

TRAVEL AND HOSPITALITY

Fairmont to develop new property in Phoenix

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Rendering of the new Fairmont property in Phoenix. Image courtesy of Fairmont

By LUXURY DAILY NEWS SERVICE

Hospitality brand Fairmont Hotels and Resorts is partnering with Thunderbird Legacy Development to develop and manage a new property in downtown Phoenix.

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Expected to open in early 2025, Fairmont Phoenix will join a portfolio of the group's luxury hotel properties in North America, such as Fairmont Grand del Mar in San Diego, The Plaza in New York and Fairmont Century Plaza in Los Angeles. The new Phoenix property will include both hotel and residential services and accommodations.

"We are excited to announce the signing of Fairmont Phoenix, bringing the renowned Fairmont brand to the heart of downtown Phoenix, an epicenter for innovation and growth," said Heather McCrory, CEO of Accor North and Central America, in a statement.

"This prominent development further positions Accor as a leader in the luxury hotel and branded residences segment as we continue our expansion throughout key North American markets," she said. "Fairmont Phoenix will be a prominent addition to the region's growing luxury portfolio and will provide a unique offering unlike anything in Phoenix."

Fairmont in the desert

Fairmont Phoenix will be located in downtown Phoenix at the southern end of the Central Business District, near the Phoenix Convention Center, the sports and entertainment district and the Warehouse District.

The 25-story property will feature 225 guestrooms, including 34 suites and 151 Fairmont branded residences.



Phoenix is gaining popularity among younger renters and buyers. Image credit: Visit Phoenix

Fairmont Phoenix will offer four bars and restaurants, including a full-service restaurant, a lobby bar, a rooftop pool and specialty bar and a gourmet caf.

Additional property features will include more than 23,000 square feet of meeting space, a spa and wellness center inclusive of five treatment rooms and a health club, a rooftop pool and terrace, an 18,000-square-foot lounge, business center and retail space.

The residential part of the property will include a collection of one- to three-bedroom residences, plus a collection of penthouses occupying floors 14 to 25 of the building. Homeowners will have exclusive access to their own amenities including an owner's lounge, outdoor swimming pool and hot tub, fitness center, dedicated parking and a private entrance.

Thunderbird Legacy Development will serve as the developer and general partner.

Thunderbird has selected global design firm Gensler as the architect, with Project Management Advisors overseeing the management of the project. All design firms are working in close collaboration with Accor's Luxury Design and Technical Services team.

Fairmont may be getting in on the ground floor of this rising real estate opportunity, as Sotheby's cited in its 2022 Luxury Outlook report that younger buyers are trading cities like New York, Los Angeles and San Francisco for Denver, Phoenix and Austin ([see story](#)).

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