



CHOOSE  
CHANGE

CHALLENGE THE HARMS OF  
SEXUALLY VIOLENT IMAGES

Feb. 7, 2018

Mr. Sébastien Bazin, Chairman and Chief Executive Officer  
AccorHotels

Mr. William Fatt, Chief Executive Officer  
Fairmont Hotels and Resorts  
155 Wellington Street West, Suite 3300  
Toronto, ON M5V 0C3

Dear Mr. Bazin and Mr. Fatt,

In 2016, Accor Hotels stated they were, "...determined to combat all forms of sexual abuse of children that could occur on its premises" through your WATCH Programme (We Act Together for CHildren).<sup>1</sup> We note, however, that Fairmont Hotels and Resorts in Canada are currently selling hard-core pornography on their Video on Demand service. This seems to be out of line with a commitment to your WATCH program, as pornography is seamlessly connected to prostitution; researchers calling it "filmed prostitution"<sup>2</sup> and can involve underage people being exploited.<sup>3</sup>

Your organization is obviously working hard to communicate to your employees and guests (as per the report),<sup>4</sup> the importance of combating sexual abuse of children, however, these efforts are being undermined by the continued availability of hard core pornography on your premises.

When we contacted you last year regarding this issue and our upcoming Choose Change campaign, the response we received was that offering Video on Demand, including pornography was "for guest entertainment purposes."<sup>5</sup> Study after study shows that pornography is not harmless entertainment, but rather is connected to human trafficking, and has public health impacts.

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<sup>1</sup> Expert Paper, WATCH Programme, Accor Hotels, 2016. For Global Study: Sexual Exploitation of Children in Travel and Tourism.

<sup>2</sup> <http://prostitutionresearch.com/wp-content/uploads/2015/07/Pornography-prostitution-trafficking.pdf> accessed Jan. 31, 2018.

<sup>3</sup> <https://fightthenewdrug.org/popular-porn-company-sued-for-featuring-14-year-old-on-cover/> accessed Feb. 7, 2018.

<sup>4</sup> WATCH Programme paper.

<sup>5</sup> email dated April 2, 2017, received from Mike Taylor, Director, Global Communications & Public Relations, Luxury Brands,

In response to the recognition that pornography is a public health issue, Defend Dignity will soon be launching the 2018 version of our campaign, *Choose Change*. The goal of this campaign is to reduce the ease of access to violent, sexually explicit images. We encourage you to recognize the dissonance of on one hand working so hard to stop child sexual exploitation, but on the other hand, continuing to offer pornography. We would ask that 2018 be the year Fairmont would join other major hotel chains including Hilton, Marriot, Starwood, IHG and Hyatt and remove pornography from your On Demand services.

As part of the Choose Change campaign, we are asking the public to join us in "Challenging the harms of sexually violent images." We will do this through the Choose Change website, where we will ask the public to contact companies, such as Fairmont Hotels and Resorts, to encourage them to change detrimental practices and to embrace affirming practices.

We will highlight organizations that have pro-actively changed policies and practices to reduce the ease of access to violent, sexually explicit images. We will be celebrating these organizations on our Change Maker List on the Choose Change website. We hope you will join us in this List, and join other hotel chains world-wide who have chosen change.

Again, we request that you would avoid profiting from sexual exploitation by removing the adult content from your Video on Demand offerings.

Prior to the launch of this campaign, we would appreciate an opportunity to meet with you and to discuss this matter. We look forward to hearing from you.

Sincerely,

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