

IN-STORE

Four Seasons and Porsche team to provide branded experiences in Atlanta

November 11, 2015



Exterior of Four Seasons Hotel Atlanta

By STAFF REPORTS

German automaker Porsche has chosen Four Seasons Hotel Atlanta as the hospitality partner for its United States driving experience.

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

Now, fans who attend a program at the Porsche Experience Center can take advantage of special offers at the hotel, rounding out their time in the southern city. About 30,000 Porsche enthusiasts are expected to visit the center per year, making this alliance mutually beneficial.

Driving experiences

Four Seasons has created an exclusive room package for those taking part in the Porsche experience. In addition to a Porsche welcome amenity, guests will be treated to VIP room rates, discounts on spa services and food and beverage credits.

This selection shows Porsche's level of trust in Four Seasons to deliver a guest experience that positively reflects its brand.

"Four Seasons Atlanta is an ideal partner as we seek to provide fresh, extraordinary experiences for potential customers, both on and off the track," said Andre Oosthuizen, vice president of marketing for Porsche Cars North America, Inc., in a brand statement.



Porsche Experience Center in Atlanta

In addition to a 1.6-mile driver development track, the Porsche Experience Center features a classic car gallery, restoration center, human performance center and driving simulator lab.

Porsche also diversified its offerings with "Restaurant 365," a new fine dining restaurant within its experience center ([see story](#)).

"This exciting new partnership speaks to the extraordinary commitment that both Four Seasons and Porsche bring to our clients, including amazing guest experiences," says Yvette Thomas-Henry, general manager of Four Seasons Hotel Atlanta, in a statement. "This partnership is an extraordinary opportunity for travelers to experience the best of two brands."

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.