

TRAVEL AND HOSPITALITY

Fairmont Royal York refreshes residential hotel concept

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Fairmont Gold Lounge. Image courtesy of Fairmont

By STAFF REPORTS

Fairmont Royal York in Toronto is seeking to give travelers a heightened luxury experience with an update to its "hotel-within-a-hotel" concept.

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The property has revamped its Fairmont Gold floors, found on the 12th through 18th floors of the hotel. From local touches to dedicated staff and wellness options, Fairmont Gold aims to make guests feel at home.

"The new Fairmont Gold signals an enhanced standard of luxury at Fairmont Royal York," said Edwin Frizzell, regional vice president and general manager, Fairmont Royal York, in a statement. "We are excited to unveil the highly anticipated offering as we prepare to celebrate the hotel's 90 years in June.

"As one of Canada's most historic hotels, it is with pride and a sense of responsibility that we honor our distinguished past," he said. "The new Fairmont Gold exquisitely captures the hotel's timeless grandeur yet embodies a modern essence, creating a glamorous, contemporary urban oasis complete with premium butler services and exceptional amenities."

Private penthouse

Fairmont Gold guests are referred to by staff as "residents." These individuals range from celebrities and politicians to business and leisure travelers looking for an elevated stay.

A private elevator whisks Fairmont Gold guests to the 18th floor, which houses a lobby with panoramic views of the city, complete with artwork picked by Toronto-based Tata Art Projects. Extending the feeling of a home away from home, the lobby includes a stocked library and work area.

The lounge also offers complimentary food to guests, including a cocktail bar and hors d'oeuvres.

Concierges are accessible via text message or in-room buttons. A dedicated Fairmont Gold ambassador can handle everything from booking a restaurant to planning an itinerary.

Fairmont Gold's 106 guest rooms have been redone and expanded, as part of the renovation led by interior firm

Champalimaud Design. As the hotel celebrates its 90th anniversary, the designers took inspiration from the property's Art Deco architecture.



Suite in Fairmont Gold. Image courtesy of Fairmont

"We were honored and inspired to have the chance to work with such a historic property," said Jon Kastl, partner at Champalimaud Design, in a statement. "As designers, and cultural anthropologists, we were privileged to fuse the hotel's past into a wonderfully majestic and elegant future with the redesign of Fairmont Gold.

"Our vision was to stay true to Fairmont Royal York's timelessness while creating a sophisticated, metropolitan feel in a luxury residence," he said. "Every element of the design was carefully selected, with European influences woven throughout, to lend a subtle hint to Canada's English and French heritage."

Promoting wellness, guests can have a full-body spa treatment in their shower. Fairmont Gold clientele also have access to a sleep program, which helps them get a restful night through touches such as a pillow menu that includes lavender-scented and vegan options.

This private amenity concept has also launched at sea.

Dream Cruises created a VIP experience for travelers in Asia with a Dream Palace concept.

Guests who stay in the opened Dream Palace Suite and Garden Penthouses are offered a first-class experience in an exclusive environment that includes a pool, spa, gym and dining options separate from the rest of the ship. Now available on the Genting Dream vessel, this luxury ship within a ship option will also roll out on the soon to launch World Dream ([see story](#)).

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