

## CASE STUDY

# Growing Fairmont's Loyalty Base



### ABOUT FAIRMONT

Fairmont Hotels & Resorts connects guests to the very best of its destinations worldwide, reflecting each locale's energy, culture and history. Passionate travelers choose the luxury hotel brand for its ability to deliver memorable travel experiences, personalized and thoughtful service, and hotels that are one-of-a-kind. With more than 65 hotels globally, landmark hotels in the Fairmont collection include The Plaza in New York, London's The Savoy, Fairmont Peace Hotel in Shanghai and Quebec City's Fairmont Le Château Frontenac.

Fairmont Hotels and Resorts is a Canadian hospitality brand offering luxury hotel accommodations all over the world. Known as a prestigious hotel to its clientele, Fairmont's goal is to elevate their guest's experiences at all touchpoints of the customer journey. Specifically, Fairmont's primary business objectives for their Online Gift Card program are to enhance the experience of the brand's current and loyal guests, and to continue to build brand awareness among potential guests, both of which can lead to additional revenue.

The Gift Card recipient may have never previously stayed at a Fairmont property or used their services. For example, they may simply decide to use the Gift Card for afternoon tea, but that positive experience can lead to them returning for a hotel stay or choosing Fairmont for other services, such as spa or golf.

The Gift Card holder may have previously stayed at one Fairmont property, but then be encouraged to use a Gift Card at another property. As each property is unique, the Gift Card creates an opportunity to experience the brand in new ways and grow the relationship between the guest and Fairmont, potentially leading to increased brand engagement, additional hotel stays and future purchases.

a one day promo generated  
**169% growth**  
for the entire month



# SUCCESS STORY

Buyatab's technology and services facilitate the sale of eGift Cards and plastic Gift Cards from the Fairmont website via the buyer's computer, mobile phone or tablet. Buyatab also provides branded Customer Support and assumes 100% liability for any credit card chargebacks.

The most visible aspect of the solution is the Gift Card purchase web pages. Fairmont worked with Buyatab to completely custom design the entire buying experience, layout, and buttons to ensure the look and feel was 100% aligned with Fairmont's brand assets, web presence and market positioning.

Gift Cards can be used for any of the services available at any Fairmont property including hotel stays, shopping, restaurants, spas, and various leisure activities.



*"Since Buyatab has implemented their online Gift Card services for Fairmont, including adding eGift Cards to complement plastic Gift Cards, the year-over-year number of Gift Card transactions increased by 92%."*

## Marketing and Social Media

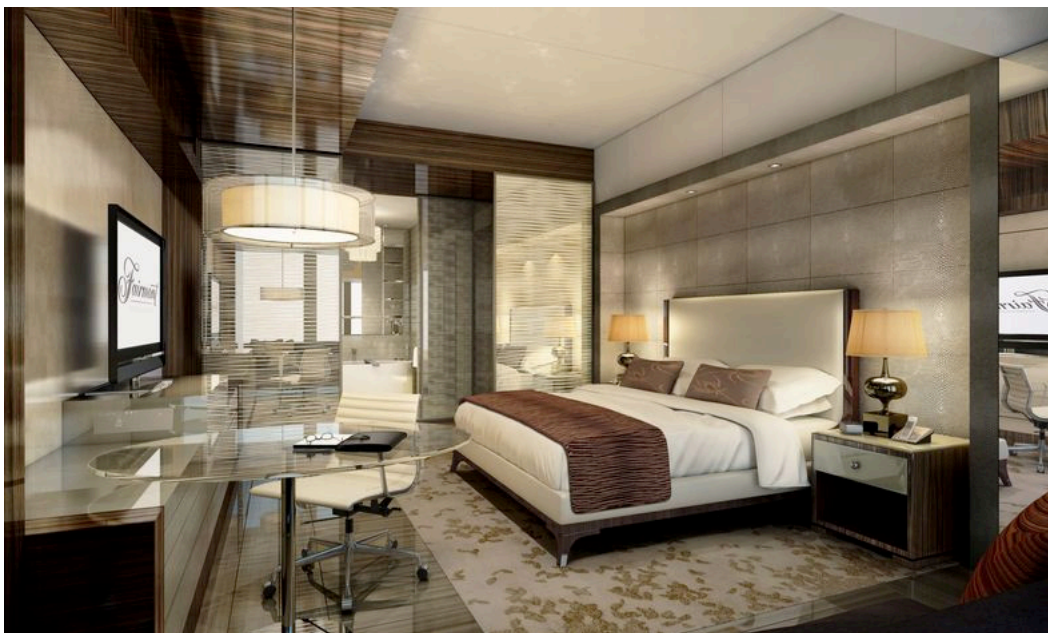
In addition to leveraging the Fairmont website, Twitter and newsletter banner ads to promote online Gift Cards, one marketing initiative leveraged Fairmont's fan base on Facebook- the power of a limited time Buy One, Get One promotion.

For Black Friday, Fairmont announced, only via their Facebook Page, that they were having a 3 hour promotion, whereby fans of the brand could acquire a \$500 Gift Card, and receive a \$100 bonus Gift Card. This was extremely popular and validated the value of utilizing social media as part of their marketing plan.

## Benefits to Fairmont Fans

This program makes it very easy to give and receive an aspirational luxury product. It also provides choice and enables the buyer to send a gift that is redeemable for many different services and experiences. With last minute situations like Christmas Eve, it's not too late to send an eGift Card. For special occasions like a wedding, it's convenient to buy online and receive an elegant looking physical Gift Card and packaging, which can be sent directly to the recipient, or sent to the buyer for personal delivery.





The program provides a rare cohesive buying experience where the buyer can buy both a physical Gift Card and an eGift Card from one online location, with a similar buying experience. The look and feel of the buying experience, facilitated with Buyatab technology, is branded such that the Gift Card buyer feels comfortable they are dealing directly with Fairmont.

### **Why Fairmont Chose Buyatab (Testimonial)**

“Fairmont Hotels & Resorts invested time and resources to identify the right partner to help us offer eGift Cards in addition to our traditional plastic cards to the global market. We chose Buyatab and we’re glad we did - not only was our transition and launch quite successful, but our site now operates very smoothly and has an excellent design. Plus, their professional customer service team provides seamless support to our valued guests. We would highly recommend Buyatab to anyone looking for a new Gift Card partner.”

### **Results**

Since Buyatab has implemented their online Gift Card services for Fairmont, including adding eGift Cards to complement plastic Gift Cards, the year-over-year number of Gift Card transactions increased by 92%. The Fairmont Online Gift Card Program is supporting their business objectives of enhancing the experience of the brand's current loyal guests, and continues to build brand awareness among potential guests.

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*Fairmont*  
HOTELS & RESORTS

