

EVENTS/CAUSES

Four Seasons Maui encourages aspirational couples to travel by offering incentives

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Serenity Pool at Four Seasons Resort Maui at Wailea

By NANCY BUCKLEY

Four Seasons Resort Maui at Wailea, HI, is creating a getaway for couples that is affordable with a wide range of pre-planned activities.

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Luxury Daily

The "Experience More" program combined with the "Couples Season" will create an incentive for couples to book a fall vacation. Four Seasons' affordable vacations will likely generate attention among aspirational guests looking to stay at a top hotel, but previously have lacked the finances to do so.

"There are three elements in place that will attract aspirational guests - the resort credit, the wide variety of activities made available to couples (many that are free), and the twice yearly sale across the resort (retail, restaurants, bars, Maui undersea adventures)," said Mark Simon, director of marketing, [Four Seasons Resort Maui](#).

"We focus on couples in the fall because it's the time of year where there are virtually no children in the resort," he said. "Couples can stay at the resort and recharge their batteries or celebrate a special occasion in a tranquil setting."

Aspirational getaway

Four Seasons Resort Maui at Wailea is focusing its fall season on activities and special services. Most of the offerings are free and others are attainable through resort credits that can be earned.

The Experience More package includes 200 resort credits per night paid in the hotel's suites, and an additional 200 credits for each consecutive night.

Fifty resort credits are rewarded for nights in several of the rooms with a view and 100 credits are received between Sept. 1 and Dec. 17.



Couples massage at the resort

With this package, guests in the residential or ocean-front suites will receive round-trip transportation, daily breakfast, complimentary laundry, complimentary parking and high-speed Internet.

Joining Experience More with the Couples Season creates a greater incentive for guests to book a stay.



Stand-up paddleboarding activity

Couples Season will include complimentary activities for couples of all ages and interests. As of now there are 20 activities scheduled around the resort.

Activities are planned to attract an array of guests. From windsurfing clinics and stand-up paddleboarding to cooking demonstrations and beer and wine tastings, the fall calendar will appeal to all guests.

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Unforgettable events at the resort

Also, the three restaurants at the resort will feature special pricing for meals throughout the fall.

New consumers

Reaching the aspirational consumer can benefit a hotelier because if the experience is pleasant, the guest will likely return without needing an incentive.

For instance, Mandarin Oriental, New York, marketed its property with a Facebook campaign that shares photos and qualities of its location and home city each day for one year during which the brand hopes to reach out to past guests and aspirational consumers.

The 365 Reasons campaign featured one property amenity, local landmark or nearby event that was unique to New York on the Mandarin Oriental, New York, Facebook page each day. The campaign was developed to build a follower base for the Facebook page and engage current fans across additional digital platforms such as Twitter, Pinterest, Tumblr and email ([see story](#)).

Similarly, Chanel's new beauty line may have helped the French fashion house gain aspirational buyers while retaining its loyal customers.

The label targeted new aspirational consumers through the launch of a new makeup line called Les Beiges Healthy Glow Makeup. Chanel pushed the beauty products with digital platforms including social media and video ([see story](#)).

Hotel brands often reach out to aspiring guests without much success, but creating a season around them may bring new guests to the hotel.

"Four Seasons is Maui's only luxury resort, as rated by Forbes, AAA and Trip Advisor," Mr. Simon said. "But there are always hotels with cheaper prices, and sometimes people will fixate on the room rate only.

"When you add in the resort credit plus all the complimentary activities plus the special pricing, it makes luxury more affordable," he said.

Final Take

Nancy Buckley, editorial assistant on Luxury Daily, New York

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