

COLLABORATION  
REQUEST FORM



## HOW TO REQUEST A VISIT

If you are a blogger or photographer specializing in luxury travel, food and drink, or adventure, we are keen to collaborate with you. We evaluate all requests based a number of factors, and due to a high volume of requests, we are not able to support everyone. Our priority at this time is to support BIPOC content creators. **Please review the basic guidelines carefully to see if your account would be a good fit with our brand.**

We also ask that you review and follow all local, provincial and federal travel guidelines currently in place.

## YOUR PLATFORMS, FOLLOWERS & ENGAGEMENT

**Below are our minimum requirements for influencers.**

- Preferred Channels - Instagram & Blog
- Minimum of 15,000 Instagram followers
- Engagement Rate (likes and comments of a post / followers): minimum of 2.4% per 10k-100k followers, 2% per 100k-1m, 1.7% per 1m-10m.

## BLACKOUT PERIODS

Due to high demand periods throughout the year, Fairmont Chateau Whistler has several 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 are:**

- All statutory holidays/weekends throughout 2022 are subject to blackout periods.
- Easter: April 15 - 18, 2022
- Thanksgiving: October 7 - 10, 2022
- Festive Season: December 10, 2022 - January 7, 2023

## NEED PERIODS

We encourage visits and coverage in shoulder season and mid-week, September (after Labour Day) to November in particular.

## HOW IT WORKS

We would be delighted to collaborate with bloggers and photographers who have a specific angle that supports our brand identity and guest experience at Fairmont Chateau Whistler. A minimum of four weeks advance notice is required for a visit, along with the fully completed Request Form, available below. Each submission is evaluated on a case by case basis however due to the high volume of requests received, we are not able to fulfill all requests.

*Upon request approval, specific tagging requirements will be provided for your trip. The amount of tagged posts will depend on your follower and engagement numbers, length of stay, and activities you are provided with.*

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**TRIP DETAILS**

Full name:

ALL Account #:

Email address:

Number of Travellers:

Requested Stay Dates:

Requested Bed Type:

**BLOG STATISTICS**

Blog URL:

Blog Launch Date:

Monthly Page Views:

Unique Monthly Visitors:

Average Monthly Growth:

Email Subscribers:

**SOCIAL STATISTICS**

Instagram Account & Handles:

Number of Instagram Followers:

Average Instagram Story Views:

Average Post Engagement Rate:

Average Post Impressions:

Audience Demographics:

*(Country, City, Age, Gender)*

Twitter Handle & Following:

Facebook Page & Number of Fans:

Pinterest Followers & Engagement:

**STORY TELLING**

What is the story angle or concept of the requested visit?

What content are you able to provide and estimated value (CAD):

Please share links to any recent hotel collaborations you have done: