

EVENTS/CAUSES

## Four Seasons revs up its Formula 1 “extraordinary” experience

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*Four Seasons Maldives*

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By FORREST CARDAMENIS

Four Seasons Hotel and Resorts is offering the fastest caller an opportunity to celebrate Singapore's 50th anniversary of independence in style with a 10-day trip centered on the country's Formula 1 Grand Prix.

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**Luxury Daily**

The trip, which will also take the lucky couple to Bali, Indonesia and the Maldives, will offer AntiGravity Yoga, helicopter tours, high-end cuisine, a VIP Deck concert experience, a dinner and Champagne cruise and much more for \$100,000. The exclusivity, extravagance and high price point will seek to reinstate prestige and experience as primary values among hotels amidst a recent turn to social-consciousness and environmental concern.

"The 'Extraordinary Experience' in this case is typical of the Four Seasons' campaign as it is experience-based and unique to the location and property," said Taylor Rains, managing partner at Flugel Consulting, Charleston, South Carolina. "The Grand Prix is a marquee event for Singapore, making it perfectly suited for an 'Extraordinary Experience.' Add in the 50th anniversary of Singapore's independence and you have an especially unique experience to offer guests."

Four Seasons was unable to comment.

Around the world

The first caller to the office of the president of Four Seasons Asia Specific to ask for the Ultimate Celebration package from Friday, Sept. 4 at noon Singapore time (GMT +8) will be able to book the trip for two, which takes place from Sept. 15-25. The offer is part of Four Seasons' Extraordinary Experiences, which offers similarly lavish endeavors, such as a nine-stop world tour aboard a jet, a photography tour of Lisbon, a private cooking class in Chiang Mai, Thailand, a tour of Downton Abbey's Highclere Castle and a swim with dolphins and manta rays in the UNESCO-protected waters of the Baa Atoll, in the Indian Ocean.



*Singapore Grand Prix*

The number and variety of offers in both location and experience demonstrates that Four Seasons is looking to cater to affluent consumers of all interests. Extraordinary Experiences may be especially prone to word-of-mouth, so by catering to the broadest possible audience, Four Seasons may see boosts in interest in the future.

"Structuring the giveaway in this way promotes interaction with the brand more so than your standard, passive entry, that simply requires the entrants information," Mr. Rains said. "It also gives the Four Seasons' booking agents the opportunity to speak with potential guests and let them know of other offerings the brand has, even if they aren't the lucky winner."

Moreover, a Four Seasons Extraordinary Experience will create positive associations between the brand and consumer and my foster loyalty.

In addition to providing an experience for the sportier consumer, Four Seasons' mention of Singapore's independence is evidence of a continued closeness to locale. Rather than providing a "getaway," Four Seasons is providing an opportunity for immersion in other cultures in food, entertainment and other aspects of life.

Losing my edge

Recently, hotel brands have taken the initiative to make themselves pillars of their community by promoting good causes and displaying environmental awareness rather

than edging out competition on prestige.

For instance, The Ritz-Carlton Resort of New Orleans is cementing itself as a community mainstay by commemorating the tenth anniversary of Hurricane Katrina with a new art installation.

Titled “Reflections on Recovery” and curated by local artist Kit Wohl, the display, which will be open to the public through October, is hosted in the hotel’s gallery space and consists of a number of mirrors that read “Reflections on Recovery” in gold decal. The installation therefore enshrines New Orleans residents and guests as crucial to the recovery effort and reminds the community how far it has come in the 10 years since the hurricane ([see story](#)).

In another case, The Peninsula Hotels is looking to raise awareness about breast cancer through a new initiative that will remind its consumers to think pink.

“The Art of Pink” will bring specially commissioned pink-inspired artwork by internationally acclaimed artists to Peninsula hotels throughout the world this October in recognition of Breast Cancer Awareness Month. Through the initiative, Peninsula will bring attention to the fight to end cancer and reaffirm the brand’s commitment to this cause ([see story](#)).

This is not to say that luxury hotels have forgotten what makes them so iconic.

Last month, The Mandarin Oriental Hotel in New York updated its guest suites to further enforce its dedication to exclusivity and service.

Mandarin Oriental, New York, a five-star hotel, recently announced that it has restyled 42 of its one- and two-bedroom suites that offer guests panoramic views of Central Park, the Hudson River and the city’s skyline. Frequent updates in guest room style help a hotel remain modern in its approach to hospitality and service ([see story](#)).

"It's important for brands to diversify their messaging and what they offer to their guests," Mr. Rains said. "That isn't to say that environmentally-conscious offerings aren't important and don't resonate with guests. It's just difficult to build experiences for guests solely on that premise.

"By offering this experience, Four Seasons is by no means discounting the importance of socially and environmentally-conscious offerings, they are simply offering an experience unique to this property. The brand still has a solid position in the pro-social realm independent of its "Extraordinary Experience" offerings."

Final Take

*Forrest Cardamenis, editorial assistant on Luxury Daily, New York*

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