

TRAVEL AND HOSPITALITY

## Fairmont says “happy birthday, Canada” in love letter

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*Fairmont's Love Letter to Canada*

By BRIELLE JAEKEL

Fairmont Hotels & Resorts is celebrating Canada's 150th birthday in a special manner that includes a series of packages and events, topped off with a video love letter to its home country.

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The hospitality brand is kicking off celebrations for the country of Canada turning 150 with a video that shows its team members sharing their love and appreciation for the country. The hotel will now offer special events, amenities and programming including pan-Canadian railway packages and authentic heritage dinners at locations across Canada throughout the rest of the year.

"Fairmont is Canada's luxury hotel brand, with a rich history dating back to the building of the country itself through the railways," said Jeff Doane, senior vice president of sales and marketing of North & Central America at [AccorHotels/Fairmont Hotels & Resorts](#). "Our great Canadian castles and iconic Fairmont hotels are the places where memories are made, from personal milestones and celebrations to many of the most historic moments in Canada's grand history.

"As a result, we knew we had to do something really exceptional to commemorate the country's 150th birthday, and gave a lot of thought as to the best way to honor the Canadian spirit," he said. "This video is special to us because it isn't actually about Fairmont at all, it truly is a 'love letter' to this great country.

"We reached out to our colleagues from east to west, and asked them to share what makes Canada special to them. The result is a profound, intimate look into what Canada has meant to the Fairmont family."

### Birthday celebrations

"Love Letter to Canada" is a video tribute from Fairmont colleagues expressing their gratitude, appreciation and stories they have of Canada. The video will be shown on a multitude of online platforms from Fairmont.

The video starts off with writing in script reading, "Dear Canada" followed by individuals in respective interviews trying to find the words to describe the beloved country. One team members goes on to say, "I would have to use my all-time favorite word, and that is amazing."

A series of other one-word descriptions is played, including phrases such as "magical," "striking," "beautiful," "magnificent," "integrity," "grandiose," "opportunity," "open," "friendly," "accepting," "passion," "diverse" and "the best."



*Fairmont's video*

Once asked what would you say to Canada, several individuals express their gratitude by saying, "Thank you." Others explain that they would give the country a big hug and go for a drink.

A series of footage from around the country shows off beautiful landscapes and activities that can be done in Canada. For instance, one couple is shown walking through the woods where a beautiful view of a castle can be seen.

Other landscapes such as mountain scenery, waterways and a group of people skiing are shown. Many voiceovers show team members saying, "I love you," to Canada.



*Fairmont's video*

Those featured in the video go on to explain personal anecdotes related to Canada as well. One man shares that his move to Canada led him to meet his wife, who is a different race than him.

A woman goes on to describe how she loves the feeling of returning home in the airport and showing her passport when security says, "Welcome home."

*Fairmont's video*

Fairmont will be sharing special events and packages at its locations in Canada such as Fairmont Le Chateau Frontenac in Quebec City, Fairmont The Queen Elizabeth in Montreal and Fairmont Chateau Laurier in Ottawa.

#### Canada and Fairmont

Fairmont Hotels & Resorts previously celebrated Canada and drew inspiration from the Canadian city of Vancouver to furnish 10 suites with elements of art, music and fashion.

The hotel brand chose its Pacific Rim, Vancouver property to unveil "The Owner's Suite" collection. The series of 10 suites were designed with in-the-know travelers in mind and play off Vancouver's unique DNA ([see more](#)).

Fairmont also recently integrated cocktails into its locations by introducing a wide-ranged menu with a new set of artfully crafted barware.

The luxury hotel chain moved further into the cocktail space after the success of its tastemaker-created drink menu and campaign. Fairmont added a wide range of new cocktails to its menus as well as events, programs and barware, which can be purchased, for an extra luxurious experience ([see more](#)).

"Our 'Love Letter to Canada' is just one element of Fairmont's Canada 150 celebrations," Mr. Doane said. "We are hosting a series of special offerings and events, from railway packages connecting several Fairmont hotels for a

pan-Canadian adventure to a series of authentic Heritage Dinners harkening back to the 19th century.

"Our goal, throughout 2017 and always, is to connect travelers to the best of Canadian destinations and culture," he said.

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