

TRAVEL AND HOSPITALITY

## Fairmont celebrates cinema with traveling exhibit

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Fairmont Chicago. Image credit: Fairmont

By SARAH RAMIREZ

Fairmont Hotels & Resorts is commemorating its longtime connection to the film industry with a traveling event series that will appeal to travelers and movie buffs.

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Over the last several decades, Fairmont properties around the world have been featured in more than 250 motion pictures. The hospitality group, which is headquartered in Toronto, is launching the event series "Fairmont Loves Film" at Fairmont Royal York during this month's Toronto International Film Festival.

"Fairmont Hotels have played a very important part in film history having been featured in such iconic films such as 'Empire of the Sun' and 'Breakfast at Tiffany's' to name a few," said Tiffany Dowd, founder and president of **Luxe Social Media**, Boston. "It's a great opportunity for the brand to forge a deeper connection with guests on an artistic and emotional level through the creative use of photography and film."

Ms. Dowd is not affiliated with Fairmont, but agreed to comment as an industry expert. AccorHotels-owned Fairmont Hotels & Resorts was reached for comment.

Lights, camera, action

For this event series, Fairmont partnered with two women who have been entrenched in the film industry their whole lives.

Director and screenwriter Gia Coppola, granddaughter of director Francis Ford Coppola, has been named the film ambassador and curator for Fairmont Loves Film. Visual artist Cuba Tornado Scott, granddaughter of director Ridley Scott, created a short film covering Fairmont's connection to cinema.

*Fairmont Loves Film montage*

To introduce audiences to Fairmont Loves Film, a montage was created with scenes from several films spanning across decades and genres.

One of the featured properties is The Fairmont San Francisco, as seen in the Alfred Hitchcock classic "Vertigo."

More recently, The Fairmont Vancouver was seen in "50 Shades of Gray."



*Vertigo was filmed on location at the Fairmont San Francisco*

The visual exhibit includes still and clips from these movies and others.

At the Fairmont Royal York, the interactive exhibit can be seen in window displays and inside the mezzanine. Fairmont is also encouraging guests to visit the Royal York speakeasy for a signature cocktail inspired by "The Great Gatsby."

Fairmont Loves Film will be open in Toronto through Sept. 15 before making appearances at The Savoy in London, as seen in "Notting Hill," and at Shanghai's Fairmont Peace Hotel.

Pop-up popularity

Pop-up events and exhibits are increasingly becoming a popular way for hospitality brands to engage potential guests.

Hospitality group Four Seasons recently celebrated a new film release with a special package, as its Langkawi resort is featured on the big screen.

Acting as a backdrop for the new film "Crazy Rich Asians," Four Seasons Langkawi in Malaysia is offering a getaway for travelers similar to what they see in the film with its Escape to Paradise promotion. Daily breakfast for two, round-trip rides between the airport and resort and more are offered a part of this package ([see story](#)).

In 2016, Canada's Fairmont Hotels & Resorts is giving consumers a different point of view with a photo exhibition.

The chain has partnered with visual storytelling agency Namara to provide a behind-the-scenes look at global luxury hospitality services via a photo exhibition. Giving consumers a candid peek behind the curtain shows off the personal connection on which the hotel prides itself ([see story](#)).

"Hotels are a fantastic place to showcase art and history," Ms. Dowd said. "Pop-up exhibits are an attractive way to bring in new guests and reconnect with loyal ones. It can strengthen brand loyalty."

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