

OUT OF HOME

## Four Seasons puts consumers' phones away with "LA Moments" packages

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*Four Seasons Los Angeles at Beverly Hills*

By FORREST CARDAMENIS

Four Seasons Hotel Los Angeles at Beverly Hills is partnering with Flytographer to grant patrons a night to remember.

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The hotel is offering two packages, "Iconic LA Moments" and "Suite California Getaway La Moments," the latter of which is a tie-in to a larger promotion spanning seven California Four Seasons hotels, that will give guests a peek at Hollywood decadence and the keepsakes to remember it by. Despite a focus on user-generated content and patron-friendly Instagram contests, the promotions offer experiences that patrons could not create on their own.

"We find that our guests, especially those who are social media savvy, want to capture unique, memorable photos that will wow their Instagram followers, friends, etc," said Kim Kessler, Director of Public Relations at Four Seasons Hotel Los Angeles at Beverly Hills. "The Flytographer provides those experiences in iconic areas, and the expert photographers know the best angles to capture the most coveted images."

Celluloid heroes

Flytographer employees are both professional photographers and tour guides, able both to capture candid, photogenic moments and guide guests to the locations that will enable them. Having a professional on-hand to guide and capture patrons, be they individuals, couples or families, will allow guests to put their phone away without having to worry about the moment escaping.



*Hollywood Blvd, home to the Hollywood Walk of Fame*

For the packages, the locations will mostly be those immortalized on celluloid, from the Greystone Mansion of "Ghostbusters" and other films, the Griffith Park Observatory from "Rebel Without a Cause" and "Terminator" and the Universal Studios used to film everything from horror classics "Frankenstein" and "Dracula" to Alfred Hitchcock's "Psycho" and "Back To The Future."

Although travelers could, in theory, capture themselves in these locations by taking selfies, having a professional photographer helps to recreate the Hollywood feel, giving consumers the attention and star presence enjoyed by the faces of the silver screen.



*Staging of a famous shot of Marilyn Monroe in "The Seven Year Itch"*

Four Seasons' Suite California Getaway La Moments Package begins at \$895 per night and will include an hour-long shoot with a Flytographer professional in a single location.

The Iconic LA Moments Package is much more expensive, beginning at \$2,500, but offers two 90-minute sessions, as well a limousine transfer and a "wrap-party" containing the same refreshments that those working in Hollywood might enjoy. Most impressively, it includes a costume rental from a Hollywood film, complete with fitting and tailoring.

Four Seasons makes extensive use of user-generated content and photos taken by guests on its Web site and runs many promotions that further encourage guests to take photos. Slotting in a promotion that runs the other way by providing photos for the guests shows a diverse plan.



*Rebel Without a Cause-inspired photograph atop Griffith Park Observatory*

Furthermore, since younger consumers are much more likely to be frequent Instagrammers, the partnership with Flytographer shows the brand has not identified older consumers, and the opportunity to visit famous old

Hollywood locales further shows the desire to accommodate consumers across the age spectrum as well as an understanding of their interests.

At the same time, laying the groundwork for an experience that consumers could not replicate on their own would appeal equally to millennials, who are even more fervent for experiences than generation Xers and boomers.

#### Candid camera

The hotel chain recently began a promotion requiring consumers to snap their own photos.

Four Seasons Hotel and Resorts is keeping things in focus with its new visual education series.

"Focus on Four Seasons" will offer tips to take the perfect photograph and curate the best images captured at Four Seasons hotels by professional photographers and the average Instagramming consumer alike. Meeting consumers on a platform they enjoy in a rewarding fashion helps keeps a brand visible and attractive to consumers ([see story](#)).

Flytographer, meanwhile, is emerging as a popular choice for hotels looking to glamorize guests' vacations.

In September, Fairmont Hotels and Resorts began a partnership with Flytographer to take a burden off the hands of travelers.

Guests at 35 of the brand's hotels can now hire professional photographers to take their pictures for everything from planned birthdays to surprise proposals, as well as more standard tourism fare. With vacation photography taking off with the rise of the selfie and social platforms like Instagram, Fairmont's initiative shows that the brand remains committed to providing great service for consumers ([see story](#)).

In this case, Four Seasons Hotel Los Angeles at Beverly Hills is effectively leveraging its heritage to create a promotion that will appeal to consumers.

"Four Seasons Hotel Los Angeles at Beverly Hills is often referred to as 'Hollywood's Living Room' due to the high number of entertainment industry executives who stay here, and the fact that we host approximately 60 percent of all press film junkets in the nation at Four Seasons Los Angeles, as well as top entertainment events throughout the year, such as the BAFTA Tea Party for Golden Globes, AFI Luncheon for Academy Awards, Elle Women in Hollywood event, etc," Ms. Kessler said.

#### Final Take

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