

Press release

## **FAIRMONT AUSTIN OPENS ITS DOORS MARCH 5**

*Fairmont Hotels & Resorts debuts the brand's 2<sup>nd</sup> largest hotel in the world*



**AUSTIN, Texas, March 13, 2018** – Fairmont Hotels & Resorts is delighted to announce that Fairmont Austin, a towering icon bringing exclusive luxury to Austin, Texas, opened its doors on March 5, 2018. The highly anticipated hotel boasts 1,048 richly appointed guestrooms, five restaurants and bars, the largest outdoor pool and full service spa in Downtown Austin, a revolutionary fitness center, nearly 140,000 square feet of event space, and direct access to the Austin Convention Center via the Red River Canopy Walk.

Fairmont Austin debuts as the largest Fairmont property in the United States, as well as the second largest Fairmont hotel globally, in both number of rooms and total meeting and event space.

*“A strategic opening for AccorHotels, Fairmont Austin is the first in a series of high-profile luxury developments marking a time of significant growth for the Group and its brands in North and Central America,”* said Kevin Frid, Chief Operating Officer, North & Central America, AccorHotels. *“Other notable openings anticipated in the next 18 to 24 months include the iconic Fairmont Century Plaza in Los Angeles, Sofitel Mexico Reforma in Mexico City, Fairmont Costa Canuva in Mexico’s Riviera Nayarit, Fairmont Saint Lucia at Sunset Bay in the Caribbean, and several soon-to-be-announced projects with the potential to introduce new brands into the region.”*

Officially the largest hotel in Austin at 1,048 rooms, 37 stories and nearly 140,000 square feet of meeting and event space, Fairmont Austin is uniquely situated in the vibrant Central Business District, amid the lush greenery of Palm Park and Waller Creek, with exclusive direct access to the Austin Convention Center via the Red River Canopy Walk. Debuting as the second tallest building in the city, the hotel adds a new dimension to the downtown skyline, with a “lighted crown” programmed with an array of color options and a 170-foot tall architectural spire that is illuminated in the evenings, making the building visible from throughout Central Texas.

Each of the hotel’s guestrooms and suites offer spectacular views and feature cool shades of blue, bright white and honey beige inspired by the Texas Hill Country landscape. Fairmont Gold, the brand’s exclusive lifestyle hotel experience, features 131 rooms and suites located on the 32nd



through 35th floors, and offers private check-in and checkout; complimentary deluxe breakfast and evening hors d'oeuvres in the Gold lounge; and dedicated concierge team.

Fairmont Austin is aligned with the top dining destinations Austin has to offer. Dedicated to open flame, wafting smoke and the highest quality meats, seafood and local produce available, **Garrison** is a Modern American Grill House ideal for culinary exploration. **Revue**'s unique approach to dining includes the timeless cuisine of Italy, the epicurean and cultural complexities of Asia, and the delicacies of the Sea, topped off with delicious treats from the artisanal Pastry shop. **Rules & Regs**, located on the 7th floor and overlooking Austin's cityscape, is the best place in Austin to enjoy libations day or night. Located in the main lobby, **Fulton** pays homage to the musically buzzed streets of Austin with daily live music, local wine, beer and spirits in a relaxed dining scene with creative shared plates. **Good Things** offers coffee and tea, delicious snacks, food to go, and beverages to suit everyone.

*"This project has truly been a labor of love, and it has shown in every team member's passion and excitement leading up to opening,"* says Fairmont Austin Managing Director Tom Voss. *"The city of Austin continues to grow, both in size and popularity, and we are elated to be bringing a new level of luxury and service standards to this already incredible community."*

*"The opening of Fairmont Austin truly changes the economic structure of the Texas capital. With events such as South by Southwest and Austin City Limits growing in attendance year-over-year, new events popping up monthly, and groups targeting the burgeoning city for conferences and private events, Austin has a high demand for additional hotel rooms and event spaces,"* said Frid. *"Fairmont Austin will give the city the opportunity to host larger conferences and conventions, bringing more tourists and business travelers to the city, and employing more than 900 staff, continuing to bolster the Austin economy."*

With more than 75 hotels worldwide, Fairmont continues to expand globally with recent openings including Fairmont Quasar Istanbul, Fairmont Amman in Jordan and Fairmont Fujairah in the Middle East. New luxury hotels currently in development include Fairmont Riyadh in Saudi Arabia, Fairmont Abu Dhabi Marina Resort, Fairmont Citystars Sharm El Sheikh, Fairmont Wuhan in China and Fairmont Maldives Sirru Fen Fushi.



### **About Fairmont**

Fairmont Hotels & Resorts is where occasions are celebrated and history is made. Landmark hotels with unrivalled presence, authentic experiences and unforgettable moments have attracted visitors to Fairmont and its destinations since 1907. The Plaza in New York City, The Savoy in London, Fairmont San Francisco, Fairmont Banff Springs and Fairmont Peace Hotel in Shanghai are but a few of these iconic luxury hotels, forever linked to the special places where they reside. Famous for its engaging service, grand public spaces, locally inspired cuisine and celebrated bars and lounges, Fairmont promises a special brand of thoughtful luxury that will be remembered long after any visit. With a worldwide portfolio of more than 75 hotels, Fairmont also takes great pride in its deep community roots and leadership in sustainability. Fairmont is part of AccorHotels, a world-leading travel and lifestyle group which invites travelers to feel welcome at more than 4,300 hotels, resorts and residences, along with some 10,000 of the finest private homes around the globe.

*[fairmont.com](http://fairmont.com) | [accorhotels.com](http://accorhotels.com)*

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