

EVENTS/CAUSES

## Four Seasons captures consumers interest with photo contest

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*Serenity Pool at Four Seasons Resort Maui at Wailea*

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By KAYSORIN

Four Seasons Resort Maui at Wailea, HI, is taking advantage of its picturesque location by offering a photo expedition and workshop program for its artistically inclined guests.

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**Luxury Daily**

The program is part of the resort's "Unforgettable Events" series, which aims to provide guests with unique experiences that supplement the more traditional amenities typically offered by luxury resorts. Choosing to focus on photography is ideal for the Maui location because it is a popular recreational activity that will highlight the natural beauty of the Hawaiian island.

“It’s no surprise that the entire population is taking more photos now with the convenience of our smartphones, so incorporating photos and social media into these hotel and destination contests just makes good sense,” said **Damon Banks**, freelance journalist and media consultant, New York. “Photography is a passionate hobby of many affluent individuals, and a beautiful destination such as Maui provides a perfect location for this type of opportunity.”

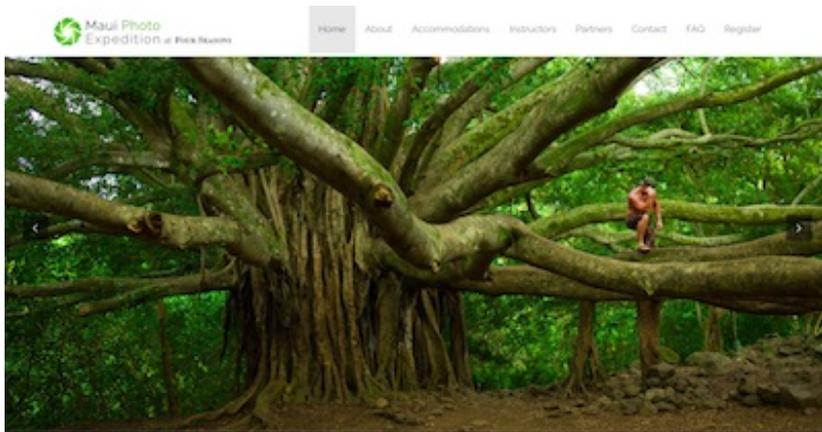
Mr. Banks is not affiliated with Four Seasons Hotels and Resorts, but agreed to comment

as an industry expert.

**Four Seasons Hotels and Resorts** was unable to comment directly by press deadline.

Picture perfect

The Maui Photo Expedition workshop will take guests to shoot on-location around the island where they can capture the natural beauty of the Hawaiian landscape. It will also include demonstrations, group editing, critique sessions and a final gallery showing at the end of the workshop.



*Contestants can submit photographs to win a scholarship to the expedition*

Professional photographers Robert Caplin and Peter Lockley will lead the workshop and expedition, instructing participants on how to improve their photography and teaching them more about the art. This professional support will allow them to get the most out of the experience and learn important skills they can take home with them.

Mr. Caplin specializes in travel photography and has contributed to The New York Times, Los Angeles Times and Wall Street Journal, while Mr. Lockley specializes in sports and portraiture and has worked with clients such as ESPN the Magazine, the Colorado Rockies, Clarkson Creative and the NCAA.

Travel is obviously an ideal subject for the Maui Photo Expedition, and sports photography will allow participants to capture some of the exciting physical activity that is a major component of tourism on the island.



*Hawaii is the ideal location for a photography workshop*

The expedition will cost \$5,790 for the first participant and \$3,000 for each additional participant, but the Four Seasons is offering a scholarship for one lucky winner. Contestants submit a photograph of their favorite travel moment and a brief description of the event, and Mr. Caplin and Mr. Lockley will select a winner.

There has been increased interest in the luxury travel industry for unique experiences that the consumer cannot have at home as opposed to luxury services such as spas or restaurants. This is a result of the recession that has caused consumers to spend money less conspicuously or to try to incorporate an element of self-improvement into their luxury purchases.



*The Four Seasons will provide luxury accommodations for the participants*

Hawaiian heaven

The Four Seasons Resort Maui at Wailea has used contests to spur interest among consumers on other occasions. In April 2014 it gave guests extra incentive to book fall vacations with a social media contest tied to 13 prizes around \$1,000.

The “What Makes You Think of Hawaii” theme of the contest likely appealed to most travelers booking a stay for the fall who fantasized about a sunny getaway. Since the word Hawaii essentially neighbors the word vacation, contestants were not at a loss for what to submit ([see story](#)).

By cutting costs for some of its programs, the Four Seasons Resort Maui at Wailea is able to appeal to aspirational consumers who might not otherwise have the opportunity to visit the hotel. In 2014 the resort created a getaway for couples that was affordable with a wide range of pre-planned activities.

The “Experience More” program combined with the “Couples Season” created an incentive for couples to book a fall vacation. Four Seasons’ affordable vacations generated attention among aspirational guests looking to stay at a top hotel, but who previously have lacked the finances to do so ([see story](#)).

While the scholarship helps the Maui Photo Expedition appeal to aspirational consumers, it has many elements that make it desirable for those who can afford it.

“A chance to work with these professional photographers in Maui is certainly an attractive opportunity for many,” Mr. Banks said. “Having a chance to have the paid trip courtesy of the scholarship contest is certainly enticing for many to simply share their favorite travel photo.”

Final Take

*Kay Sorin, editorial assistant on Luxury Daily, New York*

Embedded Video: <https://www.youtube.com/embed/je-cj5LhabU>

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