



ACCORHOTELS

Feel Welcome

Fairmont Century Plaza, Los Angeles

BRIEF / RFI FOR PROSPECTIVE AGENCIES

Los Angeles, CA

Company Overview

AccorHotels is a world-leading travel & lifestyle group and digital innovator offering unique experiences in more than 4,600 hotels, resorts and residences across 100 different countries. With an unrivaled portfolio of internationally renowned hotel brands encompassing the entire range from luxury to economy, from upscale to lifestyle and midscale brands, AccorHotels has been providing savoir-faire and expertise for more than 50 years.

In addition to its core hospitality business, AccorHotels has successfully expanded its range of services, becoming the world leader in luxury private residence rental with more than 10,000 stunning properties around the world. The Group is also active in the fields of concierge services, co-working, dining, events management and digital solutions.

Relying on its global team of more than 250,000 dedicated staff, AccorHotels is committed to fulfilling its primary mission: to make every guest Feel Welcome. Guests have access to one of the world's most attractive hotel loyalty programs - Le Club AccorHotels.

AccorHotels plays an active role in its local communities and is committed to promoting sustainable development and solidarity through PLANET 21 Acting Here, a comprehensive program that brings together employees, guests and partners to drive sustainable growth.

From 2008, the AccorHotels Solidarity Endowment Fund has acted as a natural extension of the Group's activities and values, helping to combat the social and financial exclusion experienced by the most disadvantaged members of society.



Fairmont Hotels Brand Overview

Fairmont Hotels & Resorts connects guests to the very best of its destinations worldwide, providing travelers with memorable travel experiences, thoughtful and attentive service and luxury hotels that are truly unforgettable. Each Fairmont property reflects the locale's energy, culture and history through locally inspired cuisine, spirited bars and lounges and distinctive design and decor. With more than 70 hotels globally, and many more in development, the Fairmont collection boasts some of the most iconic and distinctive hotels in the world. This extraordinary collection includes The Plaza in New York, The Savoy in London, Fairmont Grand Del Mar, Dubai's Fairmont The Palm, Fairmont Peace Hotel in Shanghai, Fairmont San Francisco and Fairmont Le Château Frontenac in Québec City. Fairmont is part of AccorHotels, a world-leading travel & lifestyle group and digital innovator offering unique experiences in more than 4,200 hotels, resorts and residences, as well as in over 10 000 of the finest private homes around the globe.

Additional brand info can also be found on www.fairmont.com

Fairmont Century Plaza

Reopening in 2020, famed architect Minoru Yamasaki's mid-century modern hotel has been redesigned to include 400 luxury guest rooms, 63 private residences, 14,000 square-foot Fairmont Spa Century Plaza, a signature French brasserie Lumière, and over 35,000 square feet of private event space. Since opening its doors in 1966, the historic Century Plaza has been at the center of where Business meets Hollywood. The reimagined Fairmont Century Plaza is part of a \$2.5 billion mixed-use redevelopment project on 6.14 acres, which also includes two 44-story towers with 290 privately-owned luxury residences, and 92,127 square feet of boutique shopping and restaurants surrounding a pedestrian plaza. Fairmont Century Plaza is conveniently located on the corner of Avenue of the Stars and Constellation Boulevard at 2025 Avenue of the Stars in Century City, Los Angeles.

Assignment

Fairmont Century Plaza is seeking an agency that specializes in hospitality and entertainment public relations to develop and execute a valuable media and influencer relations program to generate targeted PR exposure and drive external communications activity.

Scope of redevelopment:

All public spaces, including grand new lobby, lobby bar (name TBA), new French brasserie Lumière, all meeting and event space, rooftop pool, and Fairmont Spa Century Plaza – a total transformation. While the new Fairmont residences and retail space are part of the overall story of the redevelopment, the promotion of those areas are not part of this scope of work.

Approximate investment - \$2.5 Billion



Presentations submitted should include big ideas/ proposals that support the following objectives:

- Promote the redevelopment of Fairmont Century Plaza
 - A PR component is mandatory, and if possible, event production capabilities and big ideas as it relates to the transformation of the property.
- Elevate awareness and understanding of Fairmont Century Plaza luxury brand throughout North America

*** Please refer to the Agency Qualifications and Review Process sections below for a complete list of materials and timelines to satisfy the request enclosed.*

Scope of Work

Working closely with Fairmont Century Plaza's leadership team including PR, digital and marketing teams, the agency will be responsible for:

Public Relations

- Custom design and execute a PR plan and action timeline based on the goals and initiatives put forth by Fairmont Century Plaza and incorporating priorities mutually agreed upon during the planning process.
- Assist in the development of content specifically for media/influencer distribution, i.e. videography, photography, infographics, editorial, etc.
- Maintain high-profile influencer (and celebrity) relationships and develop ongoing programs, driving regular posting and engagement.
- Provide reporting on a monthly basis, in addition to a comprehensive end-of-project recap, using a template provided by Fairmont Century Plaza.
- Participate in regular status calls and meetings.
- Generate ongoing, consistent coverage in top tier travel, lifestyle, niche and trade media outlets, including feature articles (print and online).
- Manage proactive and reactive media relations
- Distribute hotel and brand press releases, advising on distribution strategy depending on news and value to the market.
- Generate North America-specific pitches and press releases
- Evaluate and qualify individual press visits from the North American to Fairmont Century Plaza, providing recommendations based on assignment, outlet and relationship with the writer.
- Pitch, coordinate and host dedicated press and/or influencer trips.
- Manage Fairmont Century Plaza's brand media events, including ideation, execution, staffing, press attendance and follow-up.
- Pitch and host media appointments in key markets in relation to Fairmont Century Plaza and the Fairmont brand.
- Recommend partnership opportunities for Fairmont Century Plaza.
- Identify and maintain a list of award opportunities for Fairmont Century Plaza. Draft and submit award nominations on behalf of the hotel, as approved.



Agency Qualifications

Candidate agencies are requested to provide information on the following both PR and Event Production divisions:

- Agency credentials, including but not limited to history/ background, how the account would be organized, team members, etc.
- Relevant client list (current + past), in the hospitality and entertainment industries
- Case studies proving success in implementing strategic, creative public relations campaigns to successfully open luxury hotels and/or help establish, build and expand hospitality and other related brands in the national marketplace
- Existing relationships with top national media and influencer contacts
- Creative big ideas to support the redevelopment of Fairmont Century Plaza

Budget

- Public Relations: \$6,500 USD per month, plus \$250 out-of-pocket expenses
- Event Production: To be discussed according to the big ideas proposed

Review Process

By submitting a response to Fairmont Century Plaza, you agree to be bound by and comply with the terms and conditions set forth in the Appendix and an accompanying non-disclosure agreement.

- **Agencies to submit credentials & assignment outlined above by the morning 9am PT on January 13, 2020 to:**
 - Brenda Urban, Director of Public Relations, brenda.urban@fairmont.com
- **Submissions should include:**
 - Summary of qualifications (see above)
 - Preliminary overview of big ideas and initiatives suggested for Fairmont Century Plaza, in response to assignment outlined (see above)
 - Proposed staffing plan
- **In-person presentations to be scheduled the week of January 20, 2020**
- **Final selection will be made the week of January 27, 2020**
- **Agency onboarding process the week of February 3, 2020**



Appendix – Terms & Conditions

1. **No Commitment by Fairmont Century Plaza / AccorHotels.** Fairmont Century Plaza / AccorHotels may cancel or withdraw this RFI and any related discussions or negotiations at any time in its sole discretion. This RFI does not commit Fairmont Century Plaza / AccorHotels to any specific course of action, nor does it bind Fairmont Century Plaza / AccorHotels or constitute an offer of any kind by Fairmont Century Plaza / AccorHotels. Responses shall not constitute a bid or proposal that is binding on Fairmont Century Plaza / AccorHotels and Fairmont Century Plaza / AccorHotels will not be obligated to contract or undertake any course of action with any respondent solely as a result of this RFI or any response submitted by a respondent. Fairmont Century Plaza / AccorHotels has no obligation to provide reasons for accepting or rejecting any response. Nothing in this RFI or any response will limit or restrict, and Fairmont Century Plaza / AccorHotels expressly reserves the right to, discuss, negotiate, issue an RFP or award a contract to any respondent or any other party on the basis of any criteria, in its sole discretion.
2. **Responses.** All responses and other data, information, material and documentation submitted pursuant to this RFI will become the property of Fairmont Century Plaza / AccorHotels and will not be returned. Without limiting the generality of the foregoing, and notwithstanding anything to the contrary in the NDA, Fairmont Century Plaza / AccorHotels reserves the right to use or disclose any of the foregoing, in its sole discretion, to: (a) prepare an RFP or otherwise utilize the foregoing in the solicitation and procurement process; or (b) prepare definitive documentation for the procurement of such services or similar services by Fairmont Century Plaza / AccorHotels.
3. **No Liability.** Respondents will be solely responsible for all costs, expenses and liabilities incurred by them arising from or related to this RFI, including without limitation all costs or expenses incurred in preparing or submitting a response, providing any supplementary information or any discussions or negotiations with Fairmont Century Plaza / AccorHotels. In no event will Fairmont Century Plaza / AccorHotels be liable or have any obligation to reimburse any respondent for any costs, expenses or liabilities or damages, even if Fairmont Century Plaza / AccorHotels knows of or has been advised of the possibility of same, and irrespective of the nature of the cause of action (including negligence).
4. **Information Provided by Fairmont Century Plaza / AccorHotels.** Any information provided by Fairmont Century Plaza / AccorHotels in connection with this RFI (including this RFI) is provided on an “as is” basis. Fairmont Century Plaza / AccorHotels expressly disclaims any and all representations, warranties or conditions in respect of such information, express or implied.
5. **General.** You represent and warrant to Fairmont Century Plaza / AccorHotels that: (a) the information contained in your response is true and accurate; (b) there is no actual or potential conflict of interest or any unfair advantage, except as expressly set out in your response. You agree to comply with all applicable law in the course of responding to this RFI.