

ADVERTISING

Fairmont collaborates with British Airways to offer perks for frequent travelers

November 26, 2012



By ERIN SHEA

Fairmont Hotels & Resorts is partnering with British Airways to offer frequent guests who are also members of British Airways Executive Club bonus points each time they stay at Fairmont.

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Members of the Fairmont President's Club who also belong to British Airways Executive Club will earn a bonus of 500 British Airways Avios every time they stay in a Fairmont Hotel. Members who stay at a Fairmont through Dec. 31 will receive a special four-times mileage bonus for the holidays.

"The partnership adds value on a number of levels as it lets us bring on board a strategic airline partner in a key part of the world," said Lori Holland, executive director of public relations at **Fairmont**, New York.

"It provides our existing customers with another rewards option and gives us access to added marketing channels and potential new customers," she said.

"The partnership is about growing brand reach and awareness."

Frequent flyers

Each level of member in the Fairmont President's Club can earn a different amount of Avios.

Fairmont President's Club club level members can earn 500 Avios with every qualifying stay at a Fairmont hotel. Premier members can earn 750 Avios and Platinum members can earn 1,000 Avios.

Enrollment in the Fairmont President's Club is free.



Fairmont President's Club Web site

British Airways Avios can be used toward redemption of flights, flight upgrades, hotel stays and Avis car rentals.

Fairmont is already partners with a number of other airlines including American Airlines, Air Canada, Lufthansa, Etihad Airways and Air China.

“As travelers are looking for value for money and more personalized service, loyalty club benefits become more and more attractive,” said Tiffany Dowd, luxury hotel inspector and president at [Luxe Social Media](#), Boston. “Each can tap into the other’s loyal database for a broader global presence.”

“By partnering with British Airways, Fairmont can reach a new audience of loyal travelers from Europe to the Middle East and Africa,” she said.

Holiday bonus

The hotel chain is offering four times the mileage bonus from British Airways through Dec. 31.

In addition, Fairmont is also promoting a number of cold-weather and warm-weather packages for affluent guests.

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

The cold-weather 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 ([see story](#)).

The warm-weather retreats offer packages at locations including Fairmont Kea Lani, Maui; Fairmont Scottsdale Princess; Fairmont Royal Pavilion, Barbados; Fairmont Acapulco; Fairmont Zimbali Lodge & Resort; Fairmont Southampton, Bermuda; Fairmont Hamilton Princess, Bermuda; Fairmont St. Andrews; Fairmont Sonoma Mission Inn & Spa; and Fairmont Singapore.



Fairmont Southampton

Many of the warm weather packages are available through spring 2013.

With holiday season coming up, the hotel chain could gain a lot from its numerous packages and new partnership with British Airways.

“Travelers are looking to find the best offers at hotels during the holiday season,” Ms. Dowd said. “Being able to earn Avios makes it more enticing to fly British Airways and stay at Fairmont Hotels.”

Final take

Erin Shea, editorial assistant on Luxury Daily, New York

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