

OUT OF HOME

## Four Seasons helps patrons hear “Song of the Earth”

November 11, 2015



*Four Seasons San Francisco*

---

By FORREST CARDAMENIS

Four Seasons Hotel San Francisco is offering a package that will liven up vacations.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

The hotel has partnered with the renowned San Francisco Symphony Orchestra to offer a VIP Symphony Luxe package. Offering arts-based experiences helps Four Seasons become more than "just" a hotel to its patrons.

"The inclusions in the package give guests a value added experience, both at the hotel and at the Symphony," said Michelle Loane, director of sales and marketing at Four Seasons, San Francisco. "We've taken care to look at all aspects of their visit, from the pre-concert dining at MKT to a welcome gift from the Symphony."

### Patrons en San Francisco

The package for two includes at least two dates per month from this November through June with the exception of January. Among the performances consumers can take in are Schumann and Strauss on Nov. 20-21, Dvorak's "New World Symphony" on Jan. 15-16, Berlioz's "Harold en Italie" in March, Mahler's "Song of the Earth" in April and either Stravinsky's "Petrouchka" or Brahms' "Symphony No. 1" in June.



*Symphony Luxe package Champagne*

The San Francisco Symphony is renowned for its creative programming, which extends beyond music into semi-staged performance events, and for its mix of classical and contemporary music.

Guests' evening will begin with Champagne and dinner at the hotel's MKT Restaurant before the concert. When guests are ready to go, they will be taken to the Davis Symphony Hall performance venue by private limousine and be greeted by escorts who will show the patrons to their Premium Side Box seats, where pre-concert drinks will be offered.



*Room at Four Seasons San Francisco*

During intermission, guests will again be offered food and beverage. After enjoying the rest of the performance, the pair will receive a symphony welcome gift and be taken back to the Four Seasons, again by private limo transfer.

The excitement continues the next morning, with the hotel offering a hearty American breakfast ahead of checkout and a day in San Francisco.



*Four Seasons San Francisco Market Street entrance*

While the symphony itself is an experience for patrons, linking a brand with music could help a brand itself become seen as a less tangible and emotional experience. For this reason, brands in many sectors offer promotions that include or are inspired by music.

#### Lux and music

The Four Seasons has itself tried to make this connection at other hotels.

Since last month, Four Seasons Hotel Austin, TX, has ensured that its guests are immersed in the city's musical offerings with a musical initiative.

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 ([see story](#)).

The allure of music extends beyond service-based industries.

In September, LVMH-owned Champagne house Krug began taking consumers on a journey of taste and sound for its latest pairing event series.

Krug often compliments its tasting events with musical elements to heighten the experience of the attendee, because with music, as with Champagne, no translation is needed for enjoyment. In this new musical tasting effort, Krug is working with jazz pianist Jacky Terrasson for a worldwide tour with stops in Berlin, San Francisco, Milan, London, Tokyo and Hong Kong ([see story](#)).

"The inclusions in the package give guests a value added experience, both at the hotel and at the Symphony," Ms. Loane said. "We've taken care to look at all aspects of their visit, from the pre-concert dining at MKT to a welcome gift from the Symphony."

#### Final Take

*Forrest Cardamenis, editorial assistant on Luxury Daily*