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## Fairmont boosts honeymoon bookings via wedding registry program

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By ERIN SHEA

Fairmont Hotels & Resorts is boosting the amount of post-wedding getaways booked with the brand by creating a new honeymoon registry so that consumers can buy activities and amenities for a couple instead of typical wedding gifts.

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**Luxury Daily**

The Fairmont Honeymoon Registry Program is available for couples who book their honeymoons at a Fairmont hotel. Couples can still create a wish list of items, but instead of household items, guests can purchase a round of drinks or a spa treatment for the newlyweds.

“Instead of buying dishes, toasters or towels, which many couples today have, a wedding couple can create a wish list of the items and activities on their honeymoon,” said Lori Holland, executive director of public relations at [Fairmont](#), New York.

“As a place of special occasions, we host a very large number of weddings at Fairmont as well as being a popular choice for honeymoons,” she said.

“Today’s travelers are telling us that they crave experiences, especially one that are distinctive and ones they normally would not do or have access to.”

To-do list

Couples can create a wish list of items through Fairmont to be gifts from wedding guests. Items include rooms at the Fairmont, dinners, spa treatments, sightseeing excursions, rounds of golf, beverages and more.

Couples must book their honeymoon with the Fairmont to open a registry online.

Everything purchased for the couple will be fulfilled through a Fairmont gift card that will not expire.

Prices for the experiences vary, but the minimum amount for a gift card is \$50. The gift card can be used at the majority of Fairmont properties, per Ms. Holland.



*Fairmont Kea Lani, Maui*

Fairmont's honeymoon Web site walks couples through how to create a registry and plan their honeymoon through five simple steps. The information is available on <http://honeymoon.fairmontregistry.com>.

"We believe this registry will continue to add additional revenue, aid in building even further awareness of our wedding and honeymoon products and provide our couples with exciting gift options and experiences," Ms. Holland said.

"Honeymoon registries are a popular and a fast-growing bridal registry choice for couples," she said.

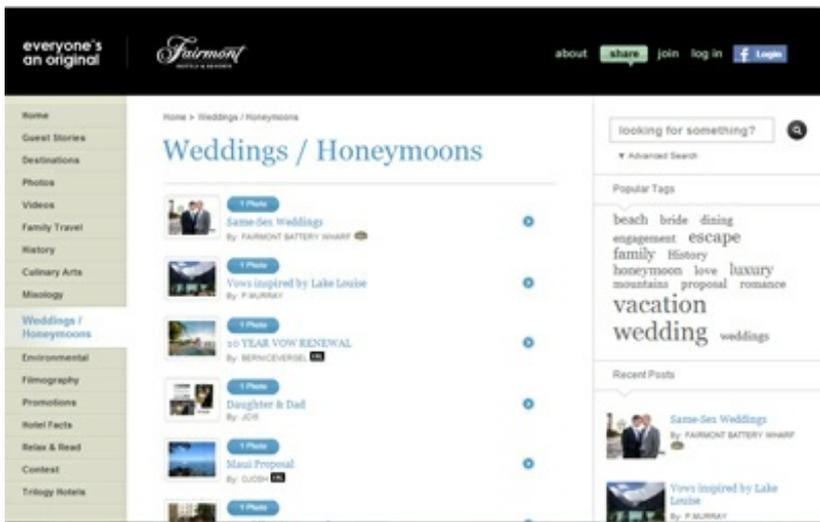
Creating memories

Couples who register with Fairmont are also given personalized online offers.

For instance, Fairmont offers couples a save-the-date email announcement and RSVP for their wedding day. Also included is a personalized Web site for couples to share stories, ceremony information and photo albums.

Couples can share the Web site, photo albums and registry through Facebook, Twitter and other social media sites.

Photos and tips from wedding experts are available at the Fairmont's social media page at <http://www.everyonesanoriginal.com>.



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The social media aspect of the honeymoon registry can help the couple plan out their travels and document the occasion.

“Along with the social media components, this is an exciting offer, as a honeymoon gift registry allows the couple to know ahead of time what they have available for upgrades or activities on a honeymoon or destination wedding so they can plan to ensure they do exactly all the things they want,” Ms. Holland said.

Final take

*Erin Shea, editorial assistant on Luxury Daily, New York*

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