

ADVERTISING

Fairmont boosts winter foot traffic through tailored packages

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By ERIN SHEA

Fairmont Hotels & Resorts is pushing its Winter Escape packages to affluent individuals and families who are looking for cold-weather-activity-packed vacations this holiday season.

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The packages include various activities for travelers including star-gazing and snow-shoeing. They are available at specific Fairmont properties such as Fairmont Le Manoir Richelieu, Charlevoix, Quebec; Fairmont Pittsburgh; and Fairmont Copley Plaza, Boston.

“With Thanksgiving quickly approaching in the United States, suddenly everyone is trying to make plans for winter vacations,” said D.M. Banks, director at [DMB Public Relations](#), New York.

“Many travelers who do not have a regular travel agent, or are simply not familiar with travel, look to these types of packages to take the guesswork out of planning,” he said.

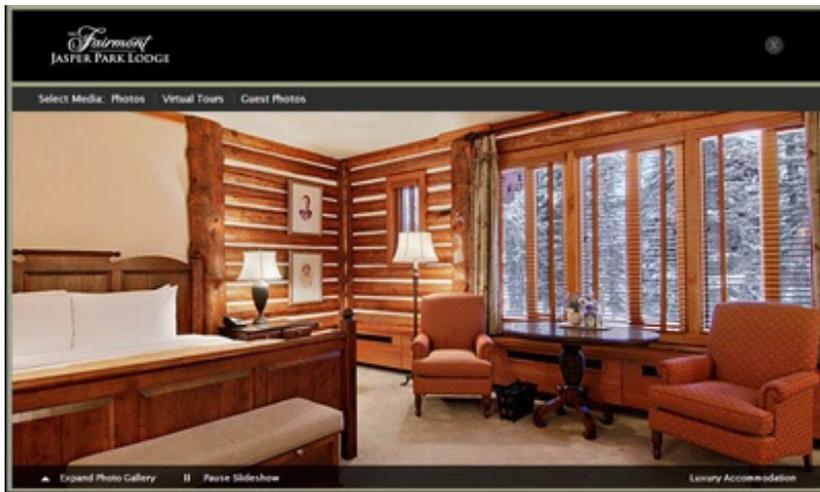
Mr. Banks is not affiliated with Fairmont, but agreed to comment as an industry expert.

[Fairmont](#) was unavailable to comment before press deadline.

Adventurous escapes

Fairmont's Winter Escapes allow guests to participate in a variety of winter activities.

At Fairmont Jasper Park Lodge at Jasper National Park, Alberta, Canada, guests can experience the Star Gazer package. It includes access to the hotel iPad installed with a star-gazing application and a portable telescope to view the stars from one of the best spots on Earth, per the hotel.



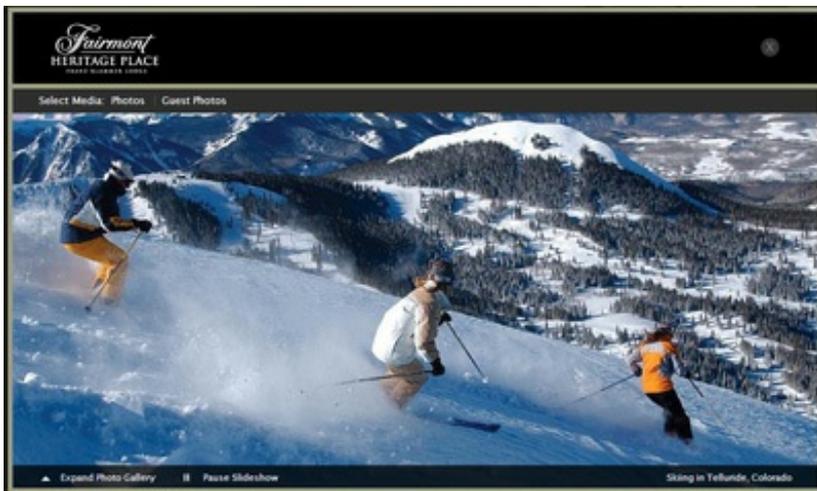
Fairmont Jasper Park Lodge

Fairmont Le Manoir Richelieu, Charlevoix, Quebec, offers snow-shoeing, ice fishing, ice skating, snowmobiling and complimentary carriage rides for guests.



Fairmont Le Manoir Richelieu

For adventurous consumers, Fairmont Heritage Place, Franz Klammer Lodge, Telluride, CO, offers a heli-skiing trip that takes guests into the San Juan Mountains for six guided helicopter ski runs.



The Fairmont Heritage Place

Larger audience

Also, the hotel chain offers winter-themed family packages.

Fairmont Le Château Montebello, Quebec, offers dog sledding, sleigh rides, access to ATVs and free admission to Omega Park for families. There is also a children's program that includes daycare, crafts and other activities.

"Family packages are always vital, especially when it comes to the winter holiday period and the summer season," Mr. Banks said. "Kids are out of school, so it is a perfect time to have a family vacation."

Fairmont may see an opportunity within this demographic since the hotel chain is offering these family packages.

"Typically, winter travel promotions are geared toward couples and groups as they have the freedom to take a vacation without coordinating with school vacation times," said Taylor Rains, account coordinator at [Rawle Murdy Associates](#), Charleston, SC.

"Having family vacation offers as a part of the winter promotional calendar suggests that Fairmont sees an opportunity with this demographic," he said. "Fairmont is likely looking to appeal to those families looking to spend their holidays away from home, which may see growth this year owing to improvements in the economy."

In addition to families, Fairmont may also be targeting the upper-middle class as well as the most-affluent with these packages.

"Fairmont generally appeals to the more-affluent demographic, but it also often has a price point that is obtainable to the upper-middle class who are looking to experience a location by letting a hotel take control of the planning for the activities," DMB Public Relations' Mr. Banks said.

"This demographic does not travel as often as the average affluent traveler, so they would appreciate the package options," he said.

Final Take

Erin Shea, editorial assistant on Luxury Daily

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