



WILLOW STREAM
A FAIRMONT SPA

FOR IMMEDIATE RELEASE:

Contact:

Jenny Lo / Angela Wong

CatchOn & Company

+852-2566-8988

jenny@catchonco.com / angela@catchonco.com

**FAIRMONT HOTELS LAUNCHES
AWARD-WINNING WILLOW STREAM SPA IN CHINA**

*Three Spas Open in 2010 including in the Legendary Fairmont Peace Hotel,
Shanghai*

MAY 2010 --TORONTO, CANADA – Fairmont Hotels & Resorts launches its award-winning spa brand Willow Stream in China, with three locations opening in 2010 -Fairmont Beijing, Fairmont Yangcheng Lake in Kunshan, and the legendary Fairmont Peace Hotel in Shanghai. Willow Stream spas, which inspire living with abundant energy, are sanctuaries in some of the most beautiful places in the world.

Kunshan's Willow Stream spa opened in early 2010, with Beijing scheduled to open in the summer and Shanghai in early Fall this year. "We're thrilled to finally be in China as energy renewal is at the core of Willow Stream's concept, also a central theme in traditional Chinese healing philosophy," says Anne McCall Wilson, Vice President of Spas for Fairmont Raffles Hotels International. To that end, Willow Stream's principles also include:

Connection to Nature

Willow Stream draws on the nature, essence and energy of each location to create a story for its spas. In Fairmont Yangcheng Lake, the region's flora, fauna and the freshwater lakes surrounding the city which are regarded as traditional treasures, were the inspiration. The spa features soothing waterfalls, therapeutic mineral pools, experience showers and bathing ritual treatments. At the Fairmont Beijing, the building's distinctive rose gold façade became the basis for a series of treatments based on the healing properties of rose. In Shanghai, where the spa is located within the iconic Fairmont Peace Hotel - therapies embrace the evocative and illustrious history of Shanghai's golden era by melding European therapies with a *chinoiserie* influence.

Authentic Experiences

Willow Stream signature experiences also draw inspiration from local traditions. At the Fairmont Beijing location, every treatment begins with the deep breathing exercise from *qigong* to relax the mind and direct the body's energy toward healing. In Kunshan, bathing rituals of past dynasties inspired some of the signature treatments. At the Fairmont Peace Hotel, the 'mystic knot,' a symbol of a continuous unending line in a series of interlinked figure "8's" prevalent in the East and in the original design of the Peace Hotel, was the inspiration behind their signature massage therapy.



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From Solitude to Social

Willow Stream spas are uniquely designed so one can relax in solitude or enjoy the experience with friends and loved ones – whether it’s in the inviting pools, spacious lounges and tea rooms, or private suites and “spa cluster” treatment rooms. In Beijing, the spa spans three floors on the “Sky Bridge” complete with a fitness centre, dedicated yoga studio and heated in-door pool that spending an entire day there is a veritable escape within the city. In Kunshan, guests can enjoy the therapeutic mineral pools, socialize in the beautiful Zhú Li Guǎn Tea room or book the grand suite for a ‘sparty’. At the Fairmont Peace Hotel, the energy and vibe of the Bund are tempered by the soothing ambience of the spa, where social spa events, girlfriend therapies or time out for some solitude is assured.

Awards and Recognition

Since its launch, Willow Stream has garnered numerous readers’ choice awards and industry recognition for its unique brand of luxury, outstanding service, and authentic spa experiences. These include:

- Forbes Travel Guide – formerly Mobil Travel, Four Star Spa 2010 (Scottsdale and Turnberry)
- Mobil Travel Guide, Mobil 4 Star Award 2008 + 2009 (Banff)
- Spa Magazine, Silver Sage Award – Favorite Hotel Spa 2008 + 2009 (Scottsdale, Banff and Dubai)
- Travel & Leisure World’s Best 2009 Property (Turnberry)
- Arizona Business Magazine, Top Spas 2008 (Scottsdale)
- Meetings & Conventions Gold Key Award in 2008 (Turnberry)
- Spa Finder Magazine, Reader’s Choice Award 2008 + 2009 (Banff)
- Best of Bermuda Gold Award, Best Day/Resort Spa 2008 (Southampton)
- AAA Five Diamond Award 2008, 2009 + 2010 (Mayakoba)
- American Spa Reader’s Choice Award 2009 (Singapore)

WILLOW STREAM LOCATIONS

- The Fairmont Banff Springs, Alberta, Canada
- The Fairmont Empress, Victoria, Canada
- Fairmont Pacific Rim, Vancouver, Canada
- Fairmont Scottsdale, Arizona
- Fairmont Turnberry Isle, Miami, Florida
- The Fairmont Acapulco Princess, Mexico
- Fairmont Mayakoba, Riviera Maya, Mexico
- The Fairmont Southampton, Bermuda
- Fairmont Le Montreux Palace, Switzerland
- Fairmont Monte Carlo, Monaco
- Fairmont Dubai, UAE
- Fairmont Singapore
- Fairmont Yangcheng Lake, Kunshan, China
- Fairmont Beijing, China (opening in 2010)



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- Fairmont Zimbali, South Africa (opening in 2010)
- Fairmont Nile City, Cairo, Egypt (opening in 2010)
- Fairmont Peace Hotel, Shanghai, China (opening in 2010)

ABOUT FAIRMONT HOTELS & RESORTS

With over 60 distinctive hotels, including the iconic Fairmont San Francisco and Fairmont Peace Hotel, Shanghai, and more in development, Fairmont Hotels & Resorts is a global hospitality brand known for its warm and engaging service and culturally rich experiences. Located in coveted worldwide destinations, its unrivalled collection of classic hotels imbue a sense of heritage, sophistication, and social importance, and are often considered destinations in and of themselves. Fairmont is also committed to responsible tourism and is an industry leader in sustainable hotel management with its award-winning Green Partnership program. Fairmont is owned by FRHI Holdings Limited, a leading global hotel company with 95 hotels under the Fairmont, Raffles, and Swissôtel brands. The company also manages Fairmont and Raffles branded residences, estates and luxury private residence club properties. For more information or reservations, please call 1-800-441-1414 or visit www.fairmont.com.
