

MOBILE

Four Seasons Austin taps into city's roots with curated playlists

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Four Seasons Hotel Austin

By FORREST CARDAMENIS

Four Seasons Hotel Austin, TX, is ensuring guests are immersed in the city's musical offerings with its latest initiative.

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Austin is often called the "live music capital of the world," so the hotel is fittingly curating a series of Spotify playlists for its guests. Travelers expect luxury hotels to have strong ties with the city, and offering a sampling of music is a way to do just that while also connecting with consumers on a deeper level.

"Austin's live music scene is one of several reasons travelers choose to visit, so we happily work with our Convention and Visitor's Bureau to promote the abundance of music venues and festivals that are available within walking distance of the hotel," said Kerri Sholly, senior director of public relations at **Four Seasons** Hotel Austin, TX.

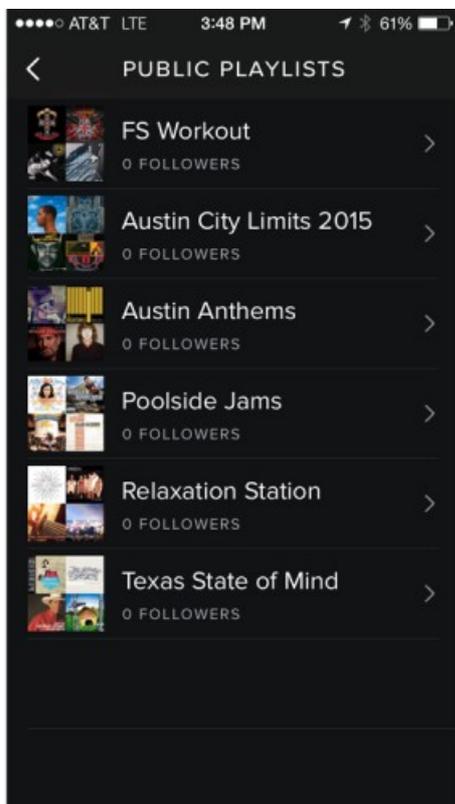
"Our presence on Spotify is very much intended to be an ongoing effort," she said. "Like any social media, you only see the benefits and meaningful relationship building if you make a long-term commitment, so our hope is to constantly add to our existing playlists and create new ones based on hotel guest and follower feedback."

Austin on my mind

Playlists range from general celebrations of the city and state's music to more specific playlists meant to accompany particular activities.

"Poolside Jams," for example, which includes recent hits like Katy Perry's "California Gurls," 90s benchmark "Soak Up The Sun" by Sheryl Crow and 60s and 70s staples by Van Morrison, The Eagles and Jackson 5, is meant to be listened to when patrons are tanning alongside the hotel's 55-foot wide pool.

Comparatively, "Austin Anthems" offers Janis Joplin and Stevie Ray Vaughan as well as more recent favorites Spoon and Gary Clark Jr., all acts with strong ties to Austin.



Four Seasons Austin Spotify playlist

The city is also home to the Austin City Limits festival, and Four Seasons honors the event with a preview playlist made up of songs by artists showcased at this year's festival, which will hold its second of two weekend performances beginning Oct. 9, including Drake, The Weeknd, Alabama Shakes, Lana Del Rey and more.

By having events attuned to specific activities another playlist is for working out others timed for events and still more that simply showcase the state's musical history, Four Seasons can reach a wide range of patrons, from casual listeners to those more interested in Austin's musical heritage.

A Thousand Miles (Live Acoustic)	Vanessa Carlton	Hear The Bells	04:38
She Will Be Loved - Acoustic	Maroon 5	1,22.03 Acoustic	04:36
Set Fire to the Rain	Meg Birch	Chill Acoustic Covers	05:01
Georgia on My Mind	Lande	Chill Acoustic Covers	06:17
Better Together	Dean Dyson	Chill Acoustic Covers	03:39
Budapest	Max Tanner	Chill Acoustic Covers	02:14
I Need Your Love	Jash Franklin	Chill Acoustic Covers	04:48
Isn't She Lovely	Karizma Duo	Chill Acoustic Pop Playlist (Big...	02:04
Stay with Me	Max Tanner	Chill Acoustic Covers	02:22
Georgia	Vance Joy	Dream Your Life Away	03:50
I See Fire	Ed Sheeran	x (Deluxe Edition)	... 04:59
XO	John Mayer	XO	03:33
Photograph	Ed Sheeran	x (Deluxe Edition)	04:18
Rather Be	Jasmine Thompson	Another Bundle of Territums (...)	04:07
Wake Me Up - Acoustic	Aloe Blacc	Wake Me Up	03:45
No Ordinary Love - Live at Eddie's Attic	The Civil Wars	Live At Eddie's Attic	03:27
Parachute (Acoustic)	Ingrid Michaelson	Parachute(s) Remixed	03:11
Sweater Weather - Spotify Sessions Curat...	The Neighbourhood	Spotify Sessions	03:11

Four Seasons Austin Relaxation Station

In a statement, Four Seasons Austin general manager Rob Hagelberg said, "Music is an essential part of the Austin experience. I'm excited to share our passion for great music with visitors, and hope the playlists we've put together enhance their time in Austin."

Because music both taps into a listener's deeply personal feelings and is experienced live in group settings, it has a tremendous ability to forge bonds between parties if the conditions are right.

Hotels, because they provide a roof and a bed to sleep in as well as guidance, food and other services can also establish strong bonds with consumers. That Austin is considered a hub for music today means that Four Seasons

can tap into its powers without it looking like a forced attempt to make connections.

Pride and joy

Luxury brands in other industries have also attempted to tap into music to reach consumers in a genuine but powerful way.

U.S. fashion label John Varvatos is looking to dress the world's next big rock star through a new app geared toward emerging fashion and musical talents.

The brand is working with talent discovery platform Feels, which has recently launched a mobile application on which aspiring musicians can upload their songs, with one lucky aspirant being selected to perform at Metropolis Studios and sign a record deal. The partnership is in line with the music-heavy image Varvatos has already cultivated, in part by dressing Alice Cooper, Iggy Pop, Dave Matthews and others in its advertisement campaigns ([see story](#)).

For Four Seasons Austin, however, this is just the latest way to connect with patrons by enhancing their experience with commonplace occurrences.

The hotel is also showing its horns with a colorful array of University of Texas-themed offerings.

In solidarity with the University of Texas college football team the hotel will be providing guests with a number of ways to bring out guests' game-day spirits throughout the college football season. The Four Seasons is therefore showing its local spirit while also giving guests an experience that is loose, fun and personal rather than overly corporate or distant ([see story](#)).

As with the football promotion, Four Seasons' playlists will serve as a complement to some of Austin's attractions.

"Music can inspire such an emotional response for many people," Ms. Sholly said. "I, personally, have several songs that immediately transport me back to a fun road trip or a fond vacation memory. Our playlists are not intended to take the place of the live music experiences in Austin; rather, we want them to serve as an accompanying soundtrack to the fun things our guests can see and do around Austin."

Final Take

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