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Four Seasons asks consumers to look back, predict future

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Four Seasons Resort Maui, HI

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Four Seasons Resort Maui at Wailea, HI is celebrating its 25th anniversary by planning an event for 2041, another 25 years down the road.

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Beginning now, the resort is soliciting from employees and patrons written memories, photos and other memorabilia to bury in a time capsule that will not be opened until the resort's 50th anniversary. The time capsule gives Four Seasons patrons a chance to relive great memories and be co-creators of content in a fun and noncommercial way.

"Our resort has created memories for millions of customers over our 25 years of existence," said Mark Simon, marketing director at **Four Seasons Maui**. "We have touched people's hearts, created relationships, and been the site where many people from all walks of life have shared good times together.

"These memories are part of the fabric of the resort, the fabric that is collectively impossible to see or feel at once," he said. "A time capsule is one way to collect these memories and put them together for future generations to see and feel. "

Twenty-five years

The resort is asking anyone who has stayed or worked there to submit their materials by Feb. 20. The burial ceremony, taking place in a garden adjacent to the resort's Fountain Pool, will follow on Feb. 29.

Submissions should conform to and will be sorted into any of three categories: memories of the past 25 years, the resort today and predictions of what the world will be like in 2041.

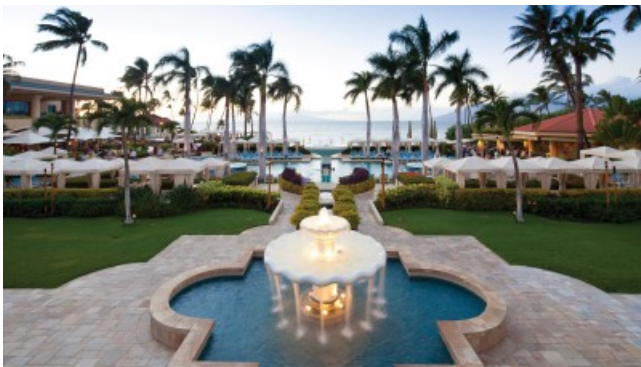


Four Seasons Maui at sunset

Twenty-five years ago, employees wore jackets and ties, whereas more weather- and setting-appropriate resort wear is worn today. The presidential suites had not been renovated, the Fountain Pool and cabanas had not been remade and the resort's "Unforgettable Events & Experiences" program had not yet begun.

Given the changes in the resort, let alone the world, since the opening in 1991, 2041 will likely look very different. To get things off on the right foot, general manager Jean Claude Wietzel says this year will hold a major transformation to the resort and guest experience, leaving consumers to further wonder what more could change over the next quarter century.

Scott Miles, the on-site photo ambassador, will document the state of the resort in 2016, with a "Day in the Life at Four Seasons Resort Maui," which will go into the time capsule. When the capsule is unearthed, the memories and predictions will be compiled into a book.



Four Seasons Maui Fountain Pool

As with all time capsules, the reveal will likely be both sentimental because of the memories and humorous due to the predictions.

Giving consumers an opportunity to share what they love about the resort in a novel way will foster attachment to the brand, and Four Seasons' future patrons will likely have similar feelings when seeing what great times parents, grandparents, friends and strangers had decades prior.

Hand-in-hand

A lot can happen in the period of time between a time capsule's burial and its unveiling, but a well-done capsule can generate publicity that raises awareness in the public moment.

For example, cognac-maker Louis XIII has produced a campaign film that is #NotComingSoon.

Fittingly titled "100 Years The Movie You Will Never See," Louis XIII's concept is taken from the strategy found across sectors that promotes the craftsmanship behind the wares produced by luxury houses. For Louis XIII, the film, which tells the story of its cognac, will not be fully released until the year 2115, or four generations in the future, the same time it takes to create the spirit ([see story](#)).

Hotels are caught in the middle of seemingly paradoxical trends, with consumers both wanting a hand in content creation, but also wanting hotels to provide them entirely unique experiences that can't be discovered through sites like TripAdvisor.

Customization is poised to expand to more categories as consumers desire something that is uniquely their own, according the director of strategy at Fluid, Inc.

Presenting at Luxury FirstLook: Strategy 2016 on Jan. 20, Chris Haines talked about the trend of co-creation, where consumers want to become their own designer and have a say in the look of the items they buy. Even with the advent of technology designed to help customize, the human element is still key in bespoke and personalized designs ([see story](#)).

"More than anything, [the time capsule] reminds past customers to re-live great memories and associate them with our resort fondly," Mr. Simon said. "It may or may not create a spark for a return visit, but that is not the objective. The objective is not commercial in any way, it is merely an opportunity for past guests to re-live and share precious memories with future guests when the capsule is opened 25 years from now."

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