

OUT OF HOME

Four Seasons' private jet takes consumers on global journeys through tour company

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Four Seasons' private jet

By STAFF REPORTS

Four Seasons' private plane will reach consumers outside of its own branded trips through a partnership with private jet tour company TCS World Travel.

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The tour operator will use the hotel brand's jet to transport travelers embarking on one of its "Secret Escapes," a series of bespoke itineraries that journey to locales such as the Great Barrier Reef, Bora Bora or the Serengeti Plain. This expands the impact that Four Seasons' private jet can have on affluent travelers beyond that of the chain's own planned trips.

International tour

The tours will begin in 2016. These individualized trips will include air travel on the Four Seasons jet, as well as hotel accommodations in a Four Seasons or boutique hotel.

Along the way, consumers will experience dining, exclusive sight seeing excursions, special activities and events.



Interior of Four Seasons private jet

An Around the World package begins at \$117,000 for double occupancy, and takes guests from Orlando to destinations throughout time, from Machu Pichu in Peru to Easter Island in Chile and the Dead Sea in Jordan, ending the trip in London. The entire trip runs from Jan. 2-24.

Timeless Treasures takes off in Los Angeles March 19, venturing to Bora Bora, Australia, Laos, India, Tanzania, South Africa, Namibia and Brazil before returning to the U.S. in Orlando April 11. This is priced at \$122,000 for two.

Four Seasons is shoring up autonomy during its global travel programs by introducing a branded 52-passenger jet.

The retrofitted Boeing 757 began flying passengers of bespoke journeys in 2015. Many of the hotel chain's journeys bring guests to a new country every other day, so being able to further curate a significant portion of the experience will reduce the chance for mishaps and increase the chance for branded connections ([see story](#)).

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