

Press contact:  
John Glynn  
Director of Public Relations  
480.585.2706  
[John.glynn@fairmont.com](mailto:John.glynn@fairmont.com)

## **Trending in Travel in 2022: The Celebration Vacation**

**February 1, 2022, Scottsdale, ARIZ.** – The [Fairmont Scottsdale Princess](#), the iconic AAA Five Diamond resort in Scottsdale, AZ has made planning your milestone trip easier than ever by launching the [Celebration Vacations](#) program.

Beginning Feb. 1, guests will be able to plan a special celebration with one of the resort's Celebration Concierges. From rose petals in a guest's room, to an aerial tour of the Grand Canyon, guests are able to book an experience, a special meal or add a little extra touch to their stay to make it even more memorable.

“As we experienced a very strong rebound in leisure travel, we noticed three new trends:

- Guests were staying longer
- They were traveling to celebrate a milestone event
- Guests want memory-making experiences

“We noticed those trends were driving a significant increase in the volume of guests calling our concierge team in advance to plan that little extra something that would make their stay memorable. We have simplified the process for them by creating an easy to use menu of our suggested offerings, and leave the rest up to their imagination,” says Pam Gilbert, the resort's director of sales and marketing.

Prior to the launch of the streamlined program, the top five guest requests were:

- Special foodie experiences at one of the hotel's restaurants
- Memorable off property excursions, like hot air balloon rides or tours of the Grand Canyon
- Spa Experiences
- Golf tee times
- Special Welcome Amenities or turn-down surprises

Because planning a celebration or event out of town can be a complicated process – coordinating with restaurants, venues, activities, etc. – the Princess has developed a menu of extras, activities and experiences for guests to enjoy. With guests staying longer, there became a need to have more activities to do while they are on their trip; this is of particular importance with many recent studies showing that people are valuing experiences more than things. Though the internet has made finding exciting new places in a different city vastly easier, the Celebrations Vacations campaign puts everything in one place and curated by a local expert.

Guests will be able to browse the site, choose from a menu of offerings and work with a dedicated point of contact at the hotel to plan their celebration vacation. Guests are also welcome to suggest their own adventure that isn't listed on the resort's menu.

Three of the top *wow* experiences our guests enjoy are:

- Custom fireworks to celebrate something special
- Hot air balloon ride with champagne breakfast
- Rare wine or bourbon tasting with an expert

“Our goal is to make planning your out of town celebration as frictionless as possible. Having tried planning one myself a few years back, I quickly learned how frustrating it can be to tie it all together. We saw a need in the market for this service, and are meeting it,” says Gilbert.

Guests can get their Celebration Vacation started with the [Sip, Savor and Celebrate package](#), which features a daily \$150 resort credit toward their celebration.

### **About the Fairmont Scottsdale Princess**

Set against the backdrop of Arizona's McDowell Mountains, the AAA Five Diamond Fairmont Scottsdale Princess reflects its Southwestern setting with Spanish colonial-style architecture, expansive plazas and lush, flower-filled gardens. The resort features 750 guest rooms, including 69 Fairmont Gold rooms and suites, six heated swimming pools, the luxurious 44,000 square foot Well & Being Spa featuring Sisley Spa Paris, championship golf at the adjacent TPC Scottsdale, as well as Trailblazers Kids Club. Dining options include Ironwood American Kitchen serving breakfast, lunch and dinner; Bourbon Steak, the AAA Four Diamond steakhouse by acclaimed chef Michael Mina; modern Mexican cuisine at La Hacienda by Richard Sandoval; and Toro Latin Restaurant & Rum Bar, also by Sandoval, serving Pan Latin fare with stunning views overlooking the 18<sup>th</sup> green at the TPC of Scottsdale Stadium Course; The Plaza Bar in Princess Plaza serves craft cocktails nightly with scenic fire pit patios.

For more details, please call (866)-540-4495 or visit [ScottsdalePrincess.com](http://ScottsdalePrincess.com). Join the resort's online communities on [Facebook](#), [Instagram](#) and [Twitter](#).

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