

IN-STORE

Fairmont taps Royal Wedding sentiment for more business

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Luxury Daily

The Fairmont Empress in Victoria, British Columbia, and The Fairmont hotel in Vancouver are giving guests Royal Wedding-inspired events and offerings throughout April.

Both the Fairmont Empress and the Fairmont hotel are celebrating the Royal Wedding in true British style. The hotels pride themselves on their castle-like accommodations and historic ties to the Royal Family.

“[The offerings and events] were based on the attention and queries we received at the hotel when the engagement was announced,” said Angela Rafuse-Tahir, director of sales

and marketing at the Fairmont Empress, Victoria. “People thought it was a natural fit for us to put together a Royal event.

“We have so many Royal connections within the building,” she said. “We have a selection of china called the Queen’s china, as well as the Royal menu from when King George VI and Queen Elizabeth were here May 30, 1939.”

The Fairmont Empress is marketing the Royal month via its dedicated Facebook and Twitter pages.



Fairmont Empress Facebook post

The Royal Wedding of Prince William and Catherine Middleton will take place on April 29 at London’s Westminster Abbey.

The last Royal Wedding, where Prince William’s father, Prince Charles, married Camilla Parker-Bowles, was April 9, 2005 in Windsor, Britain.

Rise and dine

The Fairmont’s wedding events gives incentive for both British Columbian-born consumers and foreigners to come to the hotel.

Fairmont Empress is offering guests a “Rise and Shine with the Royals” breakfast which will start at 3 a.m. on April 29. Guests are invited to don their favorite pajamas, watch the live broadcast of the wedding and eat breakfast in the Tea Lobby.

The Rise and Shine with the Royals breakfast is \$39 per adult.

The hotel will be offering “A Royal Empress Room Dinner” for three nights only on April 29-30 and May 1. Available to a limited number of guests, the exclusive dinner will be served on the Queen’s china, which has only ever been used by Queen Elizabeth II until now.

Menu items for the dinner are inspired by the Royal visit in 1939. The Royal Empress Room dinner is \$150 per person.

The Fairmont hotel in Vancouver will feature a “Royal Wedding Afternoon Tea” for April, themed around the Royal Wedding.

On the day of the Royal nuptials, afternoon tea will be served starting at 11 a.m. with a replay of the Royal Wedding shown on a big screen in the hotel’s lounge.

Guests named Will or Kate will receive a 50 percent off afternoon tea, which is offered at

\$36 per person.

Loyal to royal

Since both hotels have close ties with the Royal Family, it makes sense that it would celebrate a monumental British occasion with such events.

The hotels are promoting this initiative through their Web sites at

<http://www.fairmont.com/vancouver> and <http://www.fairmont.com/empres>.



The screenshot shows the Fairmont Hotel Vancouver website. The main content area features a news article titled "FAIRMONT PROCLAIMS APRIL 'ROYAL MONTH'". The article text reads: "Vancouver, BC, March 24, 2011 - Royal Wedding fever has descended on British Columbia. To commemorate the upcoming royal nuptials on April 26, the Fairmont Empress in Victoria and The Fairmont Hotel Vancouver will celebrate everything 'fit for a monarch' this April. If you're looking to celebrate the Royal Wedding in true British style, there is no better place to mark this momentous occasion than at one of British Columbia's Fairmont castles, both of which have important historic ties to the Royal Family." Below the article, it states: "The Fairmont Empress will offer a wide selection of royal events during April. The hottest spot is the King & Shave with the Royals breakfast scheduled starting at 9:00am on Friday, April 26 (and live from British). Guests are invited to dine their favorite omelette on Fairmont robes and watch the live wedding broadcast during breakfast in the Top Lobby (\$20 per adult, reservations required). Later that day,"

The right sidebar contains a booking widget with the following details: DESTINATION: Vancouver; HOTEL: The Fairmont Hotel Vancouver; ARRIVAL DATE: 05 Apr 2011; DEPARTURE DATE: 07 Apr 2011. It also includes a "CHECK AVAILABILITY & RATES" button and a "Change or Cancel a Reservation" link.

Fairmont Vancouver's Royal Wedding announcement

Several luxury hotels are creating Royal Wedding packages to attract guests throughout the month of April.

For example, Sir Rocco Forte's Brown's Hotel in London is giving guests a Royal Wedding-themed package ([see story](#)).

"I think that it shows the fun side of our hotels and I think that we certainly have a great following of guests and they like the idea of embracing and celebrating the Royal Wedding," Ms. Rafuse-Tahir said.

Final take

What's this fascination with princes and princesses?

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