

TRAVEL AND HOSPITALITY

Fairmont The Palm casts Santa from social media

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Fairmont The Palm is looking for its Santa. Image courtesy of Fairmont The Palm

By STAFF REPORTS

As the holiday season approaches, Fairmont The Palm in Dubai, United Arab Emirates is turning its search to fill a key personnel opening into a contest.

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The hotel's #MyDubaiSanta competition is asking wannabe Santas to submit a video of themselves demonstrating why they are the right jolly character for the job. Through this global campaign, the property will have an international pool of Saint Nicks to choose from.

Desperately seeking Santa

For its campaign, Fairmont has created a job description aimed at finding a Santa that will go above and beyond. Included in the necessary skills are a "jolly disposition" and being "compatible with elves."

Fairmont also says it is looking for someone who can provide their own Santa suit and who is not camera shy. Given the hotel's location, prospective Santas are also told they should own red swim trunks for the "snow-beach."



Exterior of Fairmont The Palm. Image credit: Fairmont

Interested applicants can share a short video of themselves wearing a Santa suit and explaining in English why they

deserve to take on the role. These films, which can be up to 30 seconds long, can be uploaded to Instagram or Facebook with the hashtags #MyDubaiSanta and #FairmontThePalm.

For Santa hopefuls without a social media presence, another individual can submit the entry with the inclusion of the hashtag #PickMyDad or #PickMyFriend.

The chosen Santa will receive an all-inclusive trip to Fairmont The Palm. The winner and a guest will receive a complimentary three-week stay at the hotel on the Palm Jumeirah from Dec. 5-26.

In return, the Santa will be given a few festive tasks that are estimated to take just a few hours per day. These include inspecting the hotel's Christmas trees, leading a choir of elves, making sand balls and sand angels on the beach and looking over children's wish list letters for the naughty and nice.

As all consumers can be publishers today, brands are leveraging their predilection for posting to find talents.

Last fall, U.S. fashion brand Marc Jacobs retooled its "Cast Me Marc" casting call to find the brand's next beauty vlogger.

The Cast Me Marc effort relies on social media and Marc Jacobs' community of followers to source the brand's ambassadors. In the past, Marc Jacobs has hosted Cast Me Marc sessions for its fashion-related campaigns, but has relaunched its casting call for its Marc Jacobs Beauty line ([see story](#)).

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