



CANADA'S WESTERN MOUNTAIN REGION  
BANFF ♦ LAKE LOUISE ♦ JASPER ♦ WHISTLER



## FAIRMONT HOTELS & RESORTS, CANADA'S WESTERN MOUNTAIN MEDIA VISIT REQUEST FORM

Thank you for your interest. If you are a journalist travelling on assignment and specializing in luxury travel, food and drink, or adventure, we are keen to collaborate with you.

Please complete all sections of this media visit request form. This form will assist us in responding to your media visit request. Our level of support is dependent on a number of factors including hotel availability, story concept, and level of exposure, demographic and/or geographical market, and alignment.

### BLACKOUT PERIODS

Due to high demand periods throughout the year, our hotels have blackout periods in which we're not able to accommodate visits. Specific dates are listed below however additional dates may be added due to business levels.

Current blackout periods in Whistler are:

- Festive Season: December 17, 2018 - January 7, 2019
- President's 'Week': February 15 – 24, 2019
- Martin Luther King 'Week': January 18 - 27, 2019
- Easter: April 19 – 22, 2019

Current blackout periods in Banff, Lake Louise, and Jasper are:

- June 1 through September annually
- December 20 through January 4 annually
- Special & Signature Events and/or Statutory & Holiday Periods (unless otherwise noted below)

### NEED PERIODS

We encourage visits during, and coverage of, our "shoulder season" and other need periods indicated below.

Current need periods Whistler are:

- Festive Season September (after Labour Day) to November
- April and May
- Mid-week

Current need periods in Banff, Lake Louise, and Jasper are:

- January 5 to May 30
- October 1 to December 19
- Mid-week



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### MEDIA VISIT REQUEST SUBMISSION FORM

<b>Location requested:</b> <i>Please indicate by indicating the Fairmont property that is of interest.</i>	<input type="checkbox"/> Fairmont Banff Springs <input type="checkbox"/> Fairmont Chateau Lake Louise <input type="checkbox"/> Fairmont Jasper Park Lodge <input type="checkbox"/> Fairmont Chateau Whistler
<b>Dates requested:</b>	

### TELL US YOUR STORY

<b>Full name:</b>	
<b>Job Title:</b> (ie: Travel Editor, Freelance, etc):	
<b>Media outlet and the focus of the publication:</b> <i>Please include media statistics such as: circulation, umv, target audience (consumer, travel agent, MC&amp;IT, tour operator)</i>	
<b>Will you be traveling solo or with guest(s)?</b>	

<b>If traveling with other(s) please list their names and addresses:</b> <i>Please include if the guest is affiliated with your outlet. If so, what is their position at the publication?</i>	
<b>Have you or anyone at your publications visited and/or reported on the property within the last 24 months?</b>	
<b>If so, please attach the article if available. If the article isn't available, what was the focus of that article?</b>	



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### COMMITMENT TO PUBLISH/BROADCAST

<b>Social Following:</b> <i>Please include your social handles and number of followers</i>	<ul style="list-style-type: none"> <li>• Twitter:</li> <li>• Facebook:</li> <li>• Instagram:</li> <li>• Pinterest::</li> <li>• Blog:</li> </ul>
<b>Estimated date feature will be published:</b>	
<b>Please indicated the number of hotel specific social media posts you will share during your day:</b>	<ul style="list-style-type: none"> <li>• Twitter:</li> <li>• Facebook:</li> <li>• Instagram:</li> <li>• Pinterest::</li> <li>• Blog:</li> </ul>
<b>Do you give permission for us to share your content on our social channels?</b> <i>Credit will be applied to all photos and posts.</i>	
<b>Advertising value (CAD):</b>	
<b>Please provide examples of previous hotel partnerships or recent published articles:</b>	

### TELL US ABOUT YOUR STORY/ARTICLE FOCUS

<p><b>Which Fairmont focus are you most interested in and will benefit your story's focus? You may select more than one.</b></p> <p><i>Please indicate by checking the Fairmont Focus that is of interest.</i></p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Culinary</li> <li><input type="checkbox"/> Spa (Rockies only)</li> <li><input type="checkbox"/> History and heritage (Rockies only)</li> <li><input type="checkbox"/> Fairmont Sustainability Initiatives</li> <li><input type="checkbox"/> Golf <ul style="list-style-type: none"> <li><input type="checkbox"/> Banff</li> <li><input type="checkbox"/> Jasper</li> <li><input type="checkbox"/> Whistler</li> </ul> </li> <li><input type="checkbox"/> Mountain Guide Program: <ul style="list-style-type: none"> <li><input type="checkbox"/> Lake Louise</li> <li><input type="checkbox"/> Whistler</li> </ul> </li> <li><input type="checkbox"/> Outdoor seasonal activities such as: <ul style="list-style-type: none"> <li><input type="checkbox"/> Summer: canoeing, hiking, biking, horseback riding</li> <li><input type="checkbox"/> Winter: snow shoeing, skiing, cross country skiing</li> </ul> </li> <li><input type="checkbox"/> Kid's Club &amp; Family Activities</li> <li><input type="checkbox"/> Renovations/Signature Suite Collection</li> </ul>
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	<input type="checkbox"/> Health & Wellness <input type="checkbox"/> Special Events (please indicate which one) <ul style="list-style-type: none"><li><input type="checkbox"/> Christmas at the Castle</li><li><input type="checkbox"/> Christmas in November (Jasper Park Lodge)</li><li><input type="checkbox"/> Ice Magic (Chateau Lake Louise)</li><li><input type="checkbox"/> Pond Hockey (Chateau Lake Louise)</li><li><input type="checkbox"/> Fall Festival (Chateau Lake Louise)</li><li><input type="checkbox"/> Dark Skies (Jasper Park Lodge)</li></ul> <input type="checkbox"/> Other (please indicate):
<b>Is there anyone from a specific department you wish to meet with?</b>  <i>Please indicate by checking the Fairmont Engagement of interest.</i>	<input type="checkbox"/> Public Relations <input type="checkbox"/> Guided Tour <input type="checkbox"/> Chef Interview <input type="checkbox"/> Specialist based on focus <input type="checkbox"/> Other (please indicate): <input type="checkbox"/> None

**DO YOU HAVE ANY SPECIFIC REQUESTS?**

<b>Room requests:</b>	
<b>Activity requests:</b>	
<b>Dietary Restrictions:</b>	
<b>Filming Requests:</b>	

Thank you for your submission. We are unable to guarantee a response to requests for accommodation or activities within 14 days of initial request. We review media requests on a weekly basis and determine the best fits and opportunities for our hotels. After reviewing this form, we will be in contact with you to establish our level of support based on the request and occupancy levels in the hotel.

**Please send your complete form to:**

Lynn Henderson, Regional Director of Public Relations  
[lynn.henderson@fairmont.com](mailto:lynn.henderson@fairmont.com)