
Fairmont Beijing Celebrates First Anniversary Partnership With Blueair

Shanghai, 17 August 2018: Fairmont Beijing celebrated its first year anniversary partnership with Blueair on the successful implementation of the air purification system at the hotel. The hotel received the world's first "Blueair Zone" solutions in June 2017 with its state-of-the-art Blueair Pro air purifiers set up throughout its 222 rooms and public areas designed to improve air quality in the entire hotel.

Blueair was named "Best Partner of China Hospitality Industry" at the recent Asia Hotel Forum and the 13th China Hotel Starlight Awards this year. The award gives recognition to the Blueair Zone concept and its successful solution offerings in the hospitality industry.

To celebrate its first year partnership, Fairmont Beijing and Blueair hosted the "Well-Being" theme event with over 100 guests and media attending where they were treated to a night of entertainment that included salsa performances, opera and orchestral recitals by talented youngsters.

"The Blueair partnership has given us the opportunity to set a benchmark amongst the luxury hotels in the world in providing quality air to enhance guest experience," **said Michael Ganster, General Manager of Fairmont Beijing**, "We have received positive feedback from our health conscious guests and we have seen an increase in room occupancy with the hotel reviews online."

Fairmont Beijing has recently installed a 55-inch LED LCD TV in its 222 rooms and its suites are furnished with the latest massage chairs and state-of-the-art zero-pressure mattresses. The well-being of its guest are its top priority with the focus on creating memorable guest experiences.

"Fairmont is the world's first luxury hotel brand to embrace environmental stewardship. Throughout the years Fairmont has expanded this commitment to include economic and social programing," **said Goran Aleks, Vice President Operations, AccorHotels Greater China**. "The partnership between Fairmont Beijing and Blueair is one of the best approaches in enhancing guest's well-being whilst demonstrating our commitment to global sustainable development through AccorHotels' Planet 21 program."

"The demand for clean air solutions at hotels and offices are on a rise," **said Maggie Chan, General Manager of Blueair China**. "With over 20 years experience in clean air solutions to provide quality air indoors, I'm extremely proud with the overwhelming results and positive responses received at



Fairmont Beijing. We shall continue to roll out different initiative including Clean Air for Children to further enhance our services.”

Fairmont takes great pride in its deep community roots and leadership in sustainability with its worldwide portfolio of more than 75 hotels and resorts.

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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 4,500 hotels, resorts and residences, along with some 10,000 of the finest private homes around the globe.

About AccorHotels

AccorHotels is a world-leading travel & lifestyle group and digital innovator offering unique experiences in more than 4,500 hotels, resorts and residences across 100 different countries.

With an unrivalled portfolio of internationally renowned hotel brands encompassing the entire range from luxury to economy, from upscale to lifestyle and midscale brands, AccorHotels has been providing savoir-faire and expertise for more than 50 years.

In addition to its core hospitality business, AccorHotels has successfully expanded its range of services, becoming the world leader in luxury private residence rental with more than 10,000 stunning properties around the world. The Group is also active in the fields of concierge services, co-working, dining, events management and digital solutions

Relying on its global team of more than 250,000 dedicated staff, AccorHotels is committed to fulfilling its primary mission: to make every guest Feel Welcome. Guests have access to one of the world's most attractive hotel loyalty programs - Le Club AccorHotels.

AccorHotels plays an active role in its local communities and is committed to promoting sustainable development and solidarity through PLANET 21 Acting Here, a comprehensive program that brings together employees, guests and partners to drive sustainable growth.

From 2008, the AccorHotels Solidarity Endowment Fund has acted as a natural extension of the Group's activities and values, helping to combat the social and financial exclusion experienced by the most disadvantaged members of society.

Accor SA is publicly listed on the Euronext Paris Stock Exchange (ISIN code: FR0000120404) and on the OTC Market (Ticker: ACRFY) in the United States.

For more information or to make a reservation, please visit accorhotels.group or accorhotels.com. Or join and follow us on Twitter and Facebook.



About Blueair

Blueair is a world leading producer of air purification solutions for home and professional use. Founded in Sweden, Blueair delivers innovative, best-in-class, energy efficient products and services sold in over 60 countries around the world. Blueair is part of the Unilever family of brands.
<http://www.blueair.com>

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