

TRAVEL AND HOSPITALITY

Santa chooses Fairmont as holiday pied-à-terre

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Image courtesy of Fairmont San Francisco

By STAFF REPORTS

Fairmont Hotels & Resorts in North America have reserved a room for Santa Claus as home away from home during the Christmas season.

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In addition to wintry decor, seasonal activities and guest packages, Fairmont properties in North America are working to become a memorable part of guests' holiday stays. The Santa Suite, in particular, will stick with guests and local visitors alike, likely forming cherished holiday memories.

He's checking in

The Santa Suite was first launched at Fairmont sister brand Swisstel in 2014 at its Chicago property. The holiday concept was then expanded to include Fairmont properties in San Francisco, San Diego, Mexico, Quebec City, Toronto, Banff Springs, Winnipeg, Edmonton and Jasper, Canada.

Each of the select properties has reserved a room for Santa. The specially decorated suite is described as being "Santa's home away from the North Pole."

Hotel guests and local residents visiting the property are invited to tour the Santa Suite. Decor includes holiday decorations such as Christmas trees, a table set for Santa and his reindeer and a special gift for children on his "nice list."



Santa Suite at Fairmont Le Chateau Frontenac in Quebec

Other luxury brands have used Santa's likeness for branded efforts that delight more than sell.

Last year for example, German automaker Mercedes-Benz helped Santa Claus deliver gifts in style through a holiday sleigh configurator. Consumers were able to customize Santa's sleigh, choosing models of Mercedes as the base of the craft and other features such as its color, decoration and lights ([see story](#)).

In addition to Santa Suites, many Fairmont properties participate in the hotelier's Trees of Hope program. Participants outfit a Christmas tree displayed in their lobbies, with decor that suits the individual hotel. A charitable component is also tied in to benefit local charities.

Guests can also participate in Trees of Hope by booking the package of the same name. Fairmont's Trees of Hope package includes up to 25 percent of the daily rate and a \$10 donation per night given to the hotel's charity of choice. Guests will also earn 500 bonus United MileagePlus miles per night.