TRAVEL AND HOSPITALITY

## Fairmont offers Vancouver concert experience to introduce new suites

August 17, 2016



*Fairmont Pacific Rim, Owner's Suite collection*

By STAFF REPORTS

Fairmont Hotels & Resorts is drawing inspiration from the Canadian city of Vancouver to furnish 10 suites with elements of art, music and fashion.

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The hotel brand has chosen its Pacific Rim, Vancouver property to unveil "The Owner's Suite" collection. The series of 10 suites have been designed with in-the-know travelers in mind and play off Vancouver's unique DNA.

Music to guests' ears

Each of the Fairmont Owner's Suites is 800 square feet and is decorated with an Ico Parisi-inspired sofa and dining table in the living room, a plush king-sized canopy bed, a walk-in closet and deep soaker tub.

Artwork seen in suites features installations by Canadian artists such as Susan Point and Greg Murdock.



*Fairmont Pacific Rim's Owner's Suite*

Playing off its musical inspirations, Fairmont has also placed a custom vinyl collection Rega RP1 turntable in each of the Owner's Suites. Guests who book the suites are encouraged to use the vinyl collection to their personal liking

or request an in-room playlist ahead of check-in.

Fairmont Gold services, such as private check-in, concierge and an exclusive lounge, are also available for guests staying at the Owner's Suite collection.

The Owner's Suite collection was developed by Vancouver-based architect James K. Cheng, who also designed the Fairmont Pacific Rim tower. For the suites, Mr. Cheng incorporated contemporary and modern European designs for a tranquil space that is simplistic, letting the panoramic views of the harbor do the talking.



*Fairmont Pacific Rim's Owner's Suite*

"We are continually developing our product to suit the evolving needs and desires of our guests," said Philip Barnes, regional vice president, Pacific Northwest and general manager at Fairmont Pacific Rim, in a statement. "We believe these 10 new suites will be embraced by our guests as another example of our continuing commitment to meet, and hopefully exceed, their expectations."

Alongside Fairmont's debut of the suites comes an experience package inspired by music. The Suite Music Experience package includes accommodation in one of the three Owner's Suites, a music-inspired welcome amenity and cocktails served in The Lobby Lounge, where live music can be enjoyed.

The package also includes a VIP Live Nation concert experience, with return transfers available to the show's venue. Fairmont's package rates begin at \$3,200 CDN or \$2,490 at current exchange rates.

Hospitality brands have tuned into guest's penchant for music.

For instance, Starwood Hotels & Resorts partnered with entertainment companies to expand its loyalty program and offer members access to some of the best music festivals, concerts and interactive artist experiences around the world.

These partnerships give Starwood Preferred Guests additional opportunities to enjoy art and culture as a result of their membership in Starwood's loyalty program. Expanding the program is a way for Starwood to connect with consumers and encourage travelers to choose Starwood in order to gain access to these appealing benefits ([see story](#)).