

COLLABORATION
REQUEST FORM



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 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 Chateau Lake Louise has several blackout periods in which we're 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

*All collaboration opportunities have been fulfilled at this time. Our partnership program may reopen later in the year should you wish to reach out again at that time.

NEED PERIODS

We encourage visits and coverage in shoulder season and mid-week, October (after Canadian Thanksgiving) to November and January (after festive season) to April in particular.

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 Chateau Lake Louise. 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 tagging requirements will be provided for your trip. The amount of 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 Chateau Lake Louise and we will be in touch soon. Thank you!

Anastasia Martin-Stilwell | Regional Director of Public Relations | anastasia.martin-stilwell@fairmont.com



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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: