



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 on 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 Banff Springs has several blackout periods in which we are not able to accommodate visits. Specific dates are listed below however additional dates may be added due to business levels.

Current blackout periods are:

- December 20 through January 4 annually
- Special & Signature Events and/or Statutory & Holiday Periods

NEEDS PERIODS

We encourage mid-week visits, excluding Special & Signature Events and/or Statutory & Holiday Periods.

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 Banff Springs. 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 deliverables and tagging requirements will be provided for your trip. The amount of deliverables and tagged posts will depend on your follower and engagement numbers, length of stay and activities you are provided with.

Kindly return this form to Fairmont Banff Springs and we will be in touch soon. Thank you!

Lynn Henderson | Regional Director of Public Relations | lynn.henderson@fairmont.com
Casey Bachand | Communications Manager | casey.bachand@fairmont.com



COLLABORATION
REQUEST FORM



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 Impressions:
Average Post Engagement Rate:	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:

Kindly return this form to Fairmont Banff Springs and we will be in touch soon. Thank you!

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