

Fairmont & EMI Collaborate To Offer Online Music Store

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Fairmont Music Store To Debut in Spring 2008

Fairmont Hotels & Resorts, in partnership with EMI Music, today announced the Fairmont Music Store, a new online retail initiative that will provide guests of the luxury hotel chain access to digital music exclusively from EMI Music's impressive catalog. Located at www.fairmontmusicstore.com, the leading-edge music boutique will be officially launched at a special event at the illustrious Plaza Hotel's stylish Rose Club in Spring 2008.

Through the new music portal, guests will be able to browse an extensive catalog of music and downloadable songs from top-selling EMI artists such as Coldplay, Norah Jones, Keith Urban, Anne Murray and Lenny Kravitz. As part of this new music initiative, Fairmont will also extend additional benefits to members of its Fairmont President's Club guest loyalty program, including preferred pricing on digital music, private access to exclusive song downloads, and priority access to special events and concerts featuring EMI artists. The store will be available at launch to consumers in the United States and Canada, with a planned roll out to other territories around the world to follow later in the year.

As the only major music company offering its entire digital catalog in a premium, DRM-free, higher audio quality form, EMI is unique among major music companies in their ability to offer Fairmont customers music that will work on all music players and devices.

'As we continue to seek out new and meaningful ways to further personalize the guest experience, Fairmont is excited to be working alongside a worldwide music leader like EMI,' said Jeff Senior, Executive Vice President, Marketing and Sales for Fairmont Hotels & Resorts. 'Furthermore, by observing our guests' individual travel preferences, we'll be able to customize music offerings that reflect their tastes and deliver an enhanced level of personalized service whether they're on the road, in the hotel or even relaxing in their home or office.'

'We're very excited to be launching this ground-breaking initiative with Fairmont Hotels & Resorts,' said Sean Hutchison Director of Digital Business Development for EMI Music. 'The Fairmont Music Store will bring personalized music experiences to the Fairmont guest and is a fantastic new platform to showcase our world class roster of artists. Together with innovative partners like Fairmont, EMI is breaking new ground on how music is discovered and experienced.'

The Fairmont Music Store is the latest initiative from the two companies, which partnered last year to infuse music into the hotelier's Fairmont Fit program with digital music players featuring hundreds of tracks from EMI Music artists. Following unprecedented response in North America, this program is being rolled out to Fairmont's international collection of hotels later this year.

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