

IN-STORE

Four Seasons provides sightseeing runs for busy travelers

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Four Seasons' running tour in Paris

By JEN KING

Four Seasons Hotels and Resorts is taking guests on jogs, walks or hikes through the surrounding areas of hotels as part of its brand-wide “Energy by Four Seasons” effort.

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Luxury Daily

When staying at a hotel, for business or pleasure, working in time for fitness and exercise can impede sightseeing or professional engagements. Known for its penchant for healthy living, Four Seasons has devised a way for guests to achieve both through its sightseeing and fitness “on the run” tours found at a number of properties.

"Guests at Four Seasons are able to mix fitness with the city sights, thanks to these programs," said Laura Fairweather, manager corporate public relations at **Four Seasons**, Toronto. "By being able to go on a cultural run in Paris and see the Louvre, to a jog through Vancouver's rain forest, guests are able to maximize their time working out and be able to explore their destination.

"Recognizing there is a universal need for increased personal energy and rejuvenation, Four Seasons now offers Energy by Four Seasons, that delivers an integrated and customized approach to wellness focused on promoting greater overall wellbeing," she

said. "This offering includes locally inspired spa treatments, energy-focused culinary offerings or fitness offerings, like jogging, walking and hiking tours, that elevate the experience of exercising.

"Energy by Four Seasons is available at about 75 percent of our properties. We anticipate over time, more properties will continue to add these fitness offerings like the jogging and hiking tours."

Traveling afoot

Many feel that the best way to immerse in a local culture and place is to wander the streets. Four Seasons is taking this notion one step further with planned tours through the surrounding cities of its properties.

These programs, meant to be a form of travel multi-tasking, include scenic jogging, walking and hiking tours, depending on the property. Unlike other tours, these programs are complimentary for Four Seasons guests.



Four Seasons is committed to its guest's healthy lifestyles

Thus far, Four Seasons has rolled out these programs at five of its hotels. Guests staying at Four Seasons' properties in Paris and Prague can take advantage of a guided run.

At the Four Seasons Hotel George V in Paris, guests will join two hotel employees at dawn to run through the Parisian streets as its residents are just beginning their day. The 5.5 mile run takes place once a week on Tuesdays and goes along a route that shows off Paris' landmarks such as the Louvre and the River Seine, all of which are pointed out by the guides.

Similarly at the Four Seasons Hotel Prague, the properties concierges, Petr and Stanislav, take guests on a 40- or 60-min run through the city's streets once a week on Wednesday mornings. Like the Paris version, the concierge running guides will take guests on a sightseeing route that passes along the Vltava River to sights such as Vysehrad Rock and Kampa Island.



Route in Prague

For an escape from traditional city limits, guests at Four Seasons' Vancouver property are invited to join the hotel's manager for a 6 a.m. jog through the Pacific Northwest's rainforest.

Guests staying at Four Seasons' Scottsdale, AZ, at Troon North property will have a similar experience hiking through the area's rugged desert terrain. During the weekly guided fitness hike, guests will have the opportunity to enjoy "peak" views of the Sonoran Desert and multi-armed saguaro cacti.



Hikers in Scottsdale, AZ

The fifth Four Seasons to have a fitness sightseeing program is the hotelier's Washington

property. Here, guests are encouraged to attend a “monumental morning run” with the Run My City challenge.

Four Seasons’ Run My City challenge takes guests along a route that passes by key monuments such as the Lincoln Memorial, the White House and Arlington Cemetery. After the run, guests will enjoy a complimentary gluten-free superfood muffin and Green Goddess juice.

Healthy stays

Across its properties, the Four Seasons is dedicated to a balance of healthy lifestyle and cultural experiences.

Its latest endeavor, Energy by Four Seasons, promotes daily well-being among guests.

The motivating force behind many travel plans is the desire to get away from all the noise of everyday life, which arguably becomes more intense and taxing as technology progresses. Four Seasons aims to capture this urge with a heightened focus on energy and wellness across its portfolio ([see story](#)).

Four Seasons’ dedication to health trickles down even to the mattresses guests sleep on.

The brand teamed up with mattress manufacturer Simmons to bolster a dream-friendly reputation by introducing customizable beds into its portfolio.

Four Seasons enlisted research group Ipsos to gain a better understanding of consumers’ sleep preferences and patterns. Furthermore, the brand hosted Twitter chats on World Sleep Day March 14 with a number of sleep experts ([see story](#)).

For health-conscious guests, Four Seasons’ amenities align with their lifestyle and will likely spur repeat stays.

"It’s always a struggle to balance time when traveling, so incorporating some time for cardio while seeing more of these great cities is a perfect solution," said [Damon Banks](#), freelance journalist and media consultant, New York.

"The Four Seasons continues to enhance their healthy living offerings in the spas, restaurants and property activities, and these options are ideal for so many guests today looking to find ways to be healthy while traveling," he said.

Final Take

Jen King, lead reporter on Luxury Daily, New York

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