

IN-STORE

Four Seasons brings sensory experiences to dining options

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Four Seasons Undercover experience at Denver property

By NANCY BUCKLEY

Four Seasons Hotel and Resorts is changing guests' dining habits with Four Seasons Undercover, a reservations-only exclusive culinary experience.

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Luxury Daily

Four Seasons Hotel Denver saw tremendous success at its Edge Undercover dining experience and as a result, the company is expanding the initiative across North America. The pop-up experience engages all of guests' senses and offers a night-out that is different, unique and engaging.

"Four Seasons Hotels and Resorts has always strived to create innovative, experiential and memorable dining experiences, drawing inspiration from the unparalleled creativity found within its global kitchens and bars," said a Four Seasons spokesperson. "Based on the success last year of the interactive Edge Undercover event at Four Seasons Hotel Denver, the company has expanded the program into a larger series, inviting hotels and resorts across the Americas to create their own surprise events."

Undercover guests

The event started in Denver with an evening themed with water. Thirty-two guests arrived

and only knew three details: the date, the time and to park at the valet.

Guests were brought to the hotel pool which was filled with synchronized swimmers performing different acts. After watching the show they were blindfolded and brought to the Grand Ballroom.

They were then fed by staff members while blindfolded, and when their sight was regained, they were presented with a long 32-seat table in a dramatically lit room.



Synchronized swimmers

The seafood-themed meal was prepared on a stage, and the synchronized swimming team in Four Seasons robes served the third course. A liquid nitrogen dessert was then presented by the pastry chef.

A similar dining experience is being established in five other Four Seasons properties. In Jackson Hole, WY, San Francisco, Whistler in British Columbia, Canada, Palm Beach, CA and Vail, CO the experience will be presented to guests. Each hotel will have its own interpretation of the evening, but all will include the senses.

All about the experience

Creating luxury experiences is key for hotels looking to attract consumers, especially the younger generation of consumers. Some hotel brands have been updating programs to do so.

For instance, the Peninsula Hotels is showing brand-wide cohesion with updated Peninsula Academy offers.

The Peninsula Academy is part of the brand's push to distinguish itself in the luxury realm as a premier arbiter of experiences. As demand for experiential travel escalates and consumers become experts at researching locales, brands are hard-pressed to come up with original, compelling efforts ([see story](#)).

Similarly, Valentine's Day was a weekend affair this year and with President's Day in the United States on the following Monday, many couples were traveling for the long weekend.

Luxury hotels are looking to accommodate guests' short trips for the holiday with different packages, menus and special events within their properties. Taking advantage of a dual holiday weekend with interesting guest options allowed hotel brands to create a relationship with couples at one location that may carry over to other properties during future trips ([see story](#)).

Also, experiences attract locals looking for a staycation or a different and unique options for an evening.

"FS Undercover is designed for the adventurous foodie seeking a unique culinary experience," the spokesperson said. "It's perfect for daring travelers as patrons purchasing tickets for FS Undercover events are only informed of the date, time, price and general theme. The rest is held in suspense until the event reveal."

Final Take

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