

IN-STORE

Four Seasons appeals to connected consumers with free WiFi

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Four Seasons guests will now have free WiFi

By STAFF REPORTS

Four Seasons Hotels & Resorts is responding to consumers' increased connectivity with the launch of global complimentary WiFi for unlimited devices.

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Now with a single click, all guests, including those enjoying a day at the spa or drinks with friends, will be able to connect to the now-faster WiFi network. Luxury hotel chains are increasingly rolling out free Internet access, thinking of it as a necessary service for consumers rather than a chosen add-on.

Digital service

Four Seasons' WiFi will be available portfolio-wide, except for its properties in China and India, where local regulations prohibit the service, or in very remote areas with low bandwidth.

From one device, consumers can grant access to an unlimited array of devices, including tablets, mobile phones and computers. Guests used to have to login with different usernames at different points in the same hotel, a much more tedious process than the new policy.

If consumers need higher bandwidth for tasks such as uploading video, video conferencing or gaming, Four Seasons will also offer a premium service. Consumers can purchase 20 MB for a fee.



Four Seasons guests can now connect anywhere within the properties

"We have introduced new global standards to give Four Seasons guests a seamless, convenient and higher quality

internet experience, whether staying with us, using our mobile app or visiting the public areas of our hotels and resorts," says Scott Taber, senior vice president of rooms, Four Seasons Hotels and Resorts, in a statement. "And, we offer complimentary WiFi across the Four Seasons portfolio."

Sometimes hotels use free WiFi as an incentive for consumer interaction.

Starwood Hotels and Resorts is encouraging consumers to book through its digital channels with the offer of free WiFi.

As of Feb. 2, when consumers enroll in Starwood Preferred Guests and reserve their stay through the SPG Web site, a hotel brand site or one of the apps, they will receive free Internet access during their stay. Starwood says its guests consider WiFi as important as the quality of the bed in their room, a basic necessity ([see story](#)).

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