

MOBILE

## Four Seasons reaches new markets with Chinese-language open app

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*Four Seasons Hotel Beijing*

By FORREST CARDAMENIS

Noting the value of localization, Four Seasons Hotels and Resorts has reconstructed its mobile application to make bookings easier for Chinese guests.

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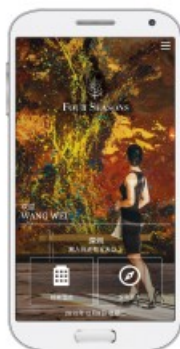
Four Seasons launched an app earlier this year, but rather than merely translating it into Chinese, the chain instead decided to design an entirely different app for the new market. The dedication and precision required in tailoring an app to a specific market is emblematic of Four Seasons' focus on service and the consumer's convenience.

"The all-new Four Seasons Chinese app is an extension of the superior on-property and destination experiences offered by Four Seasons," said Mike Crawford, president, Asia Pacific for **Four Seasons Hotels and Resorts**. "It's also a reflection of our deep commitment to providing the highest level of Four Seasons service to Chinese travelers, both within our expanding portfolio in the country, and around the world."

### New languages

From language to layout, the app has been designed in accordance with the preferences of Chinese travelers. The app is in simplified Chinese, the official written language of Mainland China and Singapore, not in traditional Chinese, as is used in Taiwan, Hong Kong and Macau.

Although China's growth has slowed recently and will not meet the optimistic projections set a year or two ago, it continues to expand at a rate far beyond those of most western countries. Its place in the luxury market for the foreseeable future is assured.



### *Four Seasons Chinese app*

Additionally, Chinese luxury consumers do most of their shopping for luxury goods outside of China. They account for 27 percent of luxury sales, with 80 percent taking place elsewhere ([see story](#)), and a dedicated Chinese app will make Four Seasons an attractive option for that market.



### *Consumer interacts with Four Seasons app*

The app allows guest to make and manage reservations across numerous hotels easily and from one platform, check in and out of the hotel, and make special arrival requests and restaurant reservations or order room service.

In addition, it can be used for free even without a reservation to access concierge and expert recommendations on activities such as dining, shopping and sightseeing. Features and recommendations will continue to receive updates based on user input and new destinations, such as the Four Seasons Tianjin scheduled to open next year, will also be added.



### *Four Seasons Hotel Pudong Shanghai*

Opening the app to everyone allows Four Seasons to develop a much stronger relationship than advertising alone. Providing recommendations for locals and even visitors staying elsewhere allows Four Seasons to make a strong impression that could persuade the prospect to stay at a Four Seasons the next time she is planning a trip.

### *Keeping close*

In recent months, Four Seasons' initiatives have shown awareness of consumers' mobile habits.

For example, in October, it responded to consumers' increased connectivity with the launch of global complimentary WiFi for unlimited devices.

Now with a single click, all guests, including those enjoying a day at the spa or drinks with friends, are 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 ([see story](#)).

Similarly, the brand has also been taking steps to grow its footprint in Asian markets.

In August, Four Seasons furthered its presence in the market by partnering with the International Interior Design Association to sponsor the 2015 Best of Asia Pacific Design Awards.

Celebrating innovation and excellence in interior design, the Best of Asia Pacific Design awards will be presented in 14 categories at the Four Seasons Hotel Hong Kong in December. Four Seasons is currently expanding its portfolio in Asia, making this event the ideal collaboration for the brand as it looks to gain more attention in the region and highlight its aesthetic ([see story](#)).

Final Take

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