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# A Case Study of Fairmont Hotel, Jaipur

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**ABSTRACT:** Fairmont Jaipur is a luxurious five-star hotel located in Jaipur, Rajasthan in India. This property combines Mughal grandeur with the culture of Rajashtan, creating an upscale escape that celebrates India's regal past while highlighting world-class amenities and service. Located amongst the magnificent Aravalli hills, Fairmont Jaipur is a modern-day castle featuring fresco and colors, extravagant chandeliers, traditional jharokhas (ornate windows), and handcrafted décor that embodies the craft and style of times of old. The hotel offers grand guest rooms and suites that are designed with top-of-the-line conveniences, traditional Rajasthani motifs, and lavish furnishings that will make every guest feel like royalty. It also features multiple fine-dining restaurants and bars, with a hand-picked selection of Indian and international cuisines. Fairmont Jaipur is also known for its superior health and wellness offerings, from sumptuous spa treatments, to yoga and fitness classes, to outdoor recreational activities. As a destination for weddings, social celebrations, or corporate events, Fairmont Jaipur is the perfect venue offering expansive banquet halls and also open-air venues to create large events with a cultural touch and elegance. Their focus on sustainable luxury, cultural conservation, and hospitality is ideal for a sophisticated traveler who is looking for a truly royal experience in Rajasthan. Fairmont Jaipur is more than just a lovely place to stay. It also features customized cultural programs, tours to neighboring forts and heritage sites, and traditional performances to captivate your senses and fully connect you to the essence of Rajasthan. As part of the world-renowned Accor Hotels collection, the Fairmont brand provides a remarkable blend of local personality and international standards of luxury.

## I. INTRODUCTION

Fairmont Jaipur is not merely a hotel; it is an extraordinary experience into the luxurious life of royal Rajasthan. Fairmont Jaipur is located in Rajasthan—the most culturally rich state in India. Fairmont Jaipur's heritage destination is a perfect combination of Mughal architecture and the pride of Rajputs. Just a short drive from historical places, such as

Amber Fort, Nahargarh Fort, and Jaipur's bazaars, Fairmont Jaipur is the ultimate luxury hotel that will take you into the timeless beauty of the Pink City.

The hotel showcases modernism while being an ode to the decadence of India's former royalty. The hotel boasts an extraordinary exterior with domes and minarets, and a beautiful interior; stunning marble etched in splendid detail and frescoes painted freehand, which can be seen in every nook and cranny at Fairmont Jaipur. The hotel is set amid the scenic Aravalli hills in a tranquil and picturesque landscape.

Fairmont Jaipur is also set to provide opulence throughout its thoughtfully curated rooms and suites filled with class, comfort, and heritage. The property is renowned for both its delectable culinary offerings and wellness offerings of luxury and comfort, combined with a commitment to exceptional personalised hospitality. Whether planning a destination wedding, business retreat, or romantic getaway, Fairmont Jaipur offers a luxurious setting perfect for creating exquisite experiences combining heritage with luxury.

The cultural essence and valued detail combined with paramount guest experience, Fairmont Jaipur is a true representation of luxury hospitality in India. More than just an accommodation, Fairmont Jaipur is a destination; a memory-maker where history, heritage, and hospitality combine for an unforgettable experience to last a lifetime.

## II. HISTORY

Local artisans worked on every aspect of the building and decorating the hotel to create authenticity in the experience. The design of the courtyards, the ornamentation of the ceilings, and everything down to the doors and windows were designed in an effort to create the grandeur of the princely states of India. The Fairmont opened at the start of a period of growth in the luxury hospitality sector of India, and it was one of the first hotels in this area to have an international





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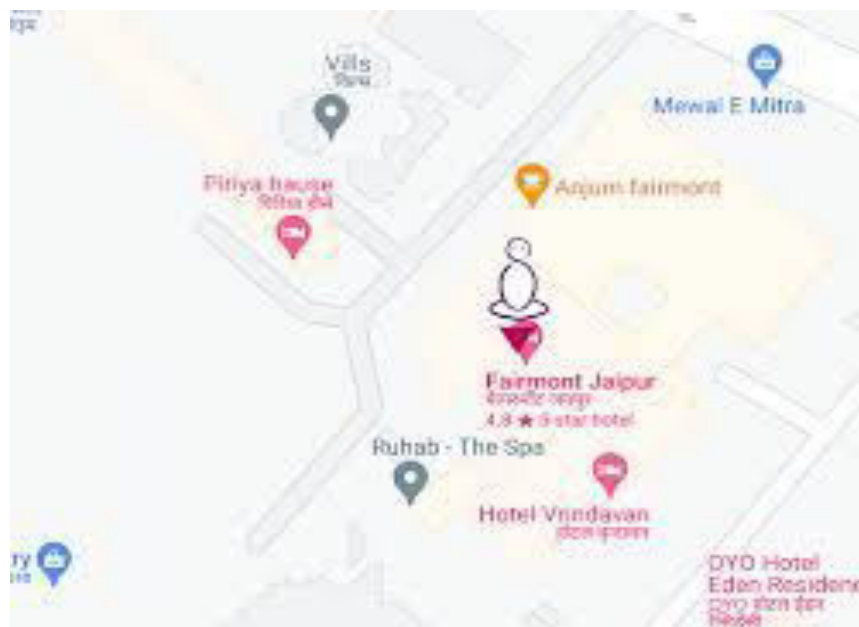
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luxury brand experience with deep cultural roots. It was developed by TALC India and later became part of the Accor Group when they acquired Fairmont's parent company in 2016.

Since its inception in 2012, Fairmont Jaipur had built a reputation not only as a luxury hotel but as a venue designer a luxury destination weddings, high-profile events, and cultural tourism. The opening of the Fairmont Jaipur signaled a new era for Jaipur as a destination to attract luxury travelers to experience the real India, all done within a service style founded on proficiency and expertise. Fairmont Jaipur has been able to adapt over the years while bringing honour the historic nature of Rajasthan and offer a modern experience in hospitality. The hotel maintains its commitment to local culture and support for traditional rituals, cuisines, and techniques in the arts and creativity, thus functioning as a living monument to Jaipur's regal traditions.

### III. FAIRMONT, JAIPUR

**Location: -**



**Accommodation: -**

245 elegantly designed rooms and suites with spacious bathrooms:

Room Category	Double	King
• Moderate Rooms		8
• Fairmont Rooms	23	94
• Deluxe Rooms	16	37
• Signature View	10	12
• Fairmont Gold	5	33
• Fairmont Suites		3
• Terrace Suites		4



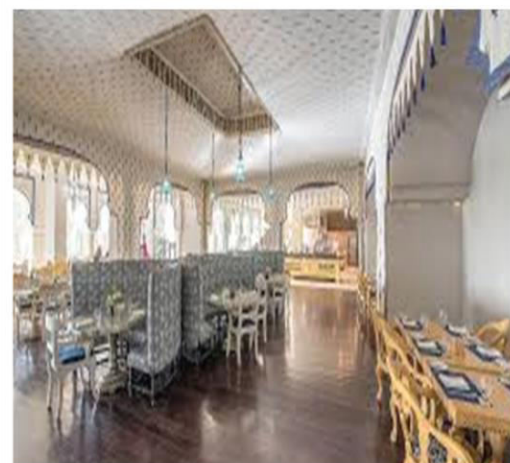
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### Dining: -

- Anjum – Tea Lounge
- Zoya – All Day Dining
- Aza – The Library Bar
- Cigar Diwan
- In-Room Dining
- Pool Bar





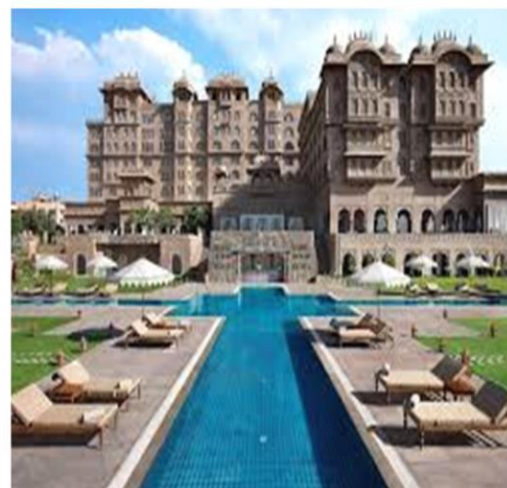
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### Features And Activities: -

- Spa
- Fitness
- Pool

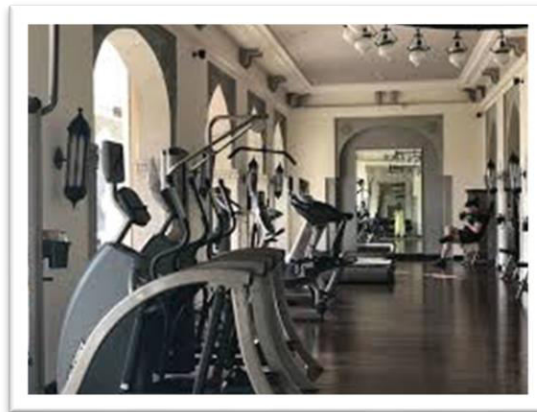






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### Shops at Fairmont Jaipur: -

- **Andraab:** Specializes in the finest textiles & hand embroideries. All products are hand woven & hand embroidered with great attention to quality; Andraab draws inspiration from traditional patterns and contemporary trends.
- **Palace Book Shop:** Books, tribal jewellery, bookmark, handicrafts, paintings, memory card, playing cards, designer envelopes, classic music CD, postcards, handmade paper diaries etc.
- **Jaipur Haat:** Handmade woolen, silk and cotton silk mix carpets.

### Wedding and Events

Convention space at Fairmont Jaipur features	Professional Meeting Planning
<ul style="list-style-type: none"> <li>• 5,500-square-metre (60,000-square-foot) conference centre, the largest in the area</li> <li>• 5 well-equipped meeting rooms</li> <li>• Sophisticated screening room</li> <li>• Dedicated event and catering staff to ensure seamless event</li> </ul>	<ul style="list-style-type: none"> <li>• Fairmont Jaipur's well-appointed meeting space offers the best in audiovisual technology, including Video conferencing</li> <li>• Web casting</li> <li>• Internet connectivity</li> <li>• The hotel's luxurious banquet space is ideal for accommodating guests for corporate dinners, social receptions, weddings and luncheons.</li> </ul>



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### Floor Plan Chart



### Capacity Chart

NAME OF HALL	SQUARE FEET	THEATRE	CLASSROOM	BOARDROOM	CAPACITIES U-SHAPE	ROUNDS OF 6	ROUNDS OF 8	ROUNDS OF 10
<b>Lobby Level</b>								
<b>Grand Ballroom (Vruti &amp; Viti)</b>	10628	1520	624	174	150	432	440	550
<b>Vruti Ballroom</b>	3576	476	216	84	66	192	160	150
<b>Viti Ballroom</b>	7052	952	432	86	111	240	280	350
<b>Level One</b>								
<b>Avi Ballroom</b>	2106	220	102	44	48	72	72	90
<b>Sulek Ballroom</b>	1624	180	72	44	48	72	48	60
<b>Sohalia Room</b>	408	-	-	18	-	-	-	-
<b>Maira Room</b>	437	36	18	18	15	24	32	30
<b>Yamir Room</b>	437	36	18	18	15	24	32	30
<b>Adhira Room</b>	529	48	24	24	18	24	32	30
<b>Hela Room</b>	560	50	42	24	18	24	32	30



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### IV. CONCLUSION

Today, Fairmont Jaipur is more than just a hotel. More than an exceptional hotel, it is a signal and demonstration of India's ability to retain its royal heritage, with a world-leading perspective on luxury hospitality. In its since 2012 opening, Fairmont Jaipur has effectively fused the magnificence of Mughal and Rajput architecture with the comforts of everyday living expected by 21st-century travelers. The development was undertaken with a full understanding of local people and culture; and the clear vision of providing guests with a chance to experience something more than just a hotel stay, an experience of the royal heart of Rajasthan. While Fairmont Jaipur offers a relatively shortened history, it has been firmly established as an incredible base for luxury tourism, destination weddings and cultural experiences. Fairmont Jaipur has been instrumental in promoting and reviving traditional crafts, giving space for local artisans on a global stage, while also promoting one of India's most charming and influential cities, Jaipur. The story of Fairmont Jaipur as a property is a microcosm of the story of an evolving Indian hospitality industry - one that promotes heritage, authenticity and a story. Fairmont Jaipur continues to set benchmarks in service and design to create experiences of luxury, providing each guest an opportunity to experience life as royalty - at least for a few days. As Fairmont Jaipur moves into the future, it will continue to uphold its formative principles: celebrating Rajasthan's grandeur while continuing to reshape the future of luxury travel and hospitality in India. It is, and will remain, an everlasting homage to the antecedents of Indian royalty - a palace not just of stone and marble, but of memory, meaning and magnificent hospitality.

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