

IN-STORE

## Four Seasons promotes California properties with coastal tour

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*The Beverly Wilshire, a Four Seasons hotel*

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By STAFF REPORTS

Four Seasons Hotels and Resorts is opening the wild, wild west to its guests with a new California coastal tour that will feature seven luxurious properties in the Golden State.

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The Suite Hotel California Coastal Tour will be available from Sept. 1 through Nov. 30, offering consumers unique local experiences at each of the different locations on the tour. Guests will have the opportunity to visit San Francisco, Silicon Valley, Santa Barbara, Malibu, Beverly Hills, Los Angeles and San Diego on the tour.

### Hotel California

The California Coastal Tour is focused on providing unique experiences that highlight the local culture of each area. The tour is comprised of a wide variety of locations all across California.

Guests can choose to complete the tour from north to south or vice versa, as well as the number of properties to stop at. Each visit will include a two-night stay in a Four Seasons suite.



*Guests can enjoy yachting in San Francisco*

The wide variety of activities on the tour ensures that there is something to appeal to every consumer. Experiences include a wine-tasting picnic in the Santa Cruz Mountains, a shopping trip and photo shoot in Los Angeles and paddle boarding at Paradise Cove.

Introducing packages in the form of tours can be highly affective in appealing to consumers. In 2012, Four Seasons Hotels and Resorts raised awareness of its global properties to the most affluent travelers through a world tour package in partnership with jet provider TCS & Starquest Expeditions.

The chain offered its third 22-day world tour package after its inaugural two packages sold out, this time tapping consumers' adventurous side. The brand leveraged its tours by inviting writers on the trip to document and share the experience via Four Seasons' digital channels ([see story](#)).

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