



## FAIRMONT HOTELS & RESORTS

### **Fairmont Hotels & Resorts Partners with Mattel to Announce Official Barbie™ Dream Experiences at Fairmont The Queen Elizabeth**

– New ‘Beyond LIMITS’ experiences offer guests the opportunity to immerse themselves in a fantastic Barbie world and enjoy Dream Suite packages, afternoon tea, a sweets shoppe and more –

**August 3, 2023** – [Fairmont Hotels & Resorts](#) is thrilled to announce a year-long partnership with Mattel, Inc., creating exciting and magnificent Barbie Dream Experiences for all ages at [Fairmont The Queen Elizabeth](#) in Montreal, inspired by Barbie’s famed legacy and remarkable travels around the world. In anticipation of Barbie’s upcoming 65<sup>th</sup> birthday, as well as the celebrated hotel’s upcoming 66<sup>th</sup> anniversary, these exceptional experiences will transport visitors into a pink and playful world. The fun begins with the launch of the official [Barbie Dream Suite](#) along with a variety of hotel packages to choose from - available to book starting today - for stays commencing the week of August 24<sup>th</sup>, 2023. Hotel guests and locals will also have the opportunity to live la vie en rose and enjoy several experiences throughout the hotel, including a Barbie - approved afternoon tea and sweets shoppe, along with a selection of signature cocktails and mocktails. Guests will experience a variety of other surprises, all while enjoying the distinctive luxury of Fairmont in a perfect pairing of two celebrated legends.



This partnership is part of the latest series of [Beyond LIMITS](#) experiences, an exciting collection of first-of-their-kind, awe-inspiring adventures available at renowned Fairmont properties globally.

“As two distinguished legends with more than 60 years of history each, Fairmont The Queen Elizabeth and Barbie feels like a natural partnership, and we couldn’t be happier to announce this incredible collaboration,” said **Yigit Sezgin, Chief Brand & Commercial Officer, Fairmont Hotels & Resorts**. “We are excited to host official Barbie Dream Experiences at one of our renowned properties in Canada and welcome Barbie to a legendary list of illustrious guests that our hotels have hosted over the years. This partnership truly reflects the spirit of Beyond LIMITS: providing guests with immersive and unforgettable opportunities like no one else can.”

“We are ecstatic to be partnering with this best-in-class hotel to bring these two brands together for Barbie fans of all ages to truly enjoy,” **Julie Freeland, Senior Director of Location Based Entertainment, Mattel**.



### **Barbie Dream Suite**

The hotel's well-appointed 1,200 square-foot St-Henri Suite - featuring an impressive view of the Mary Queen of the World Cathedral and surrounds - is currently being transformed into a luxurious and whimsical space that will appeal to all those that think pink. The suite's interiors will play upon Barbie's love of travel and spirit of adventure while embracing her vibrant and impeccable style. As guests approach the suite on the 17<sup>th</sup> floor, they will know they have arrived once they encounter the distinctive Barbie Dreamhouse™ Pink hued doors that open to an imaginative and chic retreat like no other.

A fashionable space with two spacious bedrooms with king size beds, a kitchenette and dining room, two bathrooms, adjoining powder room, and Fairmont Gold amenities, this suite invites guests - from small tots to those young at heart - from around the world to live their best suite dream. For now, our pink lips are sealed as the suite undergoes its makeover, with final interior details scheduled to be unveiled at the end of August, when the first guests arrive to live the glamorous life à la Barbie, or Ken, for themselves.

An initial sneak peek of the Barbie Dream Suite can be found [here](#).

### **Dream Suite Packages: An Imaginative Adventure Awaits**

Various suite experiences infused with an enchanting sense of fun, elegance and luxury have been created to allow guests from all over to enjoy overnight accommodations in the Barbie Dream Suite. Online bookings are live now for stays beginning at the end of August, starting at CAD \$1,499 per night for up to four guests.

A dedicated **Barbie Dream Hotel Concierge** at Fairmont The Queen Elizabeth is also available to make guests' suite-est dreams come true and will assist with personalizing travellers' experiences throughout their stay.

- \* **Barbie Dream Suite:** Make your dreams come true in this exceptional suite where every experience and detail has been crafted to reflect the glitz and glam of the Barbie-verse. Includes overnight accommodations for up to four guests in the Barbie Dream Suite.
- \* **Barbie VIP Dream Suite:** Live your best rose-colored dream and travel like a true VIB (Very Important Barbie.) Catering to every aspect of the ultimate Barbie getaway in the heart of downtown Montreal, this exclusive package includes overnight accommodations for up to four guests in the Barbie Dream Suite, roundtrip airport transfer in a luxury Barbie- themed car, fabulous welcome amenities, Fairmont Gold access, Barbie bathrobes and slippers, mani-pedi treatments for two at Moment Spa, in-suite afternoon tea, Barbie signature cocktails (or mocktails), and a \$50 credit at the Barbie Boutique at Marché Artisans.
- \* **BFF – Best Furry Friend:** Inspired by Barbie's love of animals, and her friendly dog Honey, this optional add-on allows guests to enjoy their stay with their best furry friend. Can be added to any Barbie Dream Suite package and includes a themed pet bed, bowls and special pet amenities. Additional fee applies.



### **Exceptional Celebrations in the Barbie Dream Suite**

A nod to Barbie's fun-loving spirit and special anniversary year, the following packages are perfect for kiddo or adult birthdays, special gatherings, celebrations and cherished milestones.

- \* **Barbie Spectacular PJ Soirée:** Pack your jammies and check-in to the poshest PJ party in town. Includes access to the Barbie Dream Suite for up to 10 besties, cocktails or mocktails, delectable sweet and savory bites, and Barbie bathrobes and slippers for all. Includes overnight accommodations for up to four guests in the Barbie Dream Suite.
- \* **Fabulous Barbie Party:** Put on your most stylish attire and host the most spectacular pink fête anyone has ever seen. The Barbie birthday celebration hosts up to 10 people and includes overnight accommodations in the Barbie Dream Suite for four guests, a special birthday-themed sweet and savory buffet featuring gourmet popcorn, ice cream sundaes with delicious toppings, and other tasty treats; a themed birthday cake; and a CAD \$50 credit at the Barbie Boutique at Marché Artisans.
- \* **Barbie Dream Tea:** This experience is all about spilling the pink tea with your Barbie besties and celebrating friendship or enjoying a special moment with family and building lasting memories. Includes overnight accommodations in the Barbie Dream Suite for up to four guests, Barbie-themed tea time in the suite (for up to 6 guests), with rosé champagne or craft mocktails.

### **Barbie Fun for All**

- \* Additional hotel experiences will be available and accessible to travellers and locals, including **Barbie inspired cocktails at Nacarat** every day the bar is open, and access to the **Barbie Sweets Shoppe at Marché Artisans** every day the store is open. **Barbie Afternoon Tea at Rosélys Restaurant** will be available on Saturdays starting on August 26<sup>th</sup> and is **taking reservations now via the [link here](#)**. Official Barbie merchandise will be available for purchase at Marché Artisans. Additional exceptional Barbie experiences to come in 2024.

For more information on the Barbie Dream Experiences at Fairmont the Queen Elizabeth, please visit [Beyond LIMITS - Barbie Dream Experiences](#) or contact the Barbie Dream Hotel Concierge via email [geh.barbie@fairmont.com](mailto:geh.barbie@fairmont.com).

### **Living Limitless: Unexpected and Unforgettable Journeys of Discovery**

The Barbie Dream Experiences are part of Fairmont Hotels & Resorts' 'Beyond LIMITS' program, with experiences designed to push the limits of possibility going beyond what was previously thought possible through highly exclusive, immersive, unexpected and unforgettable journeys of discovery. New experiences that go above and beyond to come, including the newly launched Evening of Darkness dinner series at [Fairmont Le Château Frontenac](#) with additional opportunities to thrill and inspire, added regularly. Members of [ALL – Accor Live Limitless](#) are able to book select 'Beyond LIMITS' experiences with ALL Reward points. With the travel industry's most diverse network of brands and an ever-growing portfolio, ALL invites members to experience more of what they love through benefits and rewards in travel, dining and everyday life. Among the most valuable in the industry, ALL Reward points are highly flexible, allowing members to earn points, even when they are not staying at an Accor hotel, and then redeem their points for unforgettable moments around the globe. To join Accor's award-winning loyalty program, click [here](#).



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#### **About Fairmont Hotels & Resorts**

Fairmont Hotels & Resorts is where the intimate equally coexists with the infinite – an unrivaled portfolio of more than 90 extraordinary hotels where grand moments of life, heartfelt pleasures and personal milestones are celebrated and remembered long after any visit. Since 1907, Fairmont has created magnificent, meaningful and unforgettable hotels, rich with character and deeply connected to the history, culture and community of its destinations – places such as The Plaza in New York City, The Savoy in London, Fairmont San Francisco, Fairmont Banff Springs in Canada, Fairmont Peace Hotel in Shanghai, and Fairmont The Palm in Dubai. Famous for its engaging service, awe-inspiring public spaces, locally inspired cuisine, and iconic bars and lounges, Fairmont also takes great pride in its pioneering approach to hospitality and leadership in sustainability and responsible tourism practices. Fairmont is part of Accor, a world leading hospitality group counting over 5,400 properties throughout more than 110 countries, and a participating brand in ALL - Accor Live Limitless – a lifestyle loyalty program providing access to a wide variety of rewards, services and experiences.

[fairmont.com](https://www.fairmont.com)

#### **About Mattel**

Mattel is a leading global toy company and owner of one of the strongest catalogs of children's and family entertainment franchises in the world. We create innovative products and experiences that inspire, entertain, and develop children through play. We engage consumers through our portfolio of iconic brands, including Barbie®, Hot Wheels®, Fisher-Price®, American Girl®, Thomas & Friends®, UNO®, Masters of the Universe®, Monster High® and MEGA®, as well as other popular intellectual properties that we own or license in partnership with global entertainment companies. Our offerings include film and television content, gaming and digital experiences, music, and live events. We operate in 35 locations and our products are available in more than 150 countries in collaboration with the world's leading retail and ecommerce companies. Since its founding in 1945, Mattel is proud to be a trusted partner in empowering children to explore the wonder of childhood and reach their full potential. Visit us online at [mattel.com](https://www.mattel.com).

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