

# Fairmont Hotel Dallas



Cooksey Communications helped the hotel develop a full-scale marketing program to reposition the Fairmont as *the* elegant and historical destination for dining, social events and business meetings in downtown Dallas.

Cooksey developed and hosted media familiarization trips for national travel media and meeting planners, as well as local media dining events in the Pyramid Room. The agency also publicized the hotel's \$30 million renovation to generate coverage in critical national travel media and meeting planner guides. The marketing communications program included development of new collateral materials to present a new image of the hotel to local, regional and national audiences.

As a result of the repositioning program, the Fairmont was featured in publications such as *Southern Living*, *The Wall Street Journal*, *Business Travel News*, *Convention South*, *Meetings in the West/South* and *Facilities Magazine*, as well as local and regional newspapers.

