

TRAVEL AND HOSPITALITY

Fairmont gains strength with fitness in latest partnership

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Image courtesy of Fairmont, Claremont Berkeley

By BRIELLE JAEKEL

Fairmont Hotels & Resorts is putting a greater emphasis on fitness at its properties, hoping to make it easier for travelers to keep up their fitness routines while away from home.

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Through a partnership with high-end fitness equipment maker Technogym, Fairmont will be outfitting its locations with a Wellness Ball for Active Sitting available upon request. Fairmont already implements a strong focus on fitness at its properties with a Reebok partnership that provides athletic wear to guests.

"As a leader in the wellness and fitness industry, Technogym is excited to collaborate with Fairmont Hotels and Resorts to further spread the brand's mission of improving and incorporating both mental and physical wellness principals into everyday life," said Marco Zambianchi, president of North America at Technogym. "Technogym's commitment to wellness has been a priority since its founding in 1983 and the brand strongly believes that extending these principals is a key driver in building a sustainable and successful world."

Hospitality and fitness

The hospitality brand is bringing yet another element of fitness and wellness to its properties as fitness continues to be a growing trend with consumers.

Guests will be able to request an Active Sitting ball, created by Technogym, be sent to their rooms. Within the privacy of their own hotel room, visitors will be able to workout with the ball.

Technogym describes the ball as "an interesting alternative to a traditional chair in order to help strengthen muscles and increase balance, while at the same time improving flexibility, coordination and posture." The equipment resembles a innovative and stylish version of a yoga ball.



The Wellness Ball for Active Sitting from Technogym

Fitness enthusiasts can use the Active Sitting ball as a traditional chair alternative to build back muscle strength or act as workout equipment so guests can workout while on a trip.

Fairmont currently has a relationship with Reebok that allows visitors to request athletic wear be delivered to their rooms. Available exclusively to Fairmont President's Club members, guests receive personalized apparel and footwear.

The partnership with Technogym is currently being piloted at certain locations including Fairmont Pacific Rim, Vancouver, Fairmont Pittsburgh, PA, Fairmont Copley Plaza, Boston and Fairmont San Francisco. Roll out to locations within North America will begin in 2018.

Fairmont Store locations and its online Web site will also sell the Wellness Ball.

Team members, employees and associates will also be to use the ball at Fairmont corporate offices and meeting spaces.

Fairmont

Last year, French hospitality group AccorHotels finalized its acquisition of FRHI Hotels & Resorts, owner of the Fairmont, Raffles and Swisstel brands, for \$2.7 billion.

On July 12, shareholders at the general shareholders meeting approved a transaction involving Qatar Investment Authority (QIA) and Saudi Arabia's Kingdom Holding Company (KHC) resulting in Accor's acquisition of FRHI. AccorHotels' global platform and digital expertise and FRHI's expertise in operating and marketing luxury hotels suggests mutual benefit (see more).

It is not just fitness the hospitality brand has put an emphasis on.

Fairmont Hotels & Resorts has also been integrating cocktails into its locations and introduced 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](#)).

"Technogym's collaboration with Fairmont Hotels and Resorts stands out in the Wellness Travel Industry because Technogym's Active Sitting Wellness Balls are available both in-room for low-impact, highly effective exercise and for seating in corporate meetings in Fairmont meeting rooms, offering a fully encompassing wellness experience in both personal and professional settings," Mr. Zambianchi said. "The collaboration also extends corporate wellness opportunities to Fairmont Employees.

"By incorporating products like Technogym's Active Sitting Wellness Balls into its corporate offices and meeting spaces, Fairmont is encouraging a culture of wellness among its team members, which has been proven to increase positive morale and raise employee retention rates," he said.

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