

北京华彬费尔蒙酒店与Blueair 布鲁雅尔周年庆活动

FAIRMONT BEIJING AND BLUEAIR
ANNIVERSARY CELEBRATION



Aug 15, 2018 16:30 UTC

Blueair and Fairmont Beijing celebrate 1 year of Clean Air partnership

Beijing, 15 August 2018: Blueair, a world leading producer of air purification solutions for home and professional use, today celebrated together with the Fairmont Beijing Hotel a partnership which has made the prestigious hotel, the world's first "Blueair Zone", a safe-haven for breathing clean, healthy, germ-free air.

In June 2017, Fairmont Beijing became the first hotel in the world to provide guaranteed clean air for guests and staff. All 222 guest rooms and all conference rooms, corridors, and other public areas such as Spa and VIP lounge, were equipped with state-of-the art Blueair Pro air purifiers, sustainably designed to improve the health and well-being of guests and

staff. In addition, Blueair air quality experts regularly inspect and test the air to ensure that even during pollution peaks, the air quality at Fairmont Hotel will remain healthy.

The result of the first partnership year has been overly positive with guest satisfaction, occupancy rates and TripAdvisor ratings increasing.

Fairmont Beijing General Manager Mr. Michael Ganster, said: "The Blueair partnership to ensure clean air throughout the hotel, has allowed Fairmont Beijing to take a pole position among luxury Beijing hotels. The feedback from our guests has been very positive, something which we see reflected in TripAdvisor rating and occupancy rates."

Ganster continued, "Fairmont Beijing today is a safe-haven for the health conscious traveler, offering the luxury of clean, healthy, germ-free air in addition to all services expected from a luxury hotel."

The theme of the one year celebration event was "Well-being", and over 100 guests attended an event hosted at the prestigious Fairmont Beijing. Blueair China General Manager Maggie Chan, Accor Hotel Vice President Goran Aleks and Fairmont Beijing General Manager Michael Ganster addressed an audience of VIP guests, partners and media, later to be entertained by children performing salsa, opera and orchestral recitals.

"The demand for clean air solutions at hotels and offices are increasing" said Maggie Chan, General Manager of Blueair. "We have over 20 years of experience of clean air solutions and Blueair Zone, where we guarantee the air quality in indoor environments, is our most advanced offer. I'm immensely proud that the results from Fairmont Beijing are so overwhelmingly positive", continued Chan.

Blueair was named "Best Partner of China Hospitality Industry" at the Asia Hotel Forum & 13th [China Hotel Starlight Awards](#) earlier this year. The award recognized the Blueair Zone concept and the Blueair professional solutions for the hospitality industry.

Blueair is a world leading producer of air purification solutions for home and professional use. Founded in Sweden, Blueair delivers innovative, best-in-

class, energy efficient products and services sold in over 60 countries around the world. Blueair is part of the Unilever family of brands.

Contacts



Sara Alsen

Press Contact

Chief Purpose Officer

Communications & Sustainable Business

sara.alsen@blueair.com

+46(0)761107057