

*Fairmont*

PRESENTS

# *Beyond* LIMITS



ACCOR • LIVE LIMITLESS

[ALLBEYONDLIMITS.COM](http://ALLBEYONDLIMITS.COM)

When everyone in the travel industry claims to be “luxurious” it loses its genuine value. Its luster. Its brilliance. As a result, what was once a shining example of exclusivity and distinction has now become a watered down shell of its enchanting self. It’s like nobody’s trying anymore.

How can we breathe life back into what it truly means to go above and beyond expectations, in the limitless ways Fairmont guests deserve?

While other hotels stay within their limits, we decided to explore further, elevating beyond what most thought was impossible, by curating experiences so unprecedented and unexpected

you have to see it to believe it. Welcome to ***BeyondLIMITS.***



A man and a woman are smiling and standing in a doorway. The man is on the left, wearing a dark suit, and the woman is on the right, wearing a dark, sleeveless dress. They are both looking towards the camera. The background is a warm, golden-yellow light, and the doorway is framed by dark wood with ornate carvings at the top. The overall mood is elegant and sophisticated.

## *STRATEGY SUMMARY*

‘BEYOND LIMITS’ is a series of once-in-a-lifetime experiences that have to be seen to be believed, and with a robust and steady cadence of storytelling, we’ll ensure our audiences cannot help but take notice.

Once we’ve captured their attention, we’ll invite them to explore the Fairmont brand, along with the limitless benefits of being an ALL member, inspiring them to arrange their next travel adventure with Fairmont.



# *Tactical Campaign Results*

*(year-over-year)*

**Bookings**  
**+12%**

**Revenue**  
**+22%**

**ADR**  
**+10%**

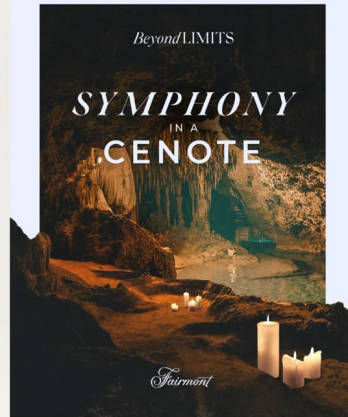
**Impressions: 3+ Billion** (\*inclusive of digital + PR)





# CAMPAIGN WEBSITE

## Signature Experiences Spotlight



### Fairmont Mayakoba brings to life otherworldly 'Symphony in a Cenote'

Our story begins in the Riviera Maya, where we've reimagined one of Mexico's famed limestone caves as a spectacular concert hall.

[DISCOVER EXPERIENCE >](#)

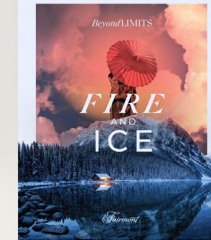
### Fairmont Century Plaza takes



### Fairmont Chateau Lake Louise melds 'Fire & Ice' for one-of-a-kind culinary experience

At the edge of frozen Lake Louise, surrounded for miles by nothing but the Chateau and a wintery snowscape, a chef practices the traditional Japanese cooking style of Ikkabayashi over wood embers, for only 10 lucky guests per evening.

[DISCOVER EXPERIENCE >](#)



### Fairmont Orchid puts on exhilarating ballet under the sea

Submerge yourself in a spectacular underwater world with a daring live ballet performance that may leave you breathless.

[DISCOVER EXPERIENCE >](#)



### Fairmont Scottsdale Princess ignites the night with millions of lights

Amidst the ultimate holiday playground sits a winter chateau, to which entry is only granted to a select few adults, who choose to celebrate the holidays with more grown-up pursuits, such as the finest sparkling champagne and culinary delights.

[DISCOVER EXPERIENCE >](#)



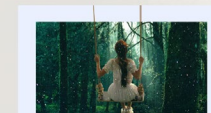
### Fairmont Olympic Hotel invites you to savor a spectacular history of tea

Celebrate the rich history and vibrant tea culture of the Pacific Northwest with 'Tea Noir' - a glamorous evening soiree with a twist on high tea. Featuring an eight-course menu, tea-infused cocktails and sensational performances.

[DISCOVER EXPERIENCE >](#)



### Fairmont Waterfront transforms rooftop into storybook 'Enchanted





# MEDIA PLAN

## Winter 2022 - 2023

OBJECTIVE	PAID MEDIA SUPPORT	KPI	OCT	NOV	DEC	JAN	FEB	MAR
AWARENESS	Facebook Video Ads - Launch Video	Video Views		CAMPAIGN VIDEO (30, 15s + 6s)				
	Sojern Connected TV	Impressions		SOJERN VIDEO ADS (CAMPAIGN VIDEO + TEASERS)				
	Nativo Programmatic Display (Includes CNN, NY Times, etc.)	Impressions		NATIVO PROGRAMMATIC DISPLAY		NATIVO PROGRAMMATIC DISPLAY		
	Nativo Native Article, Video + Display	Impressions		NATIVO NATIVE ADVERTISING		NATIVO NATIVE ADVERTISING		
	Times Square Billboard Video Ads - Launch Video	Impressions		TIMES SQUARE				
	YouTube Pre-Roll Video Ads	Impressions		YOUTUBE PRE-ROLL VIDEO ADS (CAMPAIGN + TEASER VIDEOS)				
	Teads Display/Video Beyond Limits	ROAS		TEADS DISPLAY & VIDEO ADS				
CONSIDERATION	Facebook Video Ads - Activation Teasers	Traffic		MYK	SAF & SCP	BSH & WFC	CLL, CPZ & ORC	NEW
	Sojern Video Ads	ROAS		DYNAMIC DISPLAY ADS (TACTICAL OFFER - PROPERTY SPECIFIC)				
	Teads Display (Tactical Offer)	ROAS		TEADS DISPLAY ADS (TACTICAL OFFER)				
	Quantcast Branded Ads (Tactical Offer)	ROAS		QUANTCAST BRANDED ADS (TACTICAL OFFER - BRAND SPECIFIC)				
	Content Creators - Reels, Stories & In-feed Posts	Impressions			CREATOR CONTENT (GENERATED VIA FAM TRIPS, PROPERTY VISITS & UNBOXING)			
CONVERSIONS	Facebook Property Level Static Ads	Purchases	DYNAMIC ADS FOR TRAVEL (PROPERTY SPECIFIC)					
	Sojern Dynamic Display Ads (Tactical Offer)	ROAS	CONNECTED TV (CAMPAIGN VIDEO)					





## MEDIA PLAN TACTICS

### Robust media plan includes:

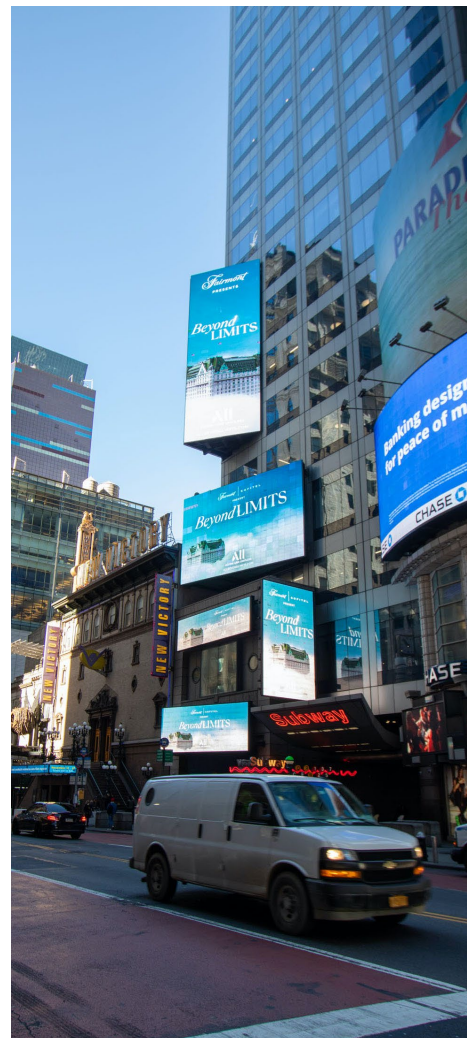
- ✓ Times Square Billboard ads (Nov 2022)
- ✓ Connected TV
- ✓ Programmatic Display Ads
- ✓ Native Video
- ✓ Social Media Ads
- ✓ Teads (Native Advertising)
- ✓ Creator Content





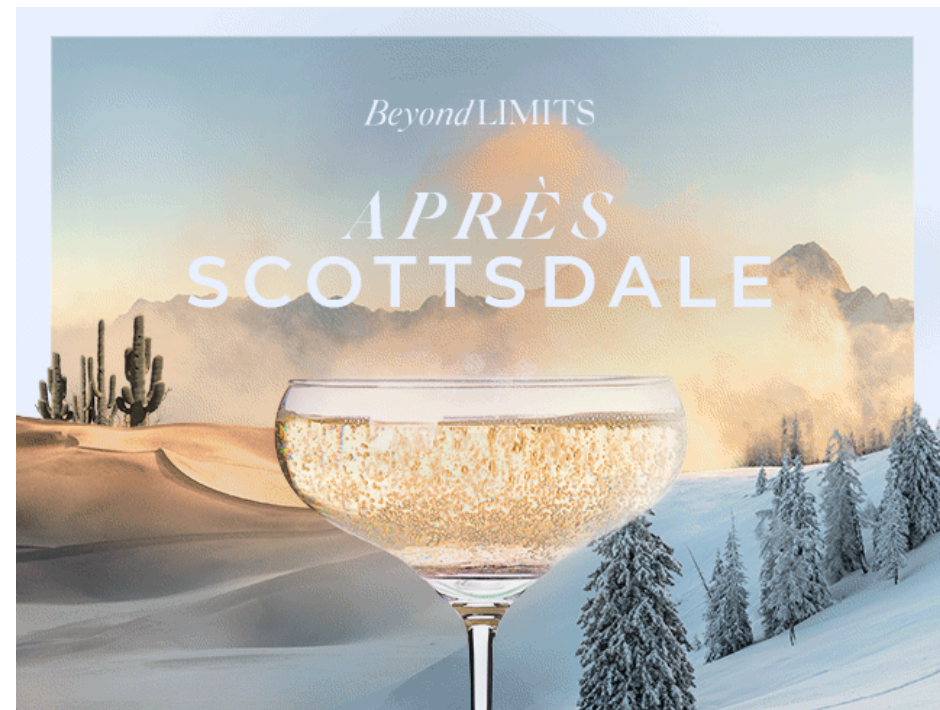
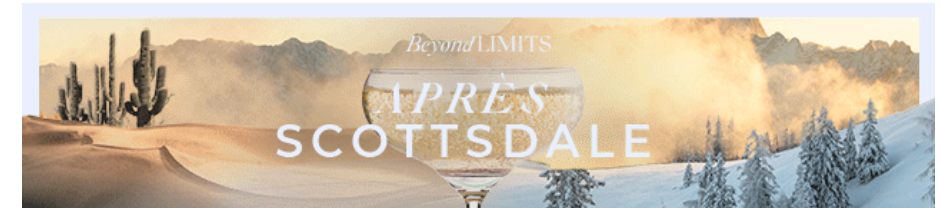
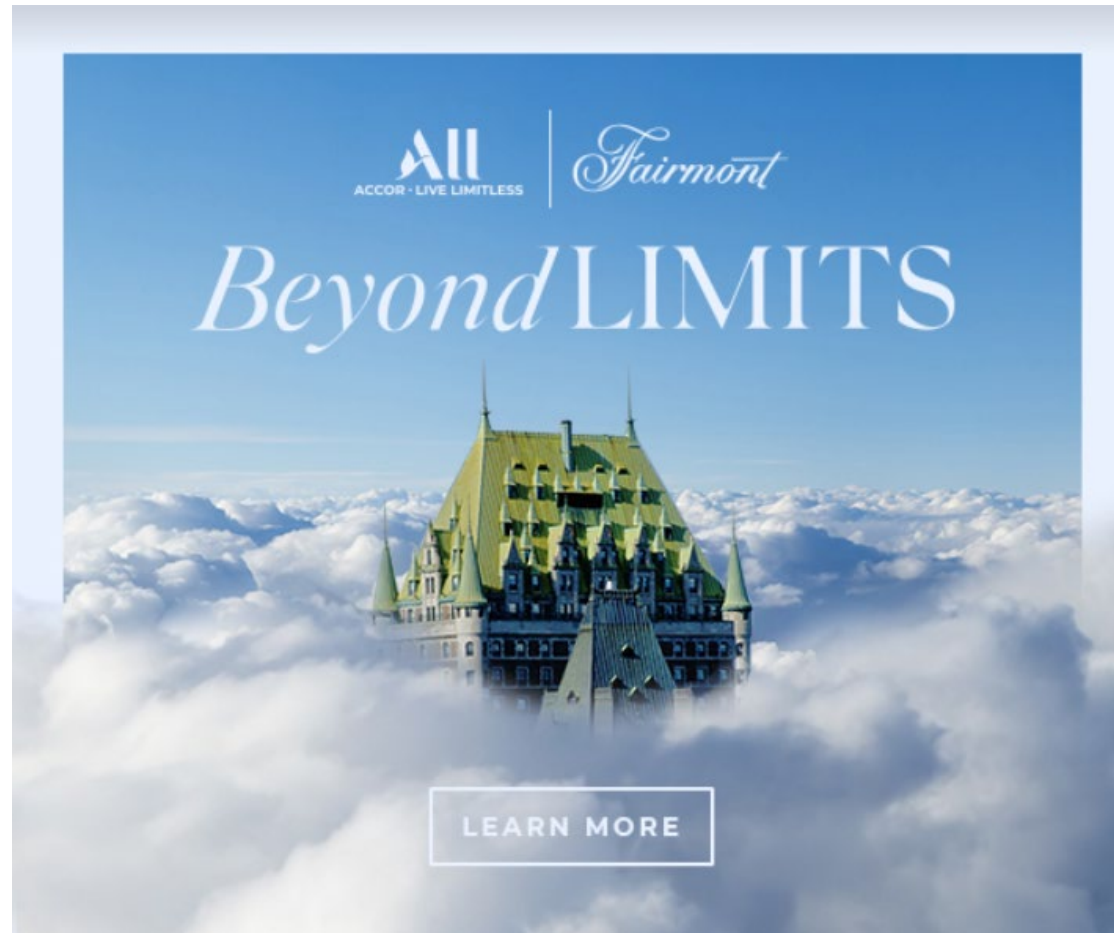
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# *TIMES SQUARE*





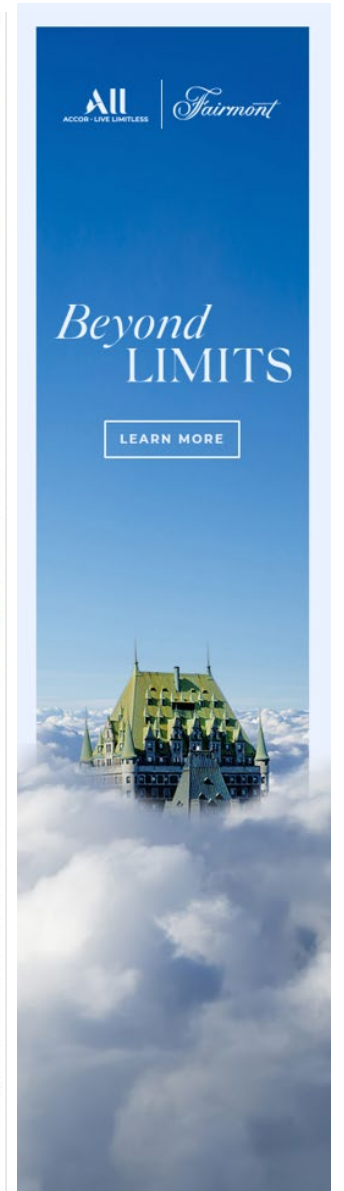
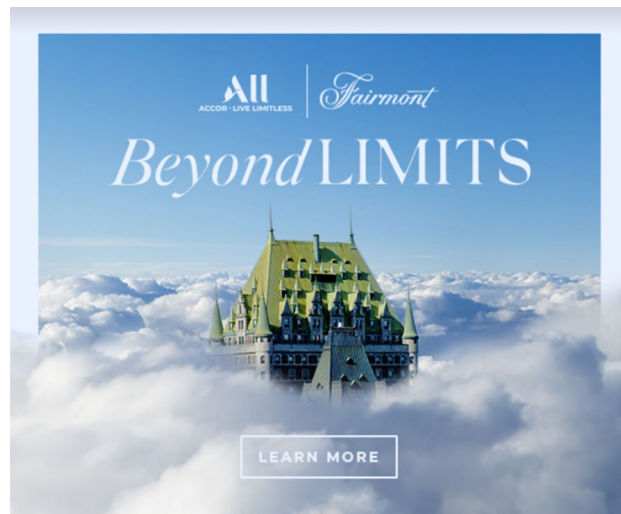
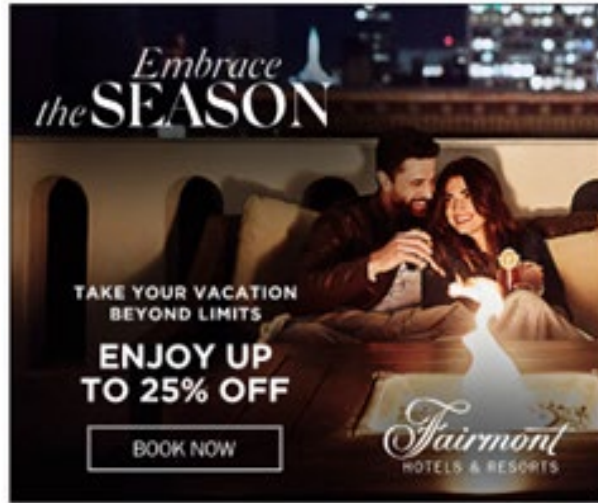
## CAMPAIGN CREATIVE










## DISPLAY ADS








## SOCIAL ADVERTISING




 Fairmont Hotels (US, CA, MX, ...)  Sponsored · 

Introducing Beyond Limits – a series of curated experiences so unprecedented and unexpected, they have to be seen to ...[See more](#)




[allbeyondlimits.com](http://allbeyondlimits.com)  
Beyond LIMITS

[Learn more](#)



 Fairmont Hotels (US, CA, MX, ...)  Sponsored · 

As East meets North, take in the grandeur of the breathtaking mountain views and enjoy a feast for the eyes and the palate ...[See more](#)

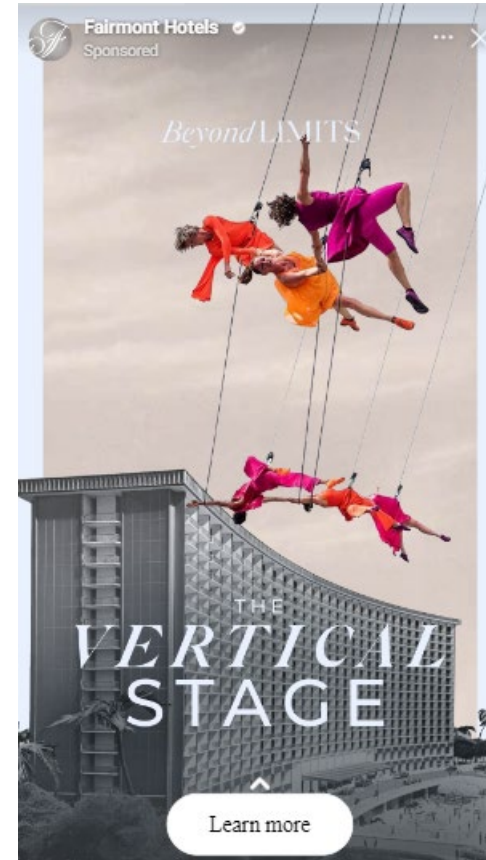


[allbeyondlimits.com](http://allbeyondlimits.com)  
**Beyond LIMITS**  
Happening every Thursda...

[Learn more](#)

 Fairmont Hotels  Sponsored

*Beyond LIMITS*



**THE VERTICAL STAGE**

[Learn more](#)

**Reels** 

*Beyond LIMITS*  
**HAUTE O<sup>2</sup>**



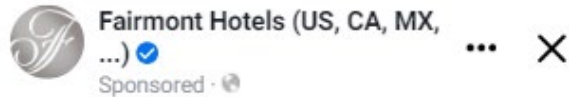
 Fairmont Hotels  
Sponsored

[Learn more](#) >

High in the Canadian Rockies, where the air is pure and the views extend as far as... [more](#)



## SOCIAL ADVERTISING

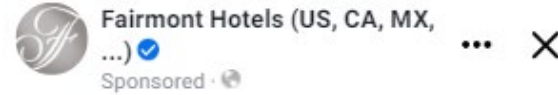


In the heart of the Sonoran Desert, there is a winter wonderland so spectacular, you might think you were at the North Pole. [...See more](#)



allbeyondlimits.com  
**APRES SCOTTSDALE**

[Learn more](#)

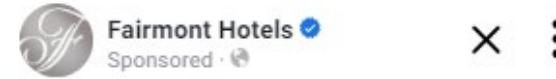


If you think the Riviera Maya is beautiful, wait until you see what's waiting below the surface. Get ready for Fairmont Mayakoba [...See more](#)

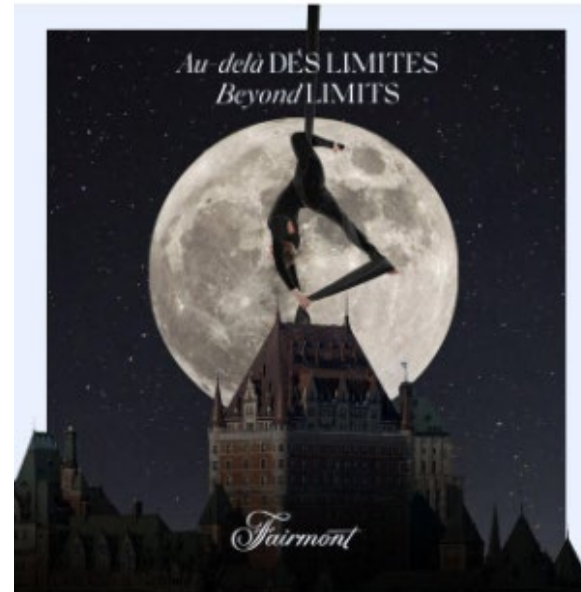


allbeyondlimits.com  
**Symphony in a Cenote**  
Includes dinner at La Lag...

[Learn more](#)

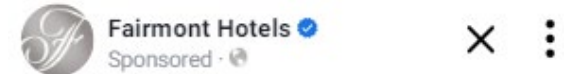


Lorsque la lumière du jour s'estompe, une aventure captivante vous attend au célèbre Fairmont Le Château Frontenac de Québec.



chateau-frontenac.com  
**L'OBSCURITÉ LE TEMPS  
D'UNE SOIRÉE**

[Learn more](#)



Dream in pink! Stay in Canada's first hotel suite inspired by the global icon, Barbie, at Fairmont The Queen Elizabeth.



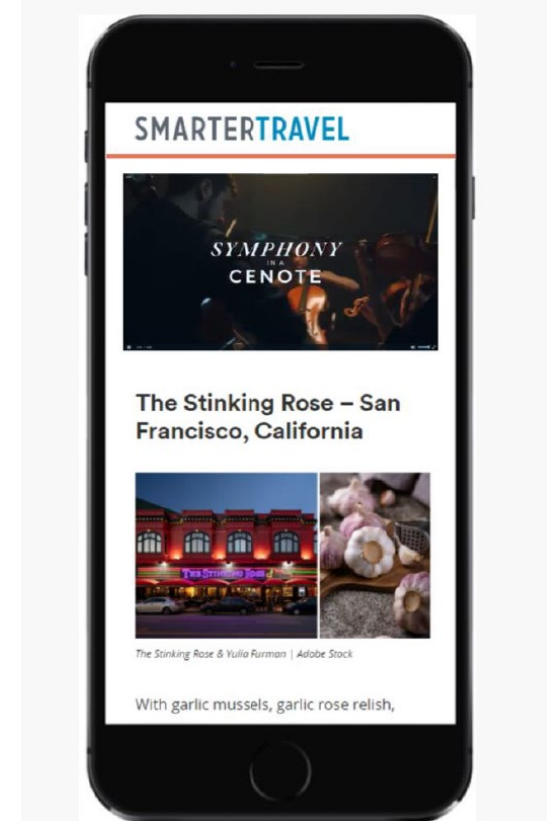
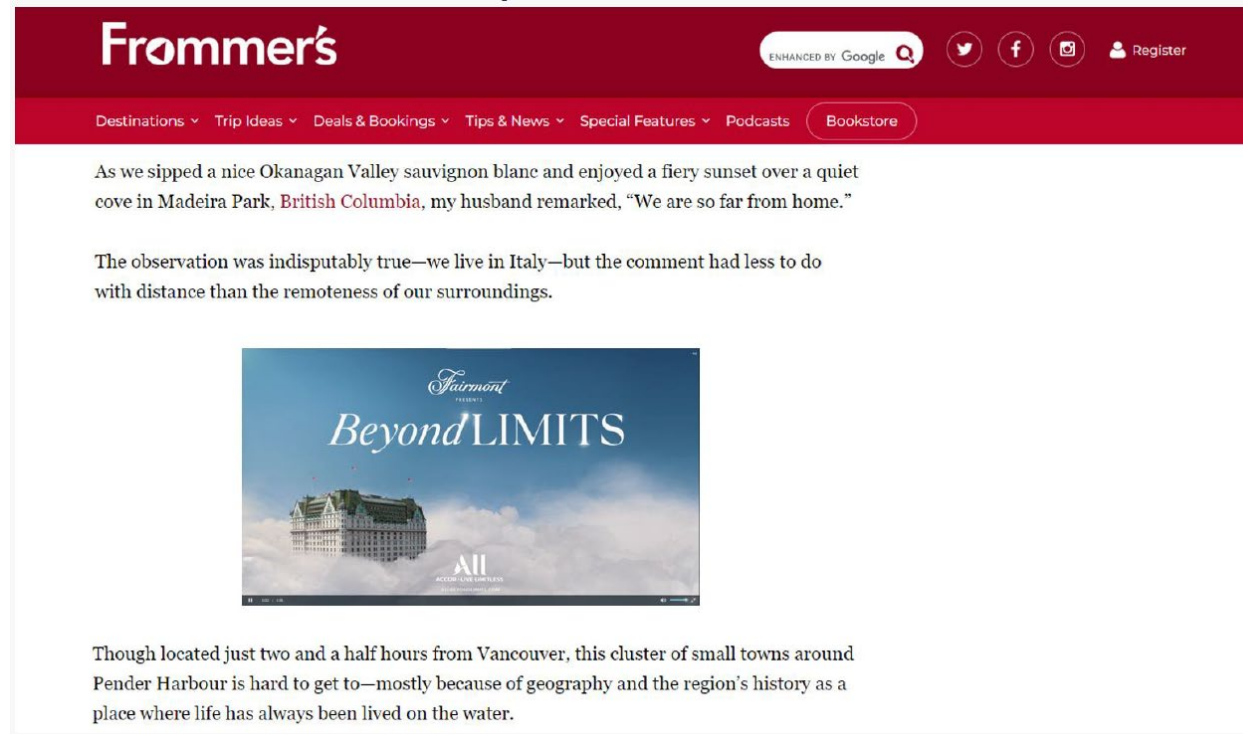
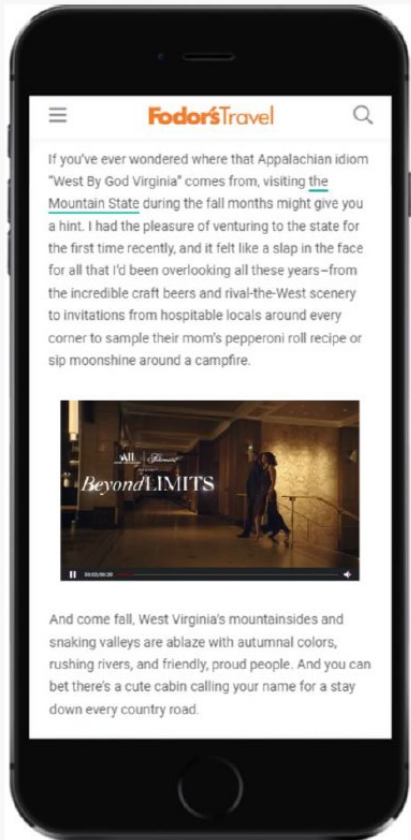
fairmont.com  
**Barbie Dream Suite**  
Fairmont The Queen Eliza...

[Learn more](#)






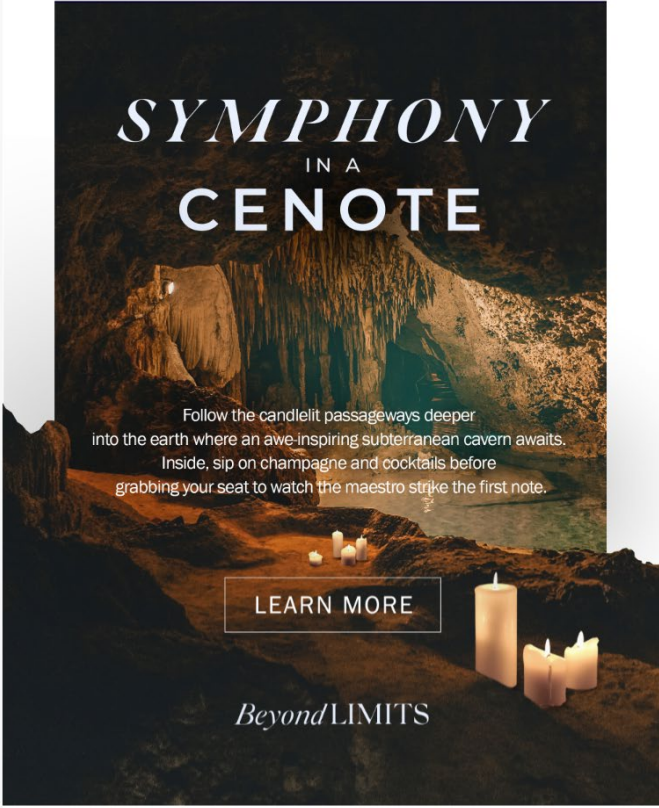
## NATIVE ADVERTISING





## EMAIL SAMPLES

[RESERVATIONS](#)[OFFERS](#)[LOYALTY](#)




**SYMPHONY**  
IN A  
**CENOTE**


Follow the candlelit passageways deeper into the earth where an awe-inspiring subterranean cavern awaits. Inside, sip on champagne and cocktails before grabbing your seat to watch the maestro strike the first note.


[LEARN MORE](#)

*Beyond*LIMITS

**Fairmont Mayakoba**  
Carretera Federal Cancún  
Playa del Carmen, Km. 298  
Riviera Maya, Quintana Roo  
77710 Mexico  
52-984-206-3000  
[fairmont.com/mayakoba-riviera-maya](https://fairmont.com/mayakoba-riviera-maya)



[RESERVATIONS](#)[OFFERS](#)[LOYALTY](#)




**TEA**  
**NOIR**

Come celebrate the rich history and vibrant tea culture of the Pacific Northwest with Tea Noir—a glamorous evening soiree with a playfully dark twist on high tea.

[BOOK YOUR TICKET](#)

*Beyond*LIMITS

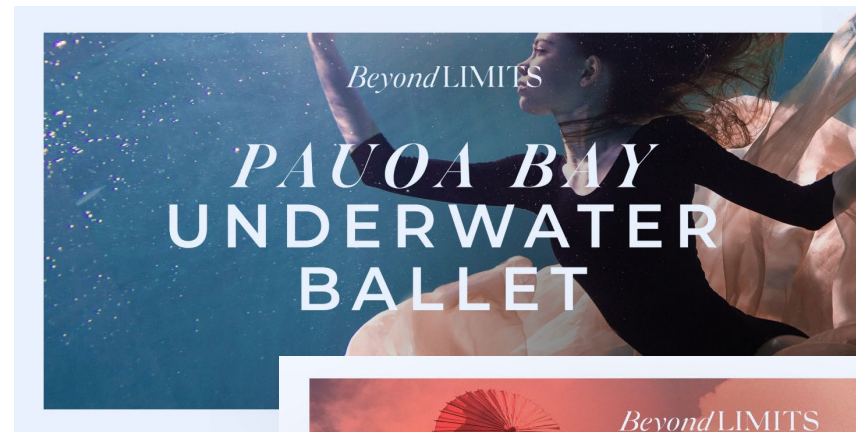
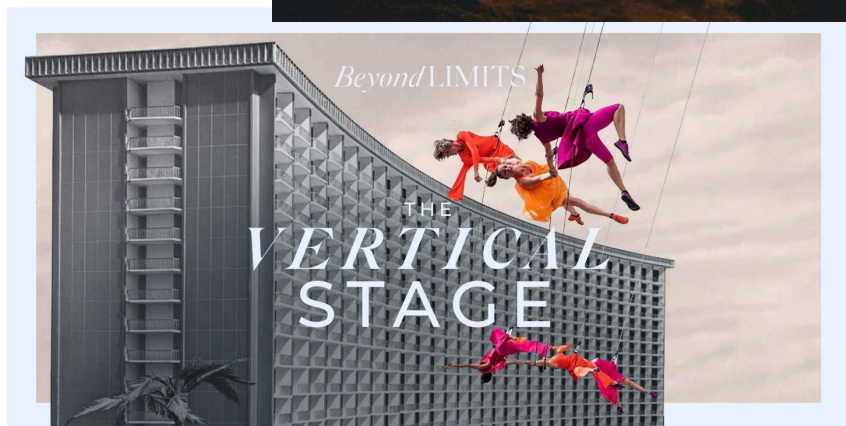
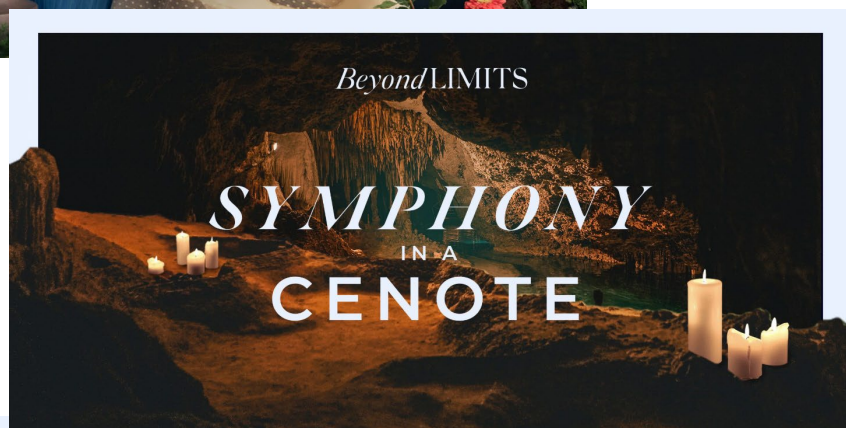
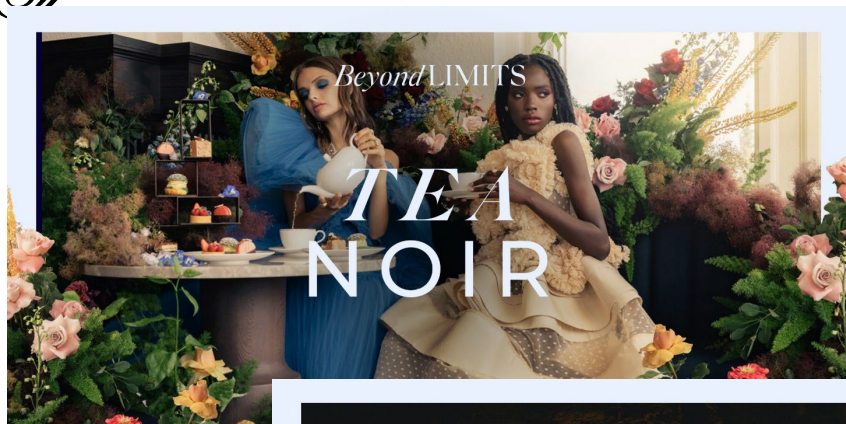
**Fairmont Olympic Hotel**  
411 University Street  
Seattle, Washington  
98101 United States  
1-206-621-1700  
[fairmont.com/seattle](https://fairmont.com/seattle)





*FF*

## *PRESS TRIPS*





SAMPLE CONTENT



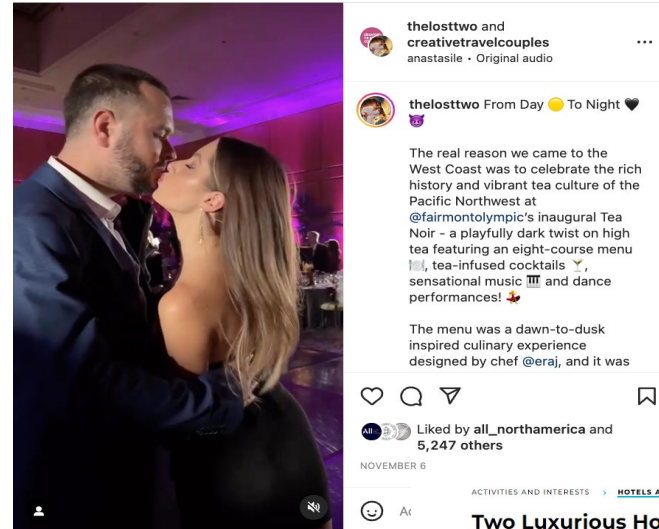




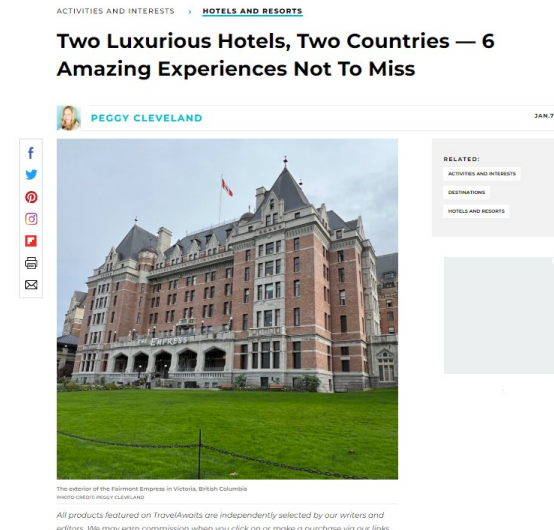
## SAMPLE CONTENT



### CAROUSEL



### REEL



<https://bit.ly/TravelAwaits-TeaNoir>

## NATIONAL POST

### Fairmont hotels take a bold new approach to iconic Afternoon Tea experience

*And how to recreate it at home*

Leigh Taveroff

Published Nov 16, 2022 • 5 minute read

[Join the conversation](#)

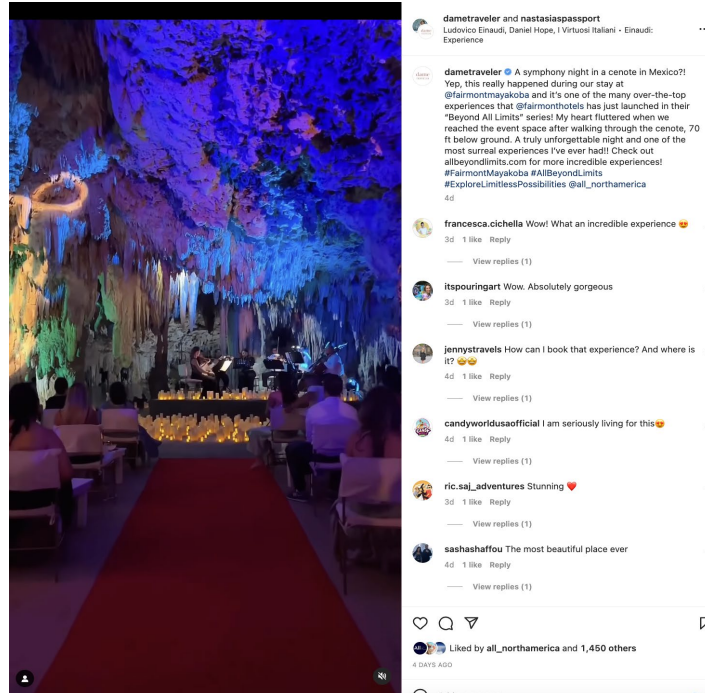


Fairmont Olympic in Seattle hosted Tea Noir, a late-night take on iconic afternoon tea. PHOTO: ERALDINE PETROVIC

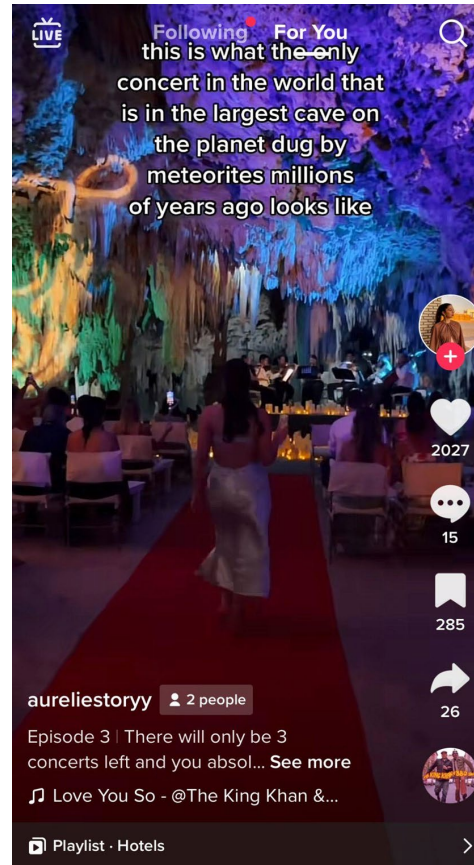
Fairmont name is synonymous with luxury travel. The brand recently launched a series of one-of-a-kind luxury experiences, all poised to outdo another in terms of opulence, grandeur and uniqueness. Tea Noir, one of first events in the Beyond LIMITS series, draws inspiration from the hotel's alar afternoon tea ceremony. The event is an ode to the history and tea ure the Pacific Northwest is quite literally steeped in.

<https://bit.ly/NationalPost-TeaNoir>

# SAMPLE CONTENT



**Reel**

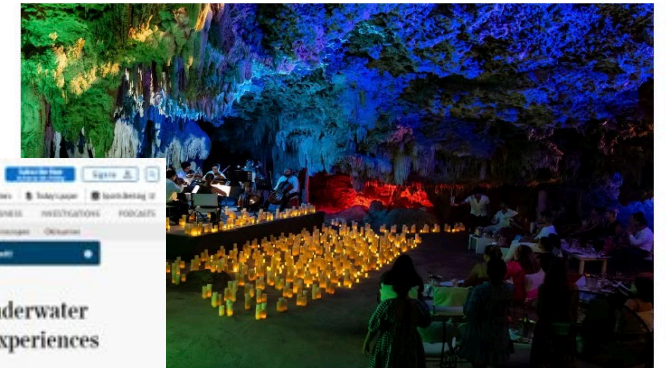


**Tiktok**

## THE GLOBE AND MAIL

### What does a luxury escape look like after the pandemic?

SHAWNA COHEN  
SPECIAL TO THE GLOBE AND MAIL  
PUBLISHED 3 HOURS AGO  
UPDATED 2 HOURS AGO

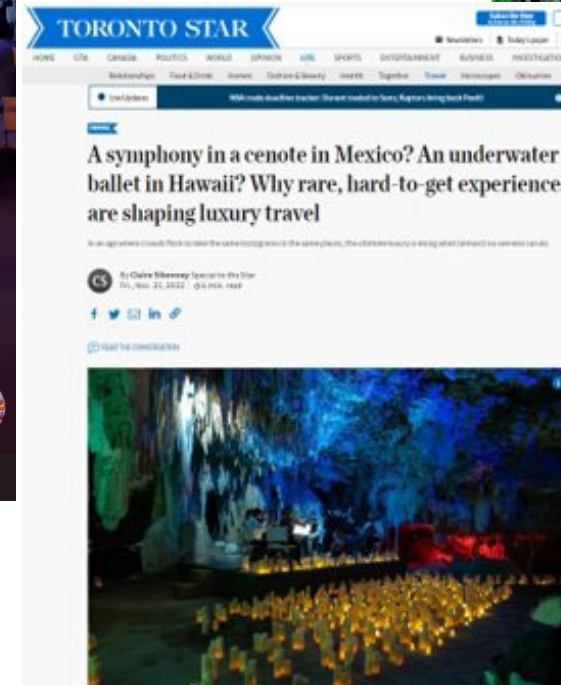


river — is one of thousands of cenotes found in Mexico's Yucatan Peninsula. IND LIMITS AT FAIRMONT MAYAKOBA

SHARE BOOKMARK

ican jungle lies Rio Secreto: a 2.5-million-year-old cenote filled with mations resembling melted wax on a candlestick. Reaching this tails a seven kilometre drive off Quintana Roo's main highway, near icht is where I find myself one stifling hot evening in early November. as we speed along a desolate dirt road, whizzing by towering trees and tarkness.

**<https://bit.ly/GlobeMail-Cenote>**



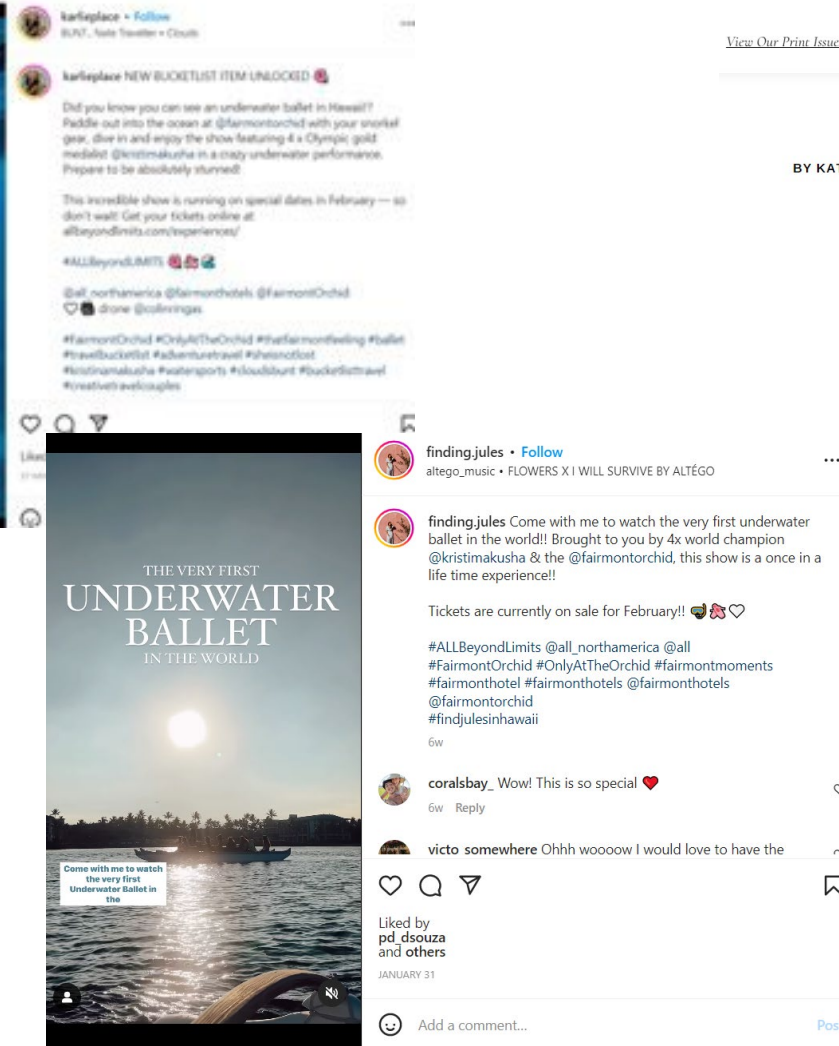
**<https://bit.ly/TorontoStar-Cenote>**



# SAMPLE CONTENT



**REEL**



**REEL**

[View Our Print Issues](#)

## THE KIT

SHOPPING BEAUTY FASHION LIVING CULTURE WEDDINGS

### TRAVEL

February 09, 2023

BY KATHERINE LALANCETTE

SHARE



Fairmont Orchid Hawaii

A Luxury Hawaiian Resort Is Offering a Once-in-a-Lifetime Experience

[https://bit.ly/TheKit\\_UnderwaterBallet](https://bit.ly/TheKit_UnderwaterBallet)



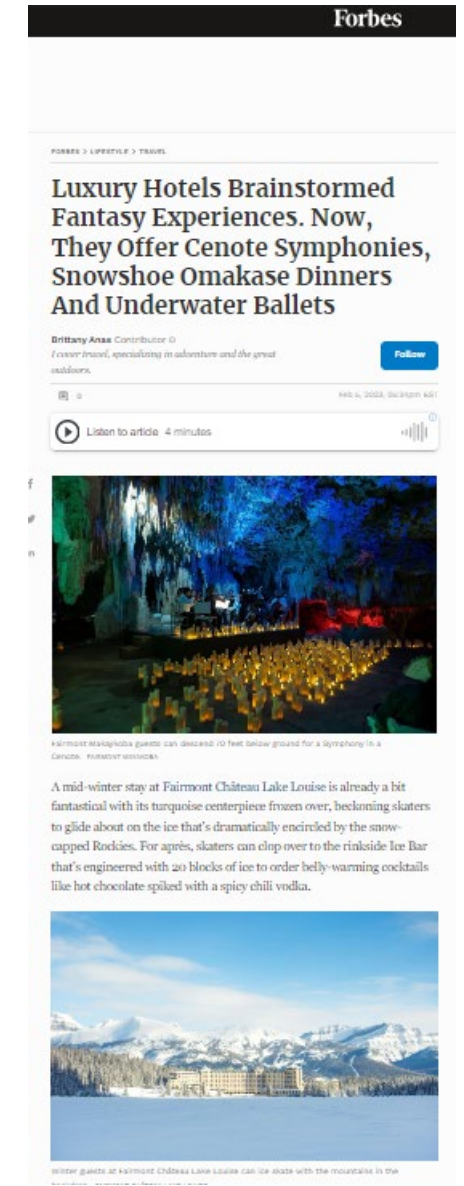
## SAMPLE CONTENT



### Carousel



<https://bit.ly/Fortune-HauteO2>

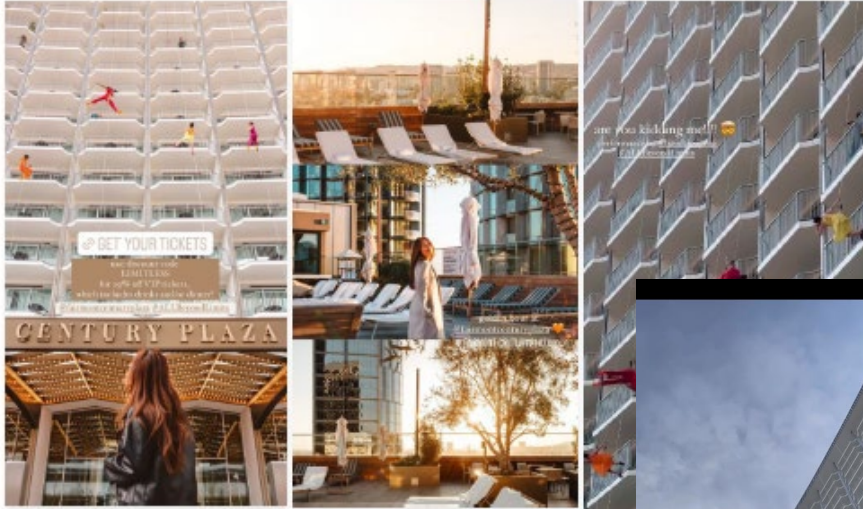


<https://bit.ly/Forbes-BeyondLimits>

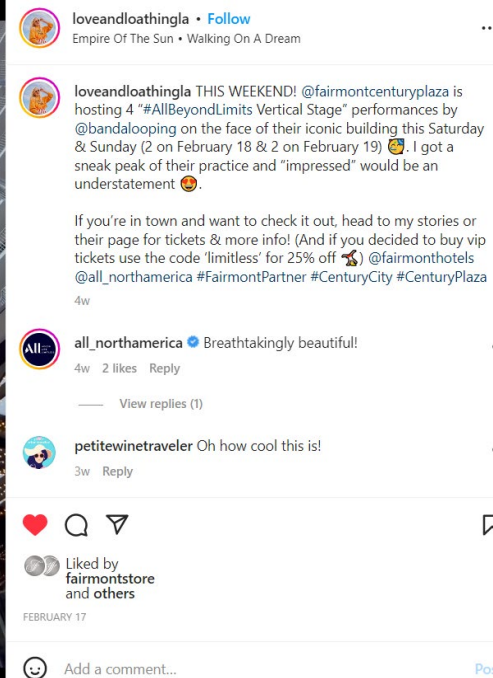
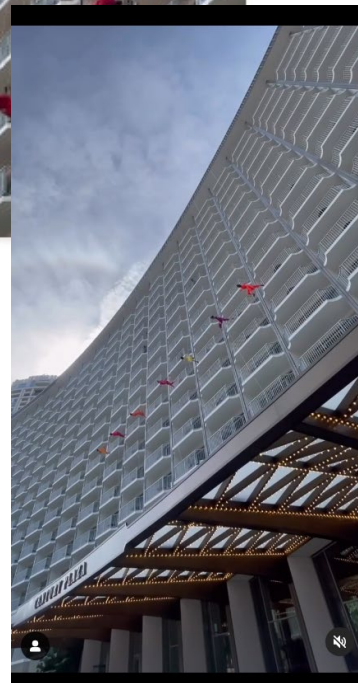




## SAMPLE CONTENT



## Stories



## Reels

## CALGARY HERALD



Travel

## In Los Angeles, what's old becomes new again

Jody Robbins

Published Mar 01, 2023 • Last updated Mar 02, 2023 • 4 minute read

[Join the conversation](#)



A new sprinkling of style and glamour has recently been injected into Century City. Fairmont Century Plaza

<https://bit.ly/CalgaryHerald-VerticalStage>





# *ACTIVATIONS*





## *SAVOR THE HISTORY OF TEA*

Fairmont Olympic Hotel, Seattle

Guests are invited to celebrate the rich history and vibrant tea culture of the Pacific Northwest with Tea Noir — a glamorous evening soirée with a twist on high tea.

We'll be featuring a dawn-to-dusk inspired culinary menu from Fairmont Olympic Chef, Eraj Jayawickreme. To start, guests will journey through tea-infused sensorial delights spanning the savory and sweet, from tea-smoked duck breast, tea mousse with spiced apple cake and cocktails with a tea twist and more.

We're letting guests sip and taste an exquisite experience like no other.





*Beyond* LIMITS

# *SYMPHONY* IN A CENOTE

*Fairmont*

## *A PORTAL TO ANOTHER WORLD*

Fairmont Mayakoba, Mexico

We already know the Riviera Maya is beautiful, wait until guests see what's waiting below the surface.

We're inviting guests to experience our otherworldly, 'Symphony in a Cenote' — a beautiful cave reimagined as a performance space. To start, guests will follow the candlelit passageways deeper into the earth where an awe-inspiring subterranean cavern awaits.

Inside, they can sip on champagne and cocktails before grabbing their seat to watch the maestro strike the first note.

For guests, this will be a truly spectacular musical journey like no other.





## *A SIZZLING GLACIAL DINNER*

Fairmont Chateau Lake Louise, Alberta

For our guests, 'Fire and Ice' will be an experience like no other. To start, guests will make their way from Fairmont Chateau Lake Louise to a tiny log cabin in the distance, where they'll smell the slow roasting of prime wagyu beef and fresh seafood over wood embers.

Upon arrival, guests will accept a cup of sake and settle in for an authentic experience in the Robatayaki style, native to Japan.

As East meets North, guests will take in the grandeur of the breathtaking mountain views and enjoy a feast for the eyes and the palate.





## *DIVINE DANCE IN THE DEEP*

Fairmont Orchid, Hawaii

Our guests will be ready to take the plunge as they're invited to witness our must-see live ballet beneath the sea.

In the depths of the water, guests will marvel as time stands still, and watch while a dancer sways with gentle precision and peaceful flowing movements. A spectacular dance very few people in the world have ever seen before.

It's going to be a performance so captivating and awe-inspiring, guests may need to catch their breath.





## *AN ELEVATED RETREAT*

Fairmont Banff Springs, Alberta

It's not an overstatement to say the air is different in the Canadian Rockies. If we could bottle and sell it, we would.

But instead, we're transforming an iconic mountaintop bistro into an *ahhh*-inspiring oxygen bar for guests.

From the oxygenated cocktails and bites, to aromatherapy and vinyasa flow yoga, every element of the bar will feature one of Banff's greatest natural resources: that unparalleled mountain air.

All-in-all, a breathtaking experience guests need to see to believe.



## *A SKY-HIGH RUSH*

Fairmont Century Plaza, Los Angeles

We are turning the concept of performance quite literally on its side, as we transform Fairmont Century Plaza's famed facade into the first 19th-story vertical stage.

Guests can reserve their seat under the stars, sit back with a cocktail, and look to the skies. An experience that allows our guests imagination to soar, as a troupe of talented performers descend from the rooftop and re-imagine dance in a gravity defying performance that must be seen to be believed.

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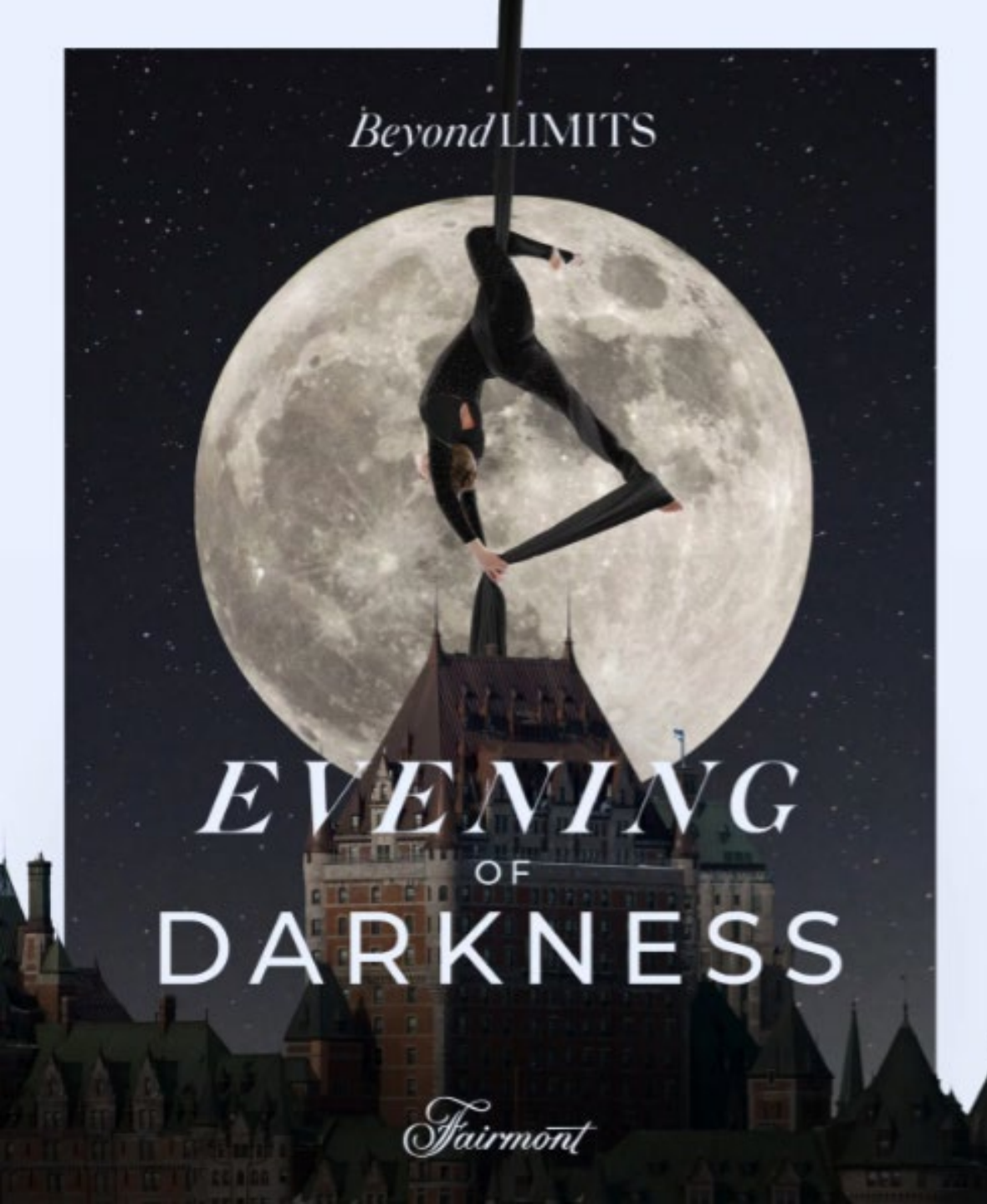
## *A Taste of Tropical Luxury*

Fairmont Orchid, Hawaii

Inspired by SelvaRey co-owner and multi-Grammy award winning artist, Bruno Mars, this oceanfront rum bar serves up tasty cocktails, tropical sunset vibes, and more.

Popping up just in time for summer, this beach bar offers you a front row seat to panoramic ocean vistas overlooking Fairmont Orchid's private Pauoa Bay, as you sip refreshing [SelvaRey Rum](#) cocktails and watch the sun slip over the Kohala Coast.





## *MORE THAN A BLACK-TIE AFFAIR*

Fairmont Le Chateau Frontenac, Quebec City

When daylight fades, a captivating affair awaits at Quebec City's famed Fairmont Le Château Frontenac. Our historic castle is the perfect backdrop for an evening that evokes the magic and wonder of the darkness.

As you embark on a sensory journey like no other, you'll enjoy nine exquisite courses prepared by celebrated chef Gabriel Molleur-Langevin, all which play on the theme of darkness. As the evening evolves over four acts, sip on the finest champagne and witness dazzling cirque performances like no other.





## *DREAM IN PINK!*

Fairmont The Queen Elizabeth, Montreal

Fairmont The Queen Elizabeth is getting a dream makeover!

Inspired by the global icon herself, Barbie is elevating this fabulous getaway into a pink palace for adults. Enjoy playful food and drinks, an enticing tea party, refreshing spa packages, a fully redesigned dream suite, and more!