



FAIRMONT LUXURY INSIGHTS REPORT

# GATEWAY TO HOME

## HOTELS AS THE HEART OF THEIR COMMUNITIES

REGIONAL REPORT: CANADA

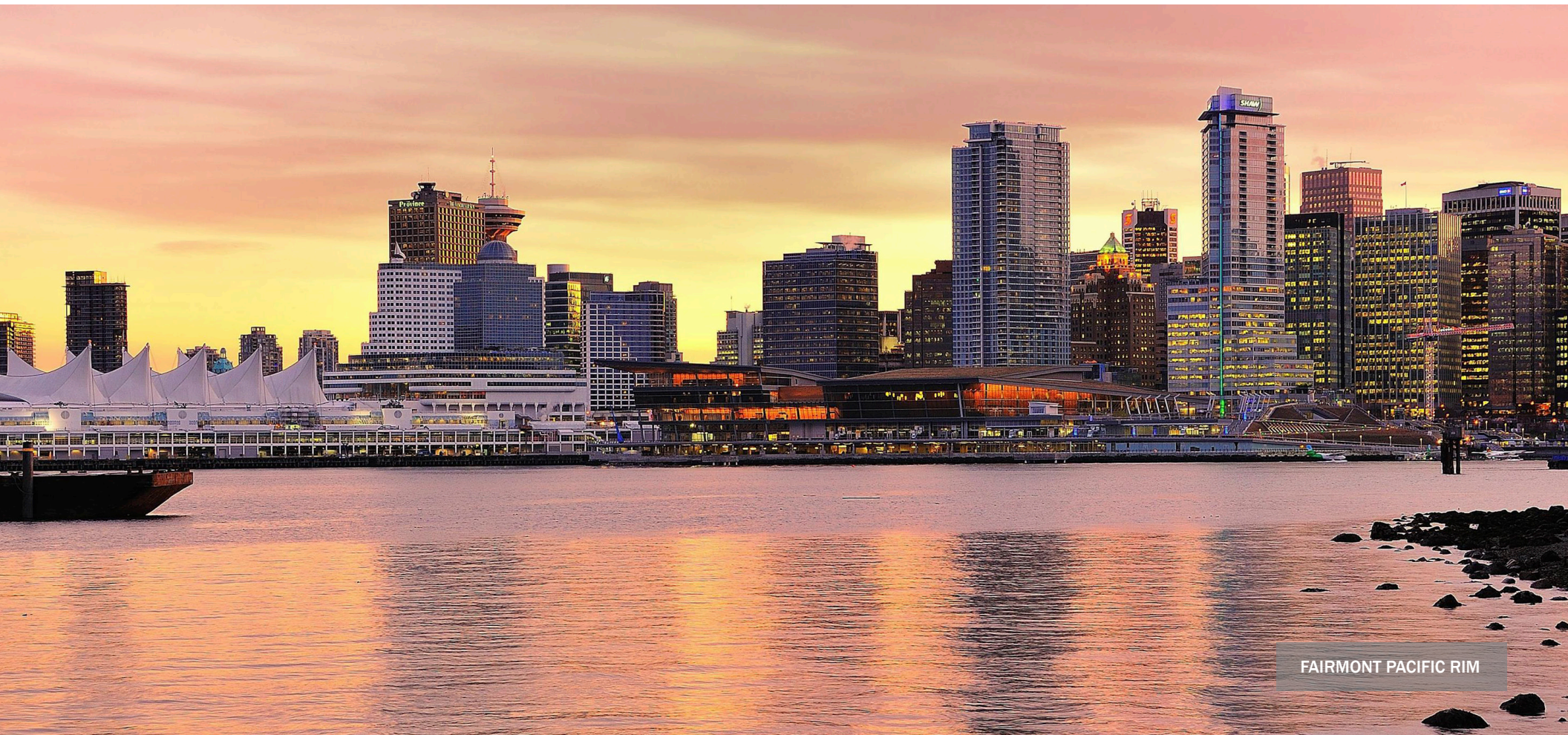


Royal York Hotel



*The Luxury Insights Report: Gateway to Home - Hotels as the Heart of their Communities* is the latest volume in a series of ongoing research-led, data-driven reports. Findings explore luxury travel trends, revealing that affluent travelers perceive hotels and resorts as established authorities and trusted travel guides.

A closer look was taken to understand the priorities of savvy travelers in key markets across the globe. The following report dives deeper into the preferences of luxury travelers from Canada to understand how they differ from their international counterparts.





## EXPERIENCE

Canadian luxury travelers covet destinations that provide shareable moments.

### SHAREABLE MOMENTS

For many affluent Canadian travelers, the excitement around partaking in a unique experience lives in the opportunity to relive those moments by sharing them with family and friends. Eighty-nine per cent of Canadian travelers prioritize destinations that provide shareable moments (vs. travelers from the UK at 81%, Germany at 83%, and France at 86%).

Canadians are looking for opportunities to explore warm, tropical climates at destinations including Morocco, The Maldives, and Thailand. These exciting, remote locations provide opportunities for authentic experiences and shareable moments. For instance, the Fairmont Royal Palm Marrakech invites guests to lavish in its organic farm. This offering includes the option to participate in tailor-made cooking classes with chefs; host family dinners surrounded by orange, palm, and olive trees; or just take the chance to enjoy some peace and quiet in natural surroundings. No matter the occasion, this vast farm will provide memorable moments travelers will revel in sharing with friends.



89% of luxury travelers from Canada consider shareable moments to be a priority when choosing a destination



## COLLEAGUE CONNECTIONS

Hotel colleagues are a window into the local culture for Canadian luxury travelers.

### TRUSTED AMBASSADORS

Canadians believe hotel colleagues can be a link between them and local culture, enriching their overall experience. Ninety percent of Canadian affluent travelers agree that the best hotels have employees who are familiar with the area and can provide the inside scoop. Among global travelers, they are some of the most trusting in recommendations from hotel colleagues (91%).

## SUSTAINABILITY

Canadian travelers view hotels as leaders in sustainable practices, with the expectation that they offer eco-friendly options for guests.

### PROTECTING LOCAL COMMUNITIES

Sustainable tourism is a priority for affluent Canadian travelers. Eight-in-ten consider it important that hotels give recommendations that are not detrimental to the community, and 75% believe it is important to have environmentally sustainable practices.

### BEE SUSTAINABLE

Fairmont was the first luxury hotel brand to develop onsite honeybee programming, and is now considered the leading hotel company in this space. The first two honey apiaries were established in Canada (Fairmont Royal York and Fairmont Waterfront), and to-date the program has grown to more than 20 honey bee apiaries and 20 wild pollinator bee hotels at Fairmont hotels worldwide. The bee-focused initiative aids habitat protection, pollination of gardens and flowers, and helps combat Colony Collapse Disorder.



FAIRMONT WATERFRONT

“It’s the personal interaction or the personal conversations you have with people. It’s different. It sets a different tone for you. It’s kind of bringing you in as opposed to just saying you’re a guest”

– Fairmont Guest from Vancouver



## FAMILY MEMORIES

Affluent Canadian Travelers enjoy luxury hotels whether traveling abroad or creating memories in their own hometown.

### CELEBRATING FAMILY MOMENTS

Many travelers believe it is important to celebrate family milestones and create lasting memories to cherish in the years to come. Canadians are no exception.

## COMMUNITY

Canadians respect the destinations they visit, looking specifically for luxury hotels that make responsible choices when deciding where to stay.

### GIVING BACK

Similar to other experienced travelers around the world, Canadians believe the most important way for a hotel to support the community is by employing locals (81%). They also prioritize giving back to the community (66%), using local artists, (61%) and being an important community hub (60%).

Almost 20%  
of Canadian luxury  
travelers who have  
stayed at a Fairmont in  
Canada have  
celebrated a wedding  
anniversary there

FAIRMONT CHATEAU LAKE LOUISE



FAIRMONT LE CHÂTEAU FRONTENAC