

Fairmont

JASPER PARK LODGE

PRESS KIT



JASPER PARK LODGE, ALBERTA, CANADA

DEAREST FRIENDS,

Fairmont Jasper Park Lodge is thrilled to welcome you to our transformational, 700-acre mountain resort, an immersive, experiential retreat set in the heart of nature. Since 1922, our resort has been the gateway for all-season adventure, where remote nature inspires moments of true togetherness.

Our resort is now in the dawn of a renaissance. A property-wide renovation is underway, with intentional luxury guiding the updates made to our unique cabin experiences, wellness offerings, culinary journeys, and much more.

We invite you to discover images of our renovated accommodations, exclusive concepts and renderings for

our new culinary venues, and the many updates being made across the guest experience journey.

Should you require additional details, imagery, interview opportunities, or wish to experience Jasper Park Lodge firsthand, we would be delighted to assist.

Warm regards,

Daniel Ross

DANIEL ROSS,
Public Relations Manager
daniel.ross@fairmont.com

PROPERTY OVERVIEW

ACCOMMODATIONS:
Over 370 guest rooms, suites, and Signature Cabins, including luxury multi-bedroom options with lake and mountain views.

- KEY EXPERIENCES:**
- Historic 18-hole golf course designed by Stanley Thompson
 - Fairmont Spa
 - Heated outdoor pool, modern gym, tailored wellness classes, and mindfulness experiences
 - Outdoor cedar barrel saunas
 - All-Season Adventure Concierge for outdoor activities like hiking, biking, canoeing, and skiing
 - Nature-led family programming
 - Jasper Dark Sky Preserve

SUSTAINABILITY:
Five-Green Key Eco-Rating, plastic reduction program, local sourcing and Indigenous partnerships, Audubon Cooperative Sanctuary golf course, and ongoing energy and water conservation upgrades.

LOCATION:
1 Old Lodge Rd., Jasper, Alberta,
within Jasper National Park

WEBSITE:
www.fairmont.com/jasper

INSTAGRAM:
[@fairmontjpl](https://www.instagram.com/fairmontjpl)

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THE FUTURE OF A HISTORIC LANDMARK

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A TRANSFORMED GUEST EXPERIENCE



Fairmont Jasper Park Lodge's multi-phase transformation, unfolding through Spring 2026, marks a defining chapter in the resort's storied legacy.

Interiors are refreshed with the evocative interplay of contemporary mountain luxury and the warmth of authentic heritage.

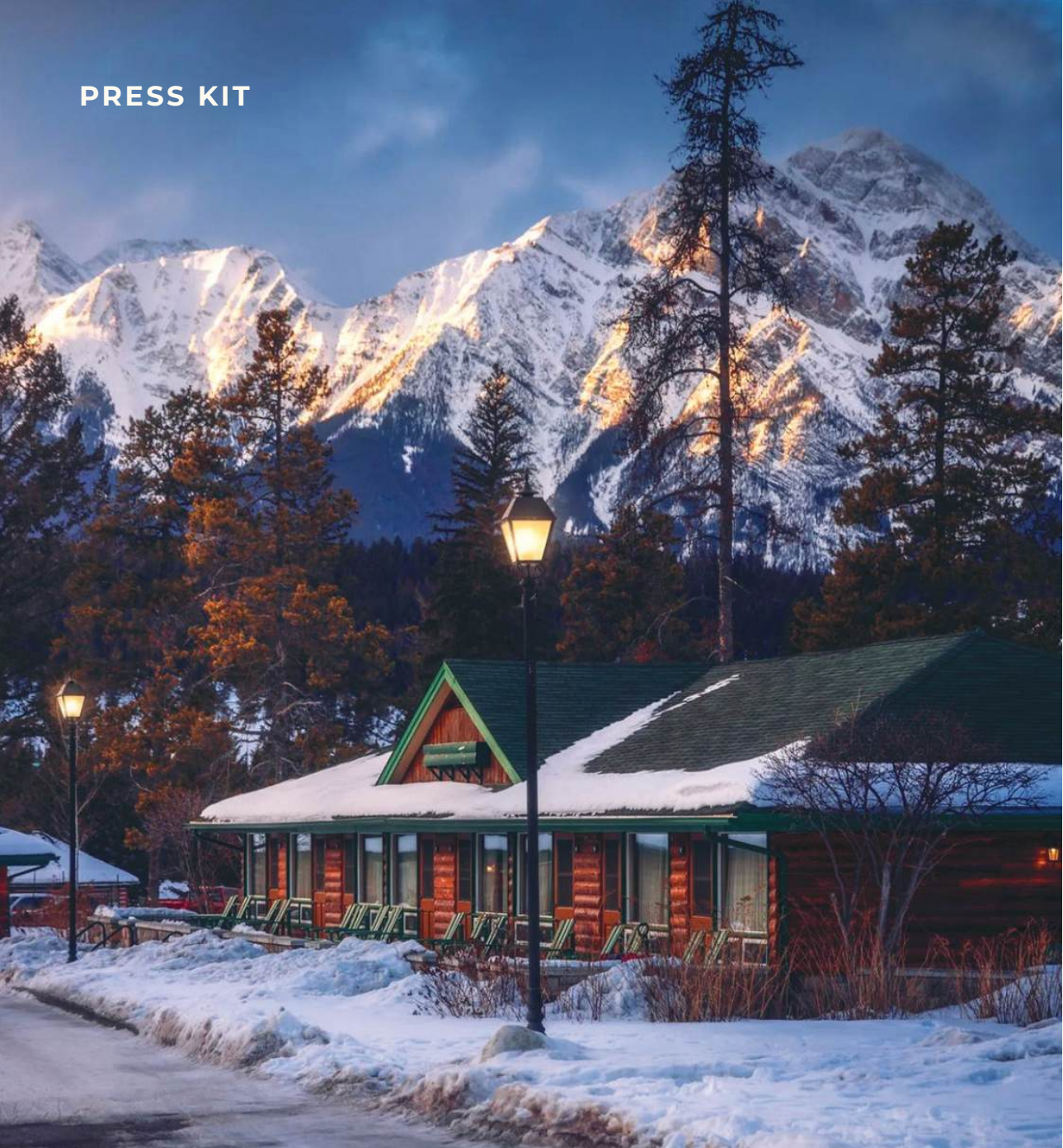
Stylish new culinary destinations and reimagined reception spaces for gatherings both intimate and grand. Ongoing restoration of the resort's renowned golf course, promising excellence through 2027.

Every detail is thoughtfully curated to honour Jasper's awe-inspiring nature, while inviting guests into the new era of luxury mountain hospitality.



RENAISSANCE OF THE CENTURY

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LODGE + ACCOMMODATION RENOVATIONS

From elevated enhancements to a historic reimagining, Fairmont Jasper Park Lodge isn't being reinvented, it is being renewed with purpose. Every element of our renovation is guided by intention, honouring our storied past while thoughtfully shaping the lodge's next chapter.



**SOPHISTICATED
LAKEFRONT SUITES:**

Newly completed, the picturesque suites offer panoramic views accentuated with refined comfort.

MAIN LODGE ENHANCEMENTS:

A celestial-inspired lobby welcomes guests beneath a sky full of stars, alongside exciting new dining venues and a café and general store.

**REVITALIZED BAYVIEW
ESTATE CABINS:**

The reimagined living and dining spaces of these historic private retreats seamlessly blend mountain luxury with exceptional charm.

FAIRMONT DELUXE ROOMS:

Elegant upgrades, including air conditioning, offer guests a haven of modern ease immersed in nature (ongoing through Spring 2026).



OUR STORY IS ONE OF LIVING MEMORY



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STORIES OF PEOPLE AND PLACE

From the layers of time revealed in the limestone of Maligne Canyon to the stories narrated by ancient stars in the night sky, it's no wonder Jasper Park was honoured as a UNESCO World Heritage Site.



Beyond the otherworldly nature, the Lodge itself is a site of preserved memories. From an award-winning golf stay with singer Bing Crosby to hosting the Queen Mother and King George VI in the Outlook Cabin during a historic royal tour, the resort's legacy is filled with remarkable moments.

Jasper Park Lodge is honoured to be a destination where families and guests from around the world choose to unplug and reconnect - with each other, nature, and themselves.



EXPERIENCE MODERN MOUNTAIN LUXURY

THE FUTURE OF NATURE TOURISM IS HERE

Alongside the renovations, Fairmont Jasper Park Lodge has undertaken a refreshed brand positioning that embodies our evolution as a luxury destination. In shaping the future of the Lodge, we looked at what today’s discerning travellers truly seek. According to the World Travel & Tourism Council, nature tourism now generates \$600 billion in global revenue, and luxury guests are increasingly drawn to extraordinary, nature-first experiences that evoke a genuine sense of awe.

Our location in Jasper National Park invites guests to explore year-round outdoor experiences immersed in the raw, natural beauty of the remote Alberta wilderness.

Luxury travel is no longer purely about exclusivity or hyper-personalisation, but about creating luxury experiences centered on personal transformation.



UNPLUG TO RECONNECT

Fairmont Jasper Park Lodge is an experiential destination designed to offer luxury travellers intentional, emotionally resonant, and transformational nature-driven hospitality.

Our resort invites guests to immerse themselves in nature experiences that inspire awe, from outdoor adventures and authentic connections to people and place, to elevated culinary journeys and thoughtfully curated wellness programs such as guided mindfulness sessions and invigorating glacial plunges.

Whether seeking unplugged family activities or the rare freedom to do absolutely nothing, every stay is an invitation to reconnect, with nature, with others, and with self.



JASPER PARK LODGE IS FOR THOSE LOOKING
FOR DEEPLY PERSONAL TRAVEL EXPERIENCES
THAT INVITE THEM TO FEEL LIKE

THEY'RE PART OF SOMETHING BIGGER

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SIGNATURE CABIN EXPERIENCES

Fairmont Jasper Park Lodge offers a hospitality experience unlike any other, where timeless luxury meets the soul of the mountains. Whether seeking nature-fueled adventure or a chance to slow down in elevated comfort, our Signature Cabins each tell their own story.

For a romantic getaway, the two-bedroom Whistler Cabins open onto spectacular views of Lac Beauvert, where private sun patios create the perfect haven to unwind and reconnect.

For multigenerational family gatherings, the historic five-bedroom Point Cabin provides spacious living areas and a grand stone fireplace, a place to gather, share stories, and make new memories together, with the support of a dedicated team ensuring every detail feels effortless.



For corporate retreats or milestone celebrations, the six-bedroom Outlook Cabin delivers royal grandeur, enclosed verandas, twin stone fireplaces, and spaces designed for seamless entertaining and restorative comfort.

To make your stay truly exceptional, our Personalized Concierge team curates personalized in-cabin experiences, from private fireside dinners and guided stargazing to immersive wellness treatments and more.

IMMERSIVE CULINARY DESTINATIONS

Across the resort, our renovation unveils three new culinary destinations, each designed to inspire connection and discovery through food. The refreshed culinary program invites guests to gather in warm, welcoming spaces and embark on flavourful journeys that celebrate elevated local ingredients, inventive preservation, zero-waste techniques, and thoughtful service.



Every venue reflects the true spirit of Fairmont Jasper Park Lodge. While each concept offers a distinct identity and dining experience, they are united by a shared story, one deeply rooted in Jasper’s land, its people, and its enduring sense of place.

STORIES IN THE SKY

A modern bar offering guests a day-to-night gathering place to enjoy artful cocktails and elevated sharing plates.

STORIES IN WOOD

The warm, inviting atmosphere of this all-day restaurant is for stories and dishes to be shared under the breathtaking, peaked wood canopy.

STORIES IN ICE

An intimate steakhouse flexes for seasonal and pop-up experiences. Much like the fossils preserved in the original Tyndall stone fireplace, this is place where meals are made memorable.

A MODERN BAR SHIFTS FROM DAY TO NIGHT

As the sun rises, the bar offers a comfortable place to take in the luminous morning glow while waking up to the aromas of a specialty coffee. And as the sun sets and the sky is illuminated by a punctuation of stars, the space gives way to impromptu gatherings and live music enjoyed over distinctive, sensorial cocktails.



Menus are thoughtfully designed to evolve as the lounge transitions from dawn to dusk. Guided by seasonality and locality, ingredients and flavours are selected with intention - enhancing an experience and atmosphere that mirrors the passage of the day.



FAMILY- STYLE DINING AND SHARED STORIES

The restaurant is a place of warmth, where the stories held in the land inspire the stories we make together. From the impressive stone fireplace to the stately wooden beams that stretch across the ceiling above, guests are immersed in the natural history of Jasper.



Here, family-style dining is the heart of the experience, a culinary celebration of seasonality, storytelling, and place. From breakfast to dinner, the menu features dishes elevated by local ingredients like sustainably caught fish, foraged mushrooms, and wild game. As a symbol of our legacy, the iconic dessert cart makes a comeback with a decadent offering of Canadian indulgences.



ELEVATED CULINARY JOURNEYS FOR EVERY SEASON

Inside this intimate dining room, anchored by the original 1922 Tyndall stone fireplace, the steakhouse is a site for culinary excavation. Guests are invited to uncover flavours shaped by the season, people, and nature of Jasper.



An adaptable portal, the venue transitions effortlessly from cozy hideaway to curated event space, ideal for private chef takeovers, seasonal tasting menus, interactive dining experiences, and exclusive culinary pop-ups.



WELLNESS IN THE WILD

The remote wilderness of Jasper invites guests to truly immerse themselves in nature of the rawest form. From the moment guests arrive, the immense scale of the park signals a shift that inspires complete presence. Through seamless service and a deep respect for the place and its history, we create an experience of heightened attunement, guiding the care we provide our guests, and bolstering their own connection to nature, each other, and self.



Inhale the healing mountain air during sunrise swims in the magical outdoor pool or relax into a restorative lakeside massage.

Guided mindfulness experiences invite guests to cycle through invigorating glacial plunges in Lac Beauvert and transition into the renewing warmth of our cedar barrel saunas.

Whether you're looking for the collective experience of an open sky sound bath or to find personal peace with tailored sleep rituals, the wellness programming at Jasper Park Lodge is designed for guests to truly immerse themselves in nature, in a way that feels natural for them. Wellness is an individual journey, and we invite you to discover yours here.

ALL-SEASON ADVENTURE

At Fairmont Jasper Park Lodge, we view the guest experience as a narrative arc, one shaped by both the land and the people who journey here. We listen to the rhythms of nature as we listen to our guests, working in quiet harmony with to transform each stay into a story worth telling.

Nestled within Jasper National Park, a UNESCO World Heritage Site, the Lodge is surrounded by untouched wilderness. From towering mountain peaks and shimmering ice fields to serene alpine meadows and ancient limestone caves, Jasper embodies nature in its purest form. Strict preservation standards protect this remarkable landscape, safeguarding the stories of the land and the generations who have lived and explored here. As one of the world’s most significant fossil regions, Jasper remains a place where time seems to stand still.



Every season at Jasper Park Lodge reveals a new perspective on this awe-inspiring environment. Guests can ski world-class slopes, paddle across emerald waters, wander family-friendly trails, play a round on our legendary golf course, skate on illuminated wild rinks, or simply relax in the comfort of their cabin, surrounded by breathtaking views.

For those seeking deeper connection, our Adventure Concierge curates unforgettable experiences in nature. Each itinerary is tailored to individual interests and comfort levels, from the curious explorer to the true seeker of awe.



A NATIONAL TREASURE OF CANADIAN GOLF

When Stanley Thompson, the legendary golf architect, completed the design of the Jasper Park Lodge course in 1925, the 18-hole championship course was considered his masterpiece. Carved into the Canadian Rockies with emerald fairways rolling beneath the towering peaks and pristine alpine vistas, it's no wonder this spectacular course consistently ranks as one of the world's best courses, and Canada's top golf resort.

The course recently underwent a centennial restoration, a once-in-a-century opportunity that has renewed this legacy golf destination for the next generation.

Every tee box is a testament to the sport. Play with our resident golf pros to improve your game or just to enjoy the breathtaking views accompanied by the historic stories they have to share.

ADVENTURE FOR THE WHOLE FAMILY

For families looking for a remote destination that offers both discovery and comfort, Fairmont Jasper Park Lodge welcomes you with warmth.



When travelling as a family, we understand the importance of intuitive and seamless service. Whether you're looking for kid-friendly activities that will inspire curiosity or a curated menu for your four-legged companion, we want to ensure that every guest can share in the wonder of the wilderness.

For families, we want to facilitate experiences that encourage profound encounters with nature, culture, and history. Our unplugged family-friendly activities are designed to ignite wonder and instill a desire to learn about and protect the natural world, all while creating meaningful memories of your shared story.

Jasper Park Lodge celebrated moments of togetherness, offering everything from pet-friendly nature walks to kid-friendly star gazing excursions so every member of the family feels at home in the outdoors.

THE BEAUTY OF JASPER, ILLUMINATED

In 2011, Jasper National Park was designated a Dark Sky Preserve by the Royal Astronomical Society of Canada. As the most accessible Dark Sky Preserve in the world, our resort offers guests uninterrupted views of Jasper’s spectacular night sky.

From experiencing the annual Dark Sky Festival in October to guided stargazing sessions just outside your cabin, guests of Jasper Park Lodge have front-row seats to Jasper’s celestial theatre.



In collaboration with the Jasper Planetarium, guests staying in our Signature Cabins can enjoy private stargazing sessions guided by astronomical experts, offering an intimate look at the majestic night skies.

Fireside Indigenous storytelling experiences transform the night

sky into an ancient narrator, where stories of great bears come to life and become unforgettable memories. And for those lucky enough to witness it, the humbling and profound wonder of watching as the shimmering Northern Lights dance across the sky, offers an experience that is nothing short of transcendent.



STORIES OF RESILIENCE, RESPECT, AND RESTORATION

In respectful collaboration with Indigenous tourism partners in Jasper, guests are invited to embark on helicopter experiences, foraging tours and plant walks, and find inspiration in the moving traditional dances performed every day in the summer months.

Preserving the story and nature of Jasper means we are as much stewards of the land as we are guides of the experience. We want every guest to leave Jasper transformed, with memories made and a life enriched.



From the natural world to the embedded history of the land, we create a sense of reverence for Jasper as a supernatural destination. Knowledgeable placemaking and sustainable practices are woven throughout the guest experience, shaping the memories and stories that our guests will carry and continue to share.

Every detail of how the resort is operated and cared for is a testament to the responsibility we are grateful to carry as stewards of this land.

Jasper Park Lodge is proud to have received a 5-Key rating, the highest rating given by the Green Key Global program for overall environmental performance.

The resort and golf course has also been recognized with an Audubon Cooperative Sanctuary certification for our wildlife protection and resource conservation efforts. Our commitment to FireSmart initiatives is essential to our preservation of the Lodge's immense legacy.



ABOUT FAIRMONT JASPER PARK LODGE

Discover Canada’s luxury cabin experience set against the iconic beauty of the Canadian Rockies that anchor Alberta’s Jasper National Park. Our collection of heritage log cabins and distinctive signature cabins are spread out over 700 acres of pristine wilderness that is recognized a UNESCO World Heritage Site.

Since 1922, Fairmont Jasper Park Lodge has invited guests to experience a range of scenic outdoor adventures tailored to each season. With world-class service, immersive wellness programming, family-friendly adventure, sensorial culinary venues, integrative Indigenous and sustainability initiatives, and transformational experiences offered in elevated comfort, the resort is a year-round luxury experiential ecosystem with endless potential.



MEDIA CONTACT

For further information, press images, or to request a media interview with a spokesperson for Fairmont Jasper Park Lodge, please contact:

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Digital Media
Gallery
Available Here

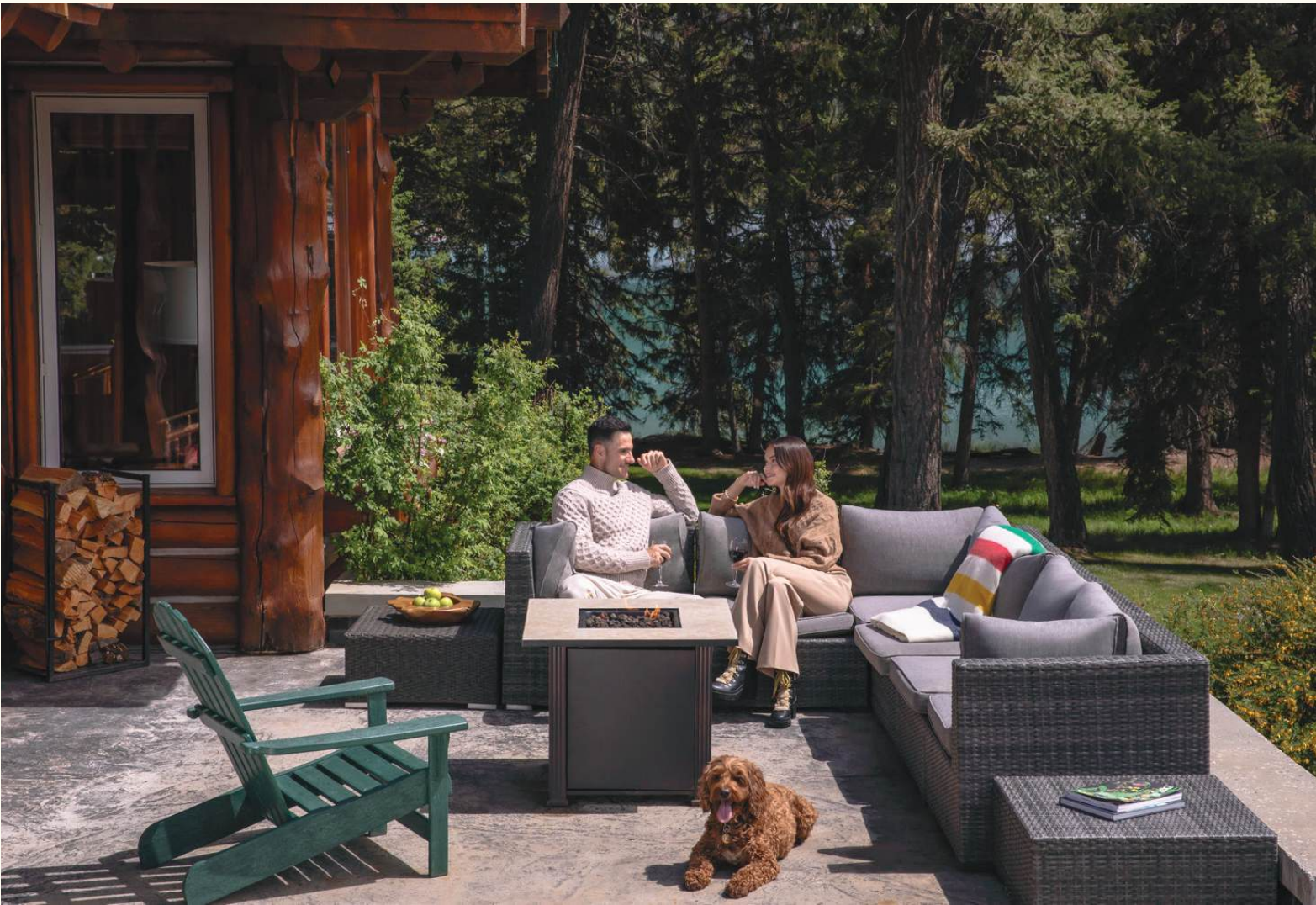


LOCATION:
1 Old Lodge Rd., Jasper, Alberta,
within Jasper National Park

WEBSITE:
www.fairmont.com/jasper

EXPERIENCES
[Signature Cabins](#)
[Culinary](#)
[Wellness](#)
[All Season Adventure](#)
[Golf](#)
[Dark Skies](#)
[Sustainability](#)

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