

INTERNET

## Four Seasons Maui turns inspiration into reality in wedding giveaway

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*Wedding at Four Seasons Resort Maui*

By STAFF REPORTS

Four Seasons Resort Maui at Wailea, HI, is making one soon-to-be-bride's dreams come true with a \$41,000 giveaway of a resort wedding.

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"Wed in Wailea" asks entrants to create a Pinterest board with at least 10 inspirational photos detailing how they see their day for a chance at the grand prize. For some who may not have considered a destination wedding, the opportunity to win a complimentary nuptial experience may add Hawaii to their venue consideration set.

### Wedded bliss

To enter Four Season Maui's contest, consumers first need to have a Pinterest account and be following the property on the platform. Next, they have to create a board titled "Wed in Wailea," including at least 10 pins that show how they envision their Maui wedding.

Among these pins should be a photo of the couple, captioned with the story of their engagement and their planned wedding date.

The winner will receive the resort's most deluxe wedding package, which will take care of all the couple's needs. This Hawaii dream wedding ceremony package includes a personal wedding planner, a venue at the hotel, marriage license arrangements, an officiant, floral arrangements, a music duo and photographer.



## *Wedding venue at Four Seasons Maui*

Four Seasons Maui ensures that a couple has their own special day by only hosting one wedding per date.

In addition to the wedding ceremony, the prize package includes \$2,000 airfare credit for two and a five-night stay in an oceanfront one-bedroom suite. Also adding to the memory of their stay, the winning couple will be treated to a complimentary massage in a Hawaiian hale and a cabana rented for a day at the hotel's coveted Serenity Pool.

"Many engaged couples use Pinterest as inspiration for their dream tropical wedding," said Paola Fernandez, director of special events at Four Seasons Resort Maui, in a brand statement. "It offers the perfect platform for brides-and grooms-to-be to envision all of their wildest wedding wishes. We are thrilled to offer couples the chance to win a Four Seasons Resort Maui wedding ceremony!"

Pinterest's strong suit is its ability to compile inspirational content, enabling consumers and brands alike to share tips and ideas.

For instance, Four Seasons Hotel Tokyo at Marunouchi is making it easy for guests to plan their weddings with a Pinterest page that showcases ideas for every part of the celebration.

From venue images to cake ideas, the Pinterest page suggests ideas to lower the stress of organizing the event. Weddings are often the primary events at hotels, so organizing a space that is image heavy and shareable will likely spread among interested brides ([see story](#)).

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