

IN-STORE

## Four Seasons Hampshire builds equestrian center for riders

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*Four Seasons Hampshire equestrian services*

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By JOE MCCARTHY

The Four Seasons Hotel in Hampshire, England, is furthering its appeal to guests who enjoy riding horses with a new Equestrian Center.

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**Luxury Daily**

The property has always invited horse riders to its estate, but the legitimized center will provide the structure that many guests prefer when taking their horses out. Furthermore, guests will now be able to schedule longer trips with their horses, comfortable in the knowledge that they are being cared for.

"Horse riding had always been an integral part of our historic estate, first mentioned in the Domesday book in 1086, so we were delighted to be in a position to once again offer this sport on the land where Earls, Lords and Kings once rode," said Francesca Adams, public relations manager of [Four Seasons Hampshire](#), Britain.

"Horse riding just goes to enhance that already wide range of recreational activities," she said. "Our guests often travel out of a city environment for a 'countryside retreat' and what better way to see the 500 acres of parkland than by horseback."

Stable home

Four Seasons Hampshire tapped Olympic gold medalist for dressage Carl Hester to cut the ribbons to the equestrian center. Following the unveiling, members of the community were invited to tour the facilities.



*Guests riding at FS Hampshire*

The center has stables for 14 horses and features two outdoor arenas, a groom's cottage and a reception area with private changing and show rooms. A nearby tack room offers complimentary riding boots, hats and back protectors.



*Horse at FS Hampshire*

Equestrian manager Anne Murray will be on hand to help riders of all skill levels. Ms. Murray's has a background in dressage and will be providing lessons in the sport.

The estate houses 500 acres of land for guests to ride through. Younger guests are invited to learn about stable management skills as part of the center's Own a Pony experience that teaches guests the "A to Z" of horse caring.

Guests can also schedule lessons in other areas of horse riding, as the on-site trainers are proficient in all equestrian sports.



### *A part of Equestrian center*

Guests without a horse and those finishing up a sessions can relax in the Club Lounge, furnished with equine sculptures and artwork, that looks over the estate.

Local riders are also free to use the equestrian center.

Horses welcome

Horses have been getting quality treatment at other hotels.

For instance, Dorchester Collection's Coworth Park in Berkshire, England, made its already horse-friendly grounds even friendlier with a new check-in service for its equestrian guests.

The property has an extensive equestrian background as the only British grounds to offer polo matches run by Guards Polo Club and a regular stomping ground for jockeys and owners who visit the Ascot Racecourse. Adding the lavish check-in service will only further burnish that reputation ([see story](#)).

Pets in general receive lavish attention from hospitality brands.

Trump International Hotel Las Vegas embraced the right to spoil pets with an enhanced dog environment through the month of May.

The "Dogs Days of Summer" promotion aligned with National Pet Month, so guests already planning to indulge likely appreciated the sanctioned offers. National Pet Month is a good example of an often overlooked period that can be transformed into a fun campaign ([see story](#)).

Four Seasons Hampshire has added extra incentives to the Equestrian Center to ensure consistent traffic.

"We have introduced an Equestrian Membership that will enable local riders to enjoy both lessons and hacks on a regular basis," Ms. Adams said.

Final Take

*Joe McCarthy, editorial assistant on Luxury Daily, New York*

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