

COMMERCE

Fairmont Hotels brands first credit card for awareness, loyalty

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By RACHEL LAMB

Fairmont Hotels & Resorts is partnering with Chase Card Services to introduce the Fairmont Visa Signature Card that offers cardholders exclusive perks and rewards while traveling and staying at branded properties.

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Guests staying at Fairmont hotels are given access to exclusive experiences and perks when they use the card. Cardholders are also given complimentary upgrades to loyalty programs and personalized service the more they stay at Fairmont hotels.

“Chase Card Services and Fairmont Hotels & Resorts are introducing the all-new Fairmont Visa Signature Card to provide a credit card offering that delivers premier amenities only offered to cardholders,” said Naney Pandit, general manager of Chase Card Services, Wilmington, DE. “This credit card is the first ever from Fairmont Hotels & Resorts and offers the best-in-class service that Fairmont Hotels & Resorts is known for.

“Chase and Fairmont are committed to bringing premium services and products to our customers,” she said. “Our partnership makes it possible for cardmembers to see the world through Fairmont and also allows cardmembers and Fairmont loyalists the ability to earn rewards toward future stays as well as the ability to accelerate their status within Fairmont’s loyalty program.”

Chase Card Services is a division of JPMorgan Chase & Co.

Fairmont hotels include The Plaza in New York, The Savoy in London, The Fairmont Royal York in Toronto and The Fairmont Monte Carlo in Monte Carlo.

In the cards

Fairmont cardmembers will get a variety of exclusive perks.

For instance, cardmembers will be eligible to receive two complimentary nights stays with breakfast at any Fairmont property after making \$1,000 in purchase within the first three months of obtaining a card.



Fairmont Card

Cardmembers will also earn Fairmont Rewards with their purchases that they can redeem for stays in Fairmont properties around the world. There will also be no foreign transaction fees on international purchases.

In addition, the Fairmont Card automatically upgrades cardmembers to Fairmont President's Club Premier status. Members of the brand's guest loyal program will receive personalized service at any hotel at which they stay.

Existing President's Club Premier and Platinum members approved for the card will also receive additional benefits. They will also have the option of the exclusive Charter Member Offer.



Ad on the Fairmont site

The Charter Member Offer is available through July 31 and gives members two Fairmont Gold Floor upgrade certificates and \$150 in dining certificates.

The Fairmont Card also gives cardmembers access to a variety of travel perks.

For example, cardmembers receive free annual membership to the Lounge Club in addition to two complimentary lounge visits per year in 350 airport lounges in 200 international cities.

Consumers will also receive rewards for every time the card is used. They will receive five Fairmont Rewards for each \$1 spent on Fairmont stays, two Fairmont Rewards for \$1 spent on airline tickets and one Fairmont Reward for every \$1 on other purchases.

Users can sign up for the card at <https://www.chase.com/online/CreditCards/fairmont.htm>.

Members only

Fairmont plans on marketing the card through mail, email, on-property and digital media.

Luxury marketers are joining forces with credit card companies more often to increase the consumers benefits and drive loyalty.

For example, The Ritz-Carlton Hotel Co. is extending the reach of its rewards program by offering Chase Sapphire Preferred cardholders the opportunity to exchange card points for Ritz-Carlton Rewards points which can be used for hotel stays at any brand property and 3,400 partner hotels (*see story*).

In addition, German automaker Mercedes-Benz partnered with American Express in August for two new credit cards aimed at retaining current customers and rewarding new auto buyers (*see story*).

Even though this effort may entice Fairmont loyalists, the brand is hopeful that others will want to get on board with the new Fairmont Card, as well.

“While there are additional benefits for current Fairmont President’s Club members who sign up, including Premier and Platinum Members who will be awarded Golf Floor

upgrades and dining credits, we hope the attractive benefits of the Fairmont Signature Visa Card will encourage many others to enjoy the Fairmont experience and become brand loyalists,” Ms. Pandit said.

Final Take

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