

MULTICHANNEL

Four Seasons takes its guests back to school with event planning initiative

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View from Four Seasons Hotel Miami

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Four Seasons Hotel and Resorts is offering guests a chance to improve their event-hosting through the launch of Entertainment U(niversity).

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This October, Four Season will launch a series of classes and workshops related to event planning and hosting, mixology, cooking and more that will benefit consumers both in their homes and in the brand's hotels. The classes will strengthen the bond between consumers and the hospitality brand, and although they are designed to help guests when they return home, Four Seasons is showing that it can provide much more than a nice place to sleep for travelers, encouraging repeat business.

Back to school

Classes take place in October, November, and December, with exact dates varying by location. Among the offerings are classes in paella and pasta in Maui, HI and St. Louis, respectively, a wine academy in Florence, a barista class in Orlando, FL for those interested in making their own artistinal coffees and espressos, afternoon tea etiquette, barrel-aged cocktail making in Palo Alto, CA, and even a holiday-themed mixology class for those looking to impress close friends and family in the holiday season, among

others.



Wellness Kitchen at Four Seasons Hotel Westlake Village, CA

Classes are unique to each location, but for those who cannot necessarily make it to the destination with their favorite class, Four Seasons has also launched a microsite that contains recipes, interviews, general tips and answers to questions such as “How do you pair wine and chocolate?”

Events will take place in Four Seasons’ designated event spaces, which are described at length on the microsite and discussed in the interviews it contains. The event space combined with culinary classes led by field experts will show that the hotel is a capable space for those looking to host large events in the future.



The Jimbaran Bay Cooking Academy at Four Seasons Resort Bali, Indonesia

The initiative also includes a number of social media components. The “Inspired Entertaining” Pinterest board is designed to inspire those looking to create a home-luxury experience for their own guests.

A hashtag, #FSEntertainU, will be used by the hotel and class teachers and culinary experts to dispense tips and sneak peeks while generating conversation among consumers.



Four Seasons Palo Alto Sherry Experiment

As travelers continue to rely on their own research ahead of time to plan their visit, hotels are always looking to extend their offerings, from events that showcase local pride or allow consumers access to local culture to themed stays that allow for unique experiences.

The Four Seasons' classes are another way for the hotel to turn its guests' stays to experiences in which the hotel is a central figure. By giving tips and lessons to consumers, as well as displaying its capabilities as a caterer and host, Four Seasons is creating strong ties with consumers that resemble a partnership.

Food fight

Four Seasons has gotten creative in providing consumers with culinary experiences in the past.

In September 2013, the brand took its culinary skills to the road with a food truck that toured three states and covered 1,000 miles.

The FS Taste Truck featured different Four Seasons chefs working together or against one another, with the cuisine varying depending on location. The informal nature of food trucks may have allowed the brand to entice consumers who may not have considered traveling to a Four Seasons property beforehand ([see story](#)).

Other hotels have also broadened offerings to appeal to more consumers.

In June 2014, The Peninsula Hotels launched a program to better immerse guests in the native culture of each hotel location.

The Peninsula Academy assists guests plunge into the heart of their hotel's country or city. Each hotel offers several programs that will submerge guests into the art, cuisine, fashion, style and culture of the location and will present guests with greater opportunities to connect with the city and country and the individual Peninsula hotel ([see story](#)).

Final Take

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