

TRAVEL AND HOSPITALITY

Fairmont celebrates live music with new soundtrack

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Fairmont's Pacific Rim exterior. Image credit: Fairmont

By STAFF REPORTS

Vancouver's Fairmont Pacific Rim is drawing attention to its live music and new stage with a special campaign that includes a contest and a soundtrack production.

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"Soundtrack to Pacific Rim Life" will be the hotel's album launched to celebrate its new state-of-the-art performance stage at its Lobby Lounge. The soundtrack will include a song by a talented participant of Fairmont's contest, in which local singer-songwriters will submit a piece for the album.

Pacific Rim life

One talented winner will be selected to be a part of Fairmont's "Soundtrack to Pacific Rim" album, where his or her original song will be included.

Open until May 16, interested participants can enter their songs for a chance to win, which will also include a prize worth 50,000 CAD, or \$37,361 at current exchange. The prize includes a round-trip flight to Vancouver, where the winner will stay for 10 nights in a Fairmont Gold Owners' Suite at the Pacific Rim hotel.

During his or her stay, he or she will be gifted 10 hours of recording studio time in Vancouver and headline the album's launch performance at the Lobby Lounge. In addition, the trip will include West Coast excursions along with a vlog series captured by Noravera Visuals and 5,000 CAD in cash, or \$3,736.



Fairmont's Lobby Lounge. Image credit: Fairmont

A special Web site for the contest will allow participants to submit their original songs, along with a portfolio and 30-second video interview.

In addition to the songwriter contest, consumers can also enter to win an exclusive Green Room experience by taking Fairmont's "What's the Soundtrack to Your Life" online quiz.

"The hotel is contemporary and avant-garde and a playground for art, music and fashion aficionados," said Jens Moesker, regional vice president and general manager of Fairmont Pacific Rim, in a statement. "We host some of the city's most prestigious events from designer catwalks to art unveilings and are known for our five-star services, award-winning cocktail and culinary culture.

"We are committed to supporting and promoting Canada's emerging music scene, and the song search contest will offer a wonderful recording opportunity along with a one-of-a-kind Vancouver experience," he said.

Also in Canada, Fairmont Hotels and Resorts celebrated the 90th birthday of one of its locations with a renovation. This year, Fairmont Royal York in Toronto hits its 90th year and will reveal an extensive update to commemorate the milestone. The renovation took years and results in a new lobby to usher in a "reborn Fairmont experience," event spaces, restaurant and bar openings and new suites ([see story](#)).

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