

PRESS KIT | OCTOBER 2026

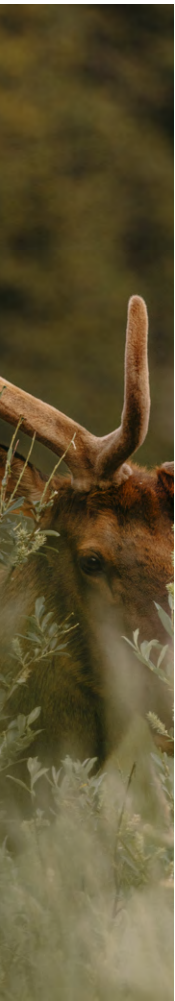
RIMROCK BANFF

EMBLEMS COLLECTION



SANCTUARY IN THE SKY
Banff, Alberta, Canada





Sanctuary in the Sky

BANFF'S ONLY ON-MOUNTAIN RETREAT

Built directly into the mountainside above Banff, [Rimrock Banff, Emblems Collection](#) has always been defined by its setting: the dramatic peaks that surround this alpine-wrapped, discreet mountain address; the Rocky Mountains beyond and Banff National Park, a UNESCO World Heritage Site, beginning at its doorstep. With roots dating back to the 1880s, when travelers first arrived seeking the rejuvenating natural springs, the property has long embodied the setting's spirit of connection to nature.

Following a \$115 million CAD transformation, Rimrock now enters a new chapter as the first North American property within Emblems Collection, Accor's newest luxury collection brand. Created for character-rich hotels and guided by the soul of the destination, Emblems Collection brings together exceptional properties that celebrate culture and local craftsmanship with a refined sense of place.

The reimagined resort encompasses 320 guestrooms, including 57 suites and a stunning Infinity Two Bedroom Suite, alongside a 9,600-square-foot Bathhouse with a mountain-facing infinity pool, four distinct dining experiences and an Expeditions Center connecting guests to a carefully curated roster of seasonal adventures that present the most awe-inspiring moments across the Canadian Rockies.

"The resort, across the decades of its history, has always been defined by its remarkable setting," said **David Garcelon, General Manager, Rimrock Banff**. "This transformation was guided by a simple philosophy: create a resort that feels inseparable from the landscape itself. Every design decision, every experience and every space, was thoughtfully

conceived to deepen guests' connection to Banff National Park and create a luxury offering that could only exist in Banff."

The transformation, led by [Studio Collective](#), a California-based design studio, is both highly intentional and deliberately restrained so that the Rockies remain the focal point. Expansive glazing draws the Rockies into the guestrooms and public spaces, while natural stone, warm woods, tactile materials and contemporary art create an interior language that feels connected to the environment outside.





THE EVOLUTION TO EMBLEMS COLLECTION, A NATURAL STEP INTO ITS NEXT CHAPTER

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RIMROCK BANFF, EMBLEMS COLLECTION

As the first [Emblems Collection](#) property in North America, Rimrock Banff embodies the philosophy that it's the Soul that makes Emblems: a distinctive sense of place expressed through thoughtful design, signature rituals, local craftsmanship and deeply personal service. Across the collection, recognizable Emblematic Markers create a red thread between properties, while each address interprets them through its own history, culture and setting.

At Rimrock, those signatures take on a distinctly Banff identity: a Timeless Hearth built from dark stone and hammered copper; a hidden Discovery Enclave devoted to vinyl and conversation; a Master of the House reimagined as a Master Pathfinder; an Emblematic Ingredient sourced from an Alberta honey producer; and rituals that translate the forests, flavors, stories and people of the Canadian Rockies into the guest experience.

The Rimrock Experience

WHEN LUXURY EMBRACES INTIMACY

Studio Collective approached Rimrock with an emphasis on material honesty, tactile experiences and craft rather than overt grandeur. Warm wood, natural stone, metal, leather and richly textured furnishings appear throughout, while subtle mid-century references emerge through the lines, joinery and ways materials meet.

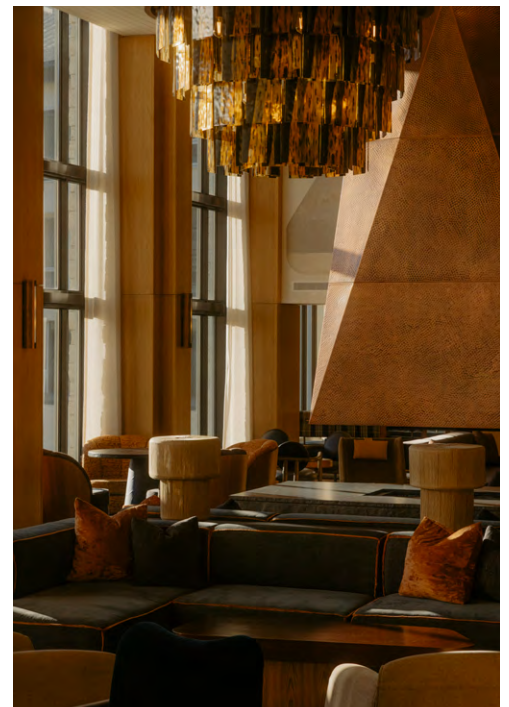
“We kept coming back to warmth—wood, stone, texture you want to touch. Nothing in the space should feel cold or overworked; it should feel like it was always meant to be there.” — Studio Collective

At every Emblems address, the Timeless Hearth serves as an emotional center—a singular focal point designed around warmth, local character and the feeling of home. At Rimrock, it anchors the reimagined lobby as a chiseled dark-natural-stone hearth crowned by a hand-hammered copper flute.

Between reception and the lobby living room, a nearly 95-foot custom bronze and art-glass screen wall was created with DesignedBuilt Europe, an old-world millwork studio in Elblag, Poland. The

installation combines a handcrafted bronze mullion system with three varieties of warm, smoky-grey art glass, including two ribbed patterns and a textured, watery “silvit” finish. As daylight moves through the lobby, the glass shifts in translucency, meaning the same architectural element appears differently at afternoon check-in than it does at dusk.

Curated by award-winning global art consultancy [nAscent Art New York](#), Rimrock’s public spaces feature 48 contemporary works, including numerous pieces by Canadian artists, that interpret mountains, rivers, forests, water and the forces that have shaped Banff through an abstract, contemporary lens.





GUESTROOMS DESIGNED AROUND THE VIEW

Across Rimrock's 320 redesigned guestrooms, including 57 suites, the most important design element is the landscape outside.

Rooms have been deliberately arranged around the Canadian Rockies. Beds face directly toward the views, while tables, window-facing loungers and intimate seating nooks create dedicated places to pause and look outward. Even the transition from subdued corridors into light-filled guestrooms was considered to heighten the impact of the surrounding landscape upon entering.

"A guestroom at Rimrock isn't meant to compete with the view, it's meant to frame it. We pulled the design back so the mountains could do the rest."

— Studio Collective

The interiors follow the same philosophy of quiet restraint. Moss and pistachio greens are layered with warm wood tones, subtle gold accents, natural stone, upholstered furnishings and plush textiles. Organic forms, asymmetry and subtle mid-century references lend a sense of timelessness rather than trend.

At the pinnacle of the accommodations is the Infinity Two Bedroom Suite, where indoor and outdoor living flow together high above Banff National Park. A wrap-around terrace spanning more than 1,260 square feet incorporates an outdoor barrel sauna and fire-table against panoramic mountain views.

Rimrock's Wellness Studio suites extend the resort's wellness philosophy beyond the Bathhouse.

Located directly across from the Bathhouse and movement spaces, the accommodations are equipped for both preparation and recovery, with Therabody technology, yoga equipment and a Canadian wellness minibar stocked with adaptogenic teas, functional snacks and natural hydration. A dedicated Wellness Concierge, curated pillow selection, Loftie sleep technology and signature turndown ritual shift the focus toward rest, while complimentary access to Rimrock's Expeditions gear-lending program and daily fitness-apparel laundering prepare guests equally for the trails ahead and the recovery that follows.





WELLNESS GROUNDED IN THE RHYTHM OF THE ROCKIES

At the heart of Rimrock Banff is a 9,600-square-foot Bathhouse — Banff’s first luxury hydrothermal wellness experience — designed around the natural cadence of the Canadian Rockies.

Designed for intuitive well-being, the Bathhouse shifts throughout the day, inviting guests to return again and again: for quiet morning renewal, post-adventure recovery, vitality-focused hydrotherapy or deeply restorative evening rituals. A series of interconnected indoor and outdoor thermal environments encourages guests to move intuitively between a vitality pool, hot pool, mountain-facing infinity pool, vista salt sauna, aromatic steam room and glacial cold plunges.

More contemplative spaces offer different kinds of restoration. A suspended meditation room creates a quiet place for reflection, while the Aurora sensory room translates the phenomenon of the Northern Lights into an immersive experience of light, sound and color.

This holistic sanctuary is complemented by a 3,800-square-foot Active Center featuring Technogym and Peloton equipment, climbing and bouldering walls, guided movement classes and recovery-focused offerings.

At Rimrock Banff, wellness follows the same rhythm as the mountains themselves: movement and stillness, exhilaration and restoration, day and night.

“The Bathhouse was conceived as a quiet counterpoint: a self-guided wellness experience meant for contemplation and restoration.”

— Studio Collective







A TASTE OF THE CANADIAN TERROIR

At Rimrock Banff, the soul of the destination is experienced through the senses, where thoughtful culinary rituals and local ingredients transform the surrounding wilderness into taste, texture, and memory.

The resort's culinary vision, led by Director of Culinary David Gibson, is grounded in seasonality and a deep understanding of the Canadian Rockies, shaped by Gibson's experience at landmark mountain resorts including Fairmont Banff Springs and Fairmont Jasper Park Lodge.

For its Emblematic Ingredient, Rimrock embraced a natural treasure deeply rooted in the local landscape chosen for its natural associations with wellness, craftsmanship and hospitality: Alpine Honey.

Produced in partnership with Alberta's family-owned [Highland Farm Honey](#), the ingredient first appears in the Alpine Honey Spritz, Rimrock's signature arrival ritual, before resurfacing in wellness tonics and culinary offerings throughout the property.

The Emblematic Ingredient also finds its way into Rimrock's own Travel Cake, the brand's signature creation in collaboration with acclaimed Korean pastry chef Yun Eunyong, founder of Seoul-based Garuharu, Rimrock's interpretation is inspired by the forests surrounding the resort. Pine needle cake is layered with alpine honey ganache, translating the landscape into flavor and form.



The culinary journey extends across four distinctive spaces:

PARKER'S TABLE

The resort's signature restaurant, which serves breakfast and dinner, celebrates Canada's true North through seasonal cuisine rooted in relationships with local farmers, fishers and foragers. Its name pays tribute to Elizabeth Parker, a founding member of the Alpine Club of Canada, connecting the restaurant to the history of exploration that has helped shape Banff. Distinctive tableside rituals bring a sense of occasion to the experience, from bread and butter served with Canadian salts and artisanal butters to pastries and preserves presented from a roaming cart.

RIMROCK SOCIAL

Located at the heart of the reimagined lobby, Rimrock Social functions as the resort's living room. Centered around a vibrant bar but designed with quieter corners for conversation, its energy changes throughout the

day—from morning coffee and bites to craft cocktails, globally inspired flavors and evening drinks against the mountain views.

THE LISTENING ROOM

Tucked discreetly within the resort, The Listening Room is Rimrock's interpretation of the Emblems Discovery Enclave, an intimate hideaway designed to reward curiosity. Warm, enveloping interiors and high-fidelity sound set the tone for evenings centered around vinyl, rare spirits, fine wines and indulgent bites.

The experience evolves with curated vinyl sets and rotating live DJ residencies, while guests are invited to select records and shape the soundtrack themselves. Behind the bar, tableside rituals, aged cocktail barrels and a considered collection of whiskey, cognac and scotch bring another layer of discovery to a space designed for lingering late into the evening.



RIMROCK MARKET

Part mountain coffee bar, part biergarten, Rimrock Market serves specialty coffee from Alberta's Chronicle Coffee alongside curated provisions in a casual setting inspired by mountain après culture. The resort's pet-friendly approach carries through here too, right down to Yeti water bowls set out for four-legged guests.

CONNECTING TO THE SOUL OF BANFF NATIONAL PARK

As Banff's only on-mountain retreat, Rimrock Banff gives guests direct access to the wildlife-rich forests, rugged peaks and lush valleys of Banff National Park. The experience is made personally? by a team of Pathfinders who know the landscape from the inside out.

Leading the resort's team of Pathfinders, the Master Pathfinder serves as both gracious host and expert guide, bringing together local knowledge, personalized recommendations and bespoke adventures tailored to each guest.

From the resort's dedicated Expeditions Center, Pathfinders curate more than 50 seasonal experiences spanning adventure, wellness, culture and nature. Guests can choose from privately guided hiking expeditions, forest bathing, alpine yoga, canyon ice walks and Indigenous cultural encounters, alongside signature experiences designed to reveal a deeper side of Banff.

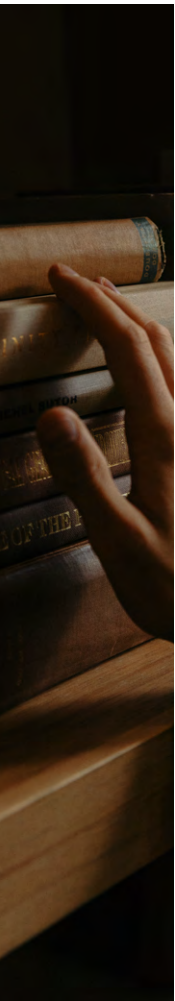
The Ice Odyssey offers an up-close encounter with the Athabasca Glacier, while personalized Northern Lights wake-up calls invite guests to experience one of the Rockies' most extraordinary natural phenomena whenever conditions align.

Every journey is developed with local guides, cultural storytellers and subject-matter experts, ensuring that experiences are rooted in authenticity and respect for the landscape.









EMBLEMS, INTERPRETED THROUGH BANFF

Across Emblems Collection, a set of signature markers reappears at every address, each shaped differently by the place it lives in. At Rimrock, the Rockies rewrote each one:

THE TIMELESS HEARTH becomes a mountain gathering place of dark stone, hammered copper, fire and fresh alpine air.

THE DISCOVERY ENCLAVE becomes The Listening Room, where vinyl, rare spirits and fine wines offer an intimate counterpoint to the vast landscape outside.

THE MASTER OF THE HOUSE becomes the Master Pathfinder, moving beyond the traditional role of a hotel host to personally connect guests with Banff National Park.

EMBLEMS EDITIONS becomes a literary exploration of the region, bringing poetry, history and Indigenous voices for guests who want to read the mountains as much as look at them.

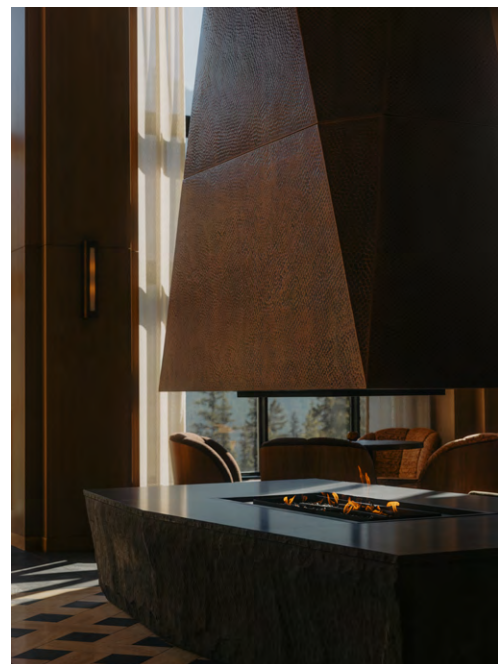
THE EMBLEMATIC INGREDIENT becomes Alpine Honey, sourced from an Alberta family producer and carried throughout the stay, from the Alpine Honey Spritz arrival ritual to wellness and dining.

THE TRAVEL CAKE transforms the surrounding forest into flavor through pine needle cake layered with alpine honey ganache.

THE EMBLEMATIC SHOT, becomes a cinematic expression of the Soul of Rimrock, capturing the majestic Canadian Rockies exquisitely framed within the resort's windows.

These signatures exist in harmony with Rimrock's deep-rooted connection to the land: Canadian art inspired by glaciers and rivers; a Bathhouse that follows the rhythm of a day in the mountains; local ingredients and producers; tactile craftsmanship; and experiences shaped by those who know this wilderness best.

Individually, each detail reveals a different side of Rimrock. Together, they create a distinctly Banff expression of Emblems: recognizable signatures transformed by the place in which they live.





ABOUT EMBLEMS COLLECTION

Emblems Collection is a curated portfolio of exceptional luxury hotels and resorts worldwide. From iconic Heritage mansions to serene nature Retreats and striking architectural Signatures, each property embodies culture, creativity, and craftsmanship. With a refined sense of place and understated elegance, Emblems offers exclusive experiences for discerning travelers. Found in prime city locations or breathtaking natural settings, these hotels blend intimate, residential charm with world-class hospitality. The first Emblems property debuted in Europe in 2025, followed by its first North American property in 2026. Emblems Collection is part of Accor, a world leading hospitality group counting over 5,800 properties throughout more than 110 countries, and a participating brand in ALL Accor, a booking platform and loyalty program providing access to a wide variety of rewards, services and experiences.

Emblems Collection properties participate in <https://all.accor.com/a/en.html>, Accor's booking platform and loyalty programme. Through the program, guests have access to exclusive member rates and the opportunity to earn and redeem Reward points across participating hotels, restaurants and experiences worldwide. Members may also enjoy additional privileges according to their membership status, including welcome amenities, room upgrades, early check-in and late check-out, subject to availability and programme conditions.

emblemscollection.com | all.accor.com | group.accor.com

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