



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



### MEDIA VISIT REQUEST FORM

Thank you for your interest. If you are a journalist 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.

<p><b>Location requested:</b></p> <p><i>Please indicate by <b>bolding</b> the Fairmont property that is of interest.</i></p>	<ul style="list-style-type: none"> <li>• Fairmont Banff Springs</li> <li>• Fairmont Chateau Lake Louise</li> <li>• Fairmont Jasper Park Lodge</li> <li>• Fairmont Chateau Whistler</li> </ul>
<p><b>Dates requested:</b></p>	

### TELL US YOUR STORY

<p><b>Full name:</b></p>	
<p><b>Professional status</b> (ie: Travel Editor, Freelance, etc):</p>	
<p><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></p>	
<p><b>Will you be traveling alone or with someone else?</b></p>	

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

### COMMITMENT TO PUBLISH/BROADCAST

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

## 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 <b>bolding</b> the Fairmont Focus that is of interest.</i></p>	<ol style="list-style-type: none"> <li>1. Culinary</li> <li>2. Spa</li> <li>3. History and heritage</li> <li>4. Fairmont Sustainability Initiatives</li> <li>5. Golf</li> <li>6. Mountain Heritage Guides (Chateau Lake Louise only)</li> <li>7. Outdoor seasonal activities such as:             <ul style="list-style-type: none"> <li>• Summer: canoeing, hiking, biking, horseback riding</li> <li>• Winter: snow shoeing, skiing, cross country skiing</li> </ul> </li> <li>8. Kid's Club &amp; Family Activities</li> <li>9. Dark Skies (Jasper Park Lodge only)</li> <li>10. Signature Suite Collection</li> <li>11. Health &amp; Wellness</li> <li>12. Special Events (please indicate which one)             <ul style="list-style-type: none"> <li>• Christmas at the Castle</li> <li>• Christmas in November (Jasper Park Lodge)</li> <li>• Ice Magic (Chateau Lake Louise)</li> <li>• Pond Hockey (Chateau Lake Louise)</li> <li>• Fall Festival (Chateau Lake Louise)</li> <li>• Dark Skies (Jasper Park Lodge)</li> </ul> </li> <li>13. Other (please indicate):</li> </ol>
<p><b>Is there anyone from a specific department you wish to meet with?</b></p> <p><i>Please indicate by <b>bolding</b> the Fairmont Engagement of interest.</i></p>	<ol style="list-style-type: none"> <li>1. Public Relations</li> <li>2. Guided Tour</li> <li>3. Specialist based on focus</li> <li>4. Other (please indicate):</li> <li>5. None</li> </ol>

## DO YOU HAVE ANY SPECIFIC REQUESTS?

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

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 connect 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)