

EVENTS/CAUSES

## Four Seasons appeals to female guests with outdoor fitness activities

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*Surfers enjoy the beach at Four Seasons Resort Bali at Jimbaran Bay*

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By KAYSORIN

Four Seasons Hotels and Resorts is encouraging female consumers to care for their bodies with a new initiative featuring running, stand-up paddle boarding and yoga.

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Four Seasons Resort Bali at Jimbaran Bay, Indonesia, is partnering with athletic apparel company Roxy to offer guests the chance to participate in its #RunSupYoga event on August 15. The event will be hosted by successful athletes, including Olympic gold medalist snowboarder Torah Bright and two-time longboard world champion Kelia Moniz.

"Bali is home to some of the world's most famous surf breaks and has a wide variety of beach and reef breaks to cater for all levels, from beginners through to advanced and professional," said Marian Carroll, director of public relations, **Four Seasons** Resorts Bali, Indonesia. "Sundara beach club and restaurant is located directly over Jimbaran Beach, just steps from a beginner's surf break."

Out and about

The outdoor fitness event will take place at Sundara Bali, the beach-club and restaurant at

the Four Seasons Resort Bali at Jimbaran Bay. Two hundred guest participants will join Roxy athletes for a day of energizing activities.

"The #runsupyoga event is a collaboration between Roxy and Sundara, which share a mutual connection to the ocean and beach lifestyle," Ms. Carroll said. "Roxy as a surf and active wear brand, and Sundara as an all-day lifestyle and dining destination."



*The beautiful beach is the perfect location for a fun run and yoga*

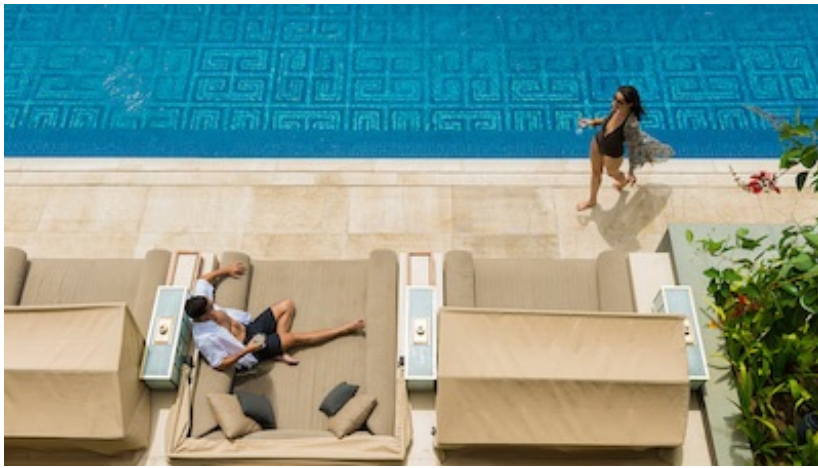
"Bali is a haven for adventure-based travel and ecotourism," said Taylor Rains managing partner of [Flugel Consulting](#), Charleston, SC. "One of the main draws for tourists coming to the island is its natural beauty and unparalleled beaches.

"The nature of the location coupled with the standard profile of the Bali traveler make it a stellar location for Four Seasons to host the #RunSupYoga event."

In addition to snowboarder Ms. Bright and longboard champion Ms. Moniz, pro surfers Monyca Eleogram, Bruna Schmitz and Bianca Buitendag will help lead the events. Including renowned athletes adds a professional note to the day and may appeal to consumers who are eager to meet the women in person.

"A gold medal winner and a world class athlete are ideal representatives for this global beach fitness event," Mr. Rains said. "They have the clout to lend authenticity to the event, while their celebrity in the sports world is a great way to generate visibility and awareness."

Four Seasons' #RunSupYoga event is exclusively offered to women and girls, creating a fun and safe environment where female guests of all ages can learn more about running, stand-up paddle boarding and yoga.



*Guests can relax by the pool after the event*

The day will begin at 7 a.m. with a 1.8-mile fun run along the Jimbaran Bay. The Roxy team will then lead stand-up paddle board sessions in front of the resort.

This will be followed by a 45-minute yoga class to help guests warm down after a morning of aerobic exercise. Additionally, keeping activities varied helps appeal to a wider range of consumers.

The event will conclude with a continental breakfast at Sundara. Guests are invited to hang around the beach-club afterwards and continue activities with the Roxy girls.



*Outdoor activities allow guests to enjoy the Balinese beach*

Who, what, where

Offering fitness events and promotions is a great way for luxury hotels to appeal to consumers.

For example, in 2013 the Four Seasons Hotel Cairo at The First Residence targeted fitness-minded consumers with a special Yoga Retreat package that was hosted by world champion free diver Sara Campbell.

Three retreats by the Egyptian outpost of the Four Seasons were offered during February, March and May that focused on Kundalini yoga that is centered on mind-body connections. Recently the Four Seasons has been promoting more fitness and yoga packages for affluent consumers who want to maintain a healthy lifestyle while traveling ([see story](#)).

It is important to target events to the right demographic. While the #RunSupYoga event was designed for women and girls, Four Seasons has focused on other groups for previous initiatives.

For instance, Four Seasons Resort Maui at Wailea targeted couples in 2013 with more than 20 complimentary activities that took guests underwater, into the kitchen and through the Hawaiian forest.

Rather than narrowing the activities menu to a few highly-regulated offers, Four Seasons understands that luxury travelers prefer to have some degree of control over how they spend their vacation time. Furthermore, targeting couples can be a safe blanket maneuver that may entice consumers with its exclusive aura while still permitting all guests to participate ([see story](#)).

Four Seasons decision to limit the #RunSupYoga event to women will likely appeal to consumers.

"While participation in the activities is limited to woman and girls, the fact that the event is open to spectators definitely increases its broad-based appeal," Mr. Rains said.

"Considering the nature of the event itself, I would say that it's well positioned to draw a good segment of the standard Bali tourism market.

"I wouldn't be surprised if the event correlated to a spike in return visits to the property as well."

Final Take

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

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