

FAIRMONT AMBASSADOR SEOUL UNVEILS NEW GRANDEUR OF MODERN SEOUL FROM RIVER TO ROOFTOP

Yeouido comes to life with the opening of the first Fairmont hotel in South Korea



SEOUL, February 18, 2021: Fairmont Hotels & Resorts is pleased to announce the opening of the brand's first hotel in South Korea on February 24, 2021. Nestled in the Parc. 1 Complex, a stunning new landmark in the city's Yeouido district, Fairmont Ambassador Seoul is perfectly situated to host world leaders, business travellers, families and vacationing jetsetters, offering an extraordinary setting for unforgettable experiences. The hotel joins a collection of over 80 remarkable Fairmont addresses around the world where glamour meets culture, where special occasions are celebrated and where momentous, world-changing events occur.

Fairmont Ambassador Seoul is located on Yeouido Island, the historic hub of financial and government institutions on the Han River. The hotel will be connected to subway stations, the Hyundai Department Store and new high-rise office towers, offering unparalleled convenience. Combining panoramic views of nearby skyscrapers and the capital's iconic waterway, guests can discover a new paradigm in urban lifestyle culture, from riverfront access to glamorous rooftop experiences. Designed by world-renowned architect Richard Rogers, the Parc. 1 Complex immerses guests in a beguiling combination of Korean aesthetics and contemporary style, seamlessly harmonizing tradition and modernity.



"We're delighted to open a bold new chapter for the Fairmont collection, here in Seoul," said Garth Simmons, Accor Chief Executive Officer, Southeast Asia, Japan and South Korea "The Fairmont brand is known worldwide for its grand and awe-inspiring properties as well as its thoughtful and engaging colleagues who aim to make every stay a cherished and memorable experience. We are excited to continue the brand's journey in Seoul, a metropolis which tremendous economic rise has created a story of multi-layered cultural experiences, embracing both tradition and modernity."

Featuring 326 guestrooms and suites, the hotel is home to four dining venues, an indoor swimming pool, spa, fitness center and diverse selection of event spaces. Fairmont Gold is a luxurious hotel-within-a-hotel experience, where a dedicated team strives to deliver the highest level of personalized service to each guest. More than just another hotel floor, Fairmont Gold offers exclusive privileges including curated menus and preferential access to hotel facilities, as well as complimentary breakfast, afternoon tea, evening canapés and a private honor bar.

The hotel emerges as a major new address on Seoul's culinary map, with three restaurants and a bar. Showcasing the finest local ingredients, **Spectrum** celebrates the essence of Southeast Asian and Western cuisine with two open kitchens, bringing chefs and diners together for an immersive gourmet journey. **Mariposa**, located on the hotel's uppermost 29th floor, seduces Seoulites with a modern European fare of tasting courses, and innovative gourmet creations to be enjoyed indoors or al fresco on an iconic terrace. **M29**, the hotel's signature rooftop bar serves up unforgettable moments with bespoke cocktails and panoramic vistas of the Han River and Seoul skyline. **The Atrium Lounge** will be a place of genuine connections with artisanal coffees, curated teas and iconic champagnes served amid the light-filled space.

The hotel boasts one Grand Ballroom and ten meeting rooms, comprising a total 1,995 square meters of event space offering the ideal venue for every occasion. **Gallery 7** spans an entire hotel floor that offers a selection of spaces for functions ranging from family celebrations to upscale business meetings.

Fairmont Fit delivers a carefully curated selection of wellness experiences. An indoor swimming pool, fitness center featuring Technogym Artis equipment, and a spa, all complemented by a range of personalized training programs are offered to guests by dedicated fitness professionals.

"The team at Fairmont Ambassador Seoul are very much looking forward to bringing a new expression of urban luxury into the heart of vibrant Seoul. We feel privileged to be located within the landmark Parc.1 Complex, one of the capital's newest and most prestigious addresses. With Fairmont's timeless warmth and engaging personality, we aim to become Seoul's essential new gathering place for elite business leaders, innovators, and creators, from everyday social theatre to momentous occasions. For over a century, Fairmont hotels have been intrinsically tied to the communities we call home. We are very excited to present a landmark to Yeouido, offering a reimagined lifestyle which blends affluent urban culture with hyper-local culinary and mixology offerings," commented Carl Gagnon, General Manager of Fairmont Ambassador Seoul – "We eagerly look forward to welcoming our first guests and crafting unforgettable memories together."

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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 80 hotels, Fairmont also takes great pride in its deep community roots and leadership in sustainability. Fairmont is part of Accor, a world leading hospitality group consisting of more than 5,000 properties and 10,000 food and beverage venues throughout 110 countries.

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About Fairmont Ambassador Seoul

Fairmont Ambassador Seoul opened in February 2021, becoming the first Fairmont destination in South Korea. Located in the Parc. 1 Complex, a landmark address in the city's Yeouido district, the hotel boasts convenient access to Seoul Metro, a high-end department store, multiple shopping opportunities and office towers. The 326-guestroom hotel is home to three restaurants and a rooftop bar, indoor swimming pool, spa, Fairmont Fit fitness center and diverse meeting rooms. A range of enhanced personalized services and privileges is offered at Fairmont Gold. Unique design by world-renowned architect Richard Rogers, hyper-local food and beverage experiences and a unique urban lifestyle culture, from effortless access to the Han River to inspiring evenings at rooftop bar M29, complete a new vision of modern Seoul grandeur at Fairmont Ambassador Seoul. Located at the heart of Yeouido, the hotel is a short journey from central Seoul and easily accessible from both Gimpo International Airport (30 minutes) and Incheon International Airport (50 minutes).

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