

IN-STORE

Four Seasons supports creativity, reduces stress via coloring stations

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Coloring mandalas for adults

By STAFF REPORTS

Four Seasons Hotel's property in Austin, TX is thinking outside the box by coloring within the lines.

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The property is encouraging guests to ease stress while increasing creativity through the introduction of adult coloring books and crayons. The ideology is quickly becoming a surging trend with crayon maker Crayola debuting adult coloring kits and similar books trending online.

Color by stays

Four Seasons explains that crayons, albeit an "unlikely" tool, are becoming the hospitality industry's hottest hand-held device. As coloring books geared for adults continue to be popular, with many topping Amazon's best-seller list in 2015, the hotel chain has found a way to incorporate this growing trend.

What better property than Austin, TX to include the coloring concept as an offering for business professionals holding meetings at the Four Seasons Hotel.

Starting this month, events coordinators who plan meetings held at the Four Seasons Austin can add an "Inspiration Station." This complimentary amenity, offered during meeting breaks, is stocked with crayons, Texas-inspired coloring mandalas and other creative tools.

In addition to reducing stress, The Inspiration is ideal for groups and encourages team-building, brainstorming and similar activities.



Conference room at Four Seasons Hotel Austin, TX

Guests who are not attending a meeting or conference at Four Seasons Austin can request coloring pages and crayons at the property's front desk.

"We're always looking for additional ways to add value for groups holding meetings in the hotel," said Steve Marley, director of catering at the property, in a statement. "So far, meeting planners have been incredibly enthusiastic about the idea and we're looking forward to further enhancements based on their feedback."

Internally, hospitality brands such as Starwood Hotels & Resorts are fostering creativity through dedicated spaces.

In February, Starwood revealed its New York-based Starlab, an innovation studio that will help funnel the brand's design teams into an omnichannel environment.

The 46,000-square-foot office in the Garment District will bring together the company's design, digital and luxury brand teams into one space. The new initiative will attempt to combine high-touch with high-tech to bring guests an unique and modern experience across all its brands ([see story](#)).

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