

INTERNET

Four Seasons Sydney launches separate site to cater to event planners

August 20, 2014



Four Seasons Sydney

By NANCY BUCKLEY

Four Seasons Hotel Sydney is launching an independent Web site to facilitates event planners.

[Sign up now](#)

Luxury Daily

The Web site is joined by a competition that encourages event planners to interact with the hotel and Web site. Having this separate site for events will help organize and explain events at the hotel and will likely elevate Four Seasons Sydney standing among event planners.

"We're anticipating strong return from the website," said Nicholas Mina, director of catering and conference services at [Four Seasons Sydney](#).

"We believe it gives event planners a clear idea of what Four Seasons can offer in terms of event space, off-site catering and also gives them information on special offers throughout the year," he said.

"We want event planners to share with us their best ideas for theming, meetings and events. The hashtag is designed to spark the imagination and creativity of event planners looking to host at Sydney's premier meetings and events venue. With photos ranging from

product launches to unique food presentations, decorative and banqueting ideas, #fssydneyevents will become a treasure chest of innovative eventing ideas. "

Event options

The new Web site solely features the event aspects of the hotel. From corporate events to weddings and private parties, the event venues in the hotel are capable of entertaining crowds of multiple sizes.

Four Seasons Sydney broke the site into sections based on the function type that the viewer is interested in hosting at the hotel. The options are meetings & events, social events, weddings and functions. There is also clarification on off-site catering, menus and special offers.



Four Seasons Events homepage

For meetings and events, the hotel offers nine venues from the Grand Ballroom to studio rooms or a residential suite. The Grand Ballroom is available for weddings as well and it includes 12 crystal chandeliers and a pillarless room that can seat up to 550 people.

Event planners can also choose among several different menus for every time of day and event type.

The designated site to event planning allows the hotel to express more detail than allotted on the hotel's site and also provides event planners with a specific location to refer to when planning.



Four Season Events weddings page

The new Web site is being launched with the hashtag #FSSydneyEvents on Twitter and Instagram, encouraging event planners to post to the hotel's social media pages and create a catalog-like organization of various events at the venues.

Also, to encourage participation the hotel is encouraging event planners to upload an image to Instagram through Oct. 15 with the hotel's tag and the hashtag. The image must be a conference, meeting or event idea for the hotel.

The best photo will win a night's stay at the Four Seasons in a Full Harbour Junior Suite and dinner for two at The Woods.

Four Seasons Sydney's events Web site can be viewed [here](#).

Digital competitors

Being digitally aware is important for hotel brands to stay competitive. Microsites can help a hotel differentiate among their competitors.

Luxury hotel brands are feeding the insatiable consumer desire for travel research with a number of digital tactics.

While consumer reviews on travel Web sites and word of mouth still hold sway over many travel decisions, hotels are becoming increasingly transparent to reel in the consumers busily browsing for their next trip. Microsites, mobile applications, social media feeds and content hubs are employing enhanced research tools to convince consumers to book ([see story](#)).

Recently, other Four Seasons locations have enacted social media contests to engage guests.

For instance, Four Seasons Hotel New York is advocating for high spirits this summer with an Instagram contest asking fans to show their love for the city.

The hotel teamed with a global vacation photography company, Flytographer, to launch

the #FSNYSummerLove photo contest. Hotel guests and New York locals are encouraged to return to Four Seasons Hotel New York's social media pages to discover the weekly contest theme all summer long ([see story](#)).

Creating a social aspect to a campaign, for guests or event planners, can spread the idea further than expected.

"While the new Web site will not have much effect for the guests, the planners will now have a great asset by being able to have easy access to menus, photos, etc. when working with their clients," said [Damon Banks](#), freelance journalist and media consultant, New York.

"Making it easier for the planners will ultimately be beneficial to the hotel as more planners will encourage clients to host their event at the property," he said.

"Social media contests are certainly here to stay, and with so many of these planners always eager to post and promote their photos, this competition will surely be received very well by the event planners."

Final Take

Nancy Buckley, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/L5-rL1n_ujs](http://www.youtube.com/embed/L5-rL1n_ujs)

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.