

COMMERCE

## Four Seasons looks to wine country for newest resort and residence

February 8, 2016



*Napa Valley, CA vineyard*

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Four Seasons Hotels and Resorts is pursuing a different kind of California dreamer with its latest property.

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Alongside Alcion Ventures and Bald Mountain Development, Four Seasons will open 85 guest rooms and 20 private residence villas in Napa Valley, CA in early 2018. Napa Valley's allure to cultured luxurians makes it an obvious destination for the hotelier, which already has several California properties.

### Wine country

Four Seasons currently manages Northern California hotels in San Francisco and Silicon Valley, with Santa Barbara, San Diego and three Los Angeles area hotels joining it further south. The Napa Valley location will be the second Four Seasons private residences, joining the neighboring one in San Francisco.

California is rich with popular vacation spots, but Napa Valley is famed for its wineries and vineyards, which draw in around 4.5 million visitors per year. Considered one of the top food and wine destinations in the world, it is a sensible fit for Four Seasons.



*Napa Valley residence*

The resort will have an operational winery and a hand-farmed vineyard. The Four Seasons brand boasts Michelin-starred chefs and acclaimed restaurants across its properties, so it is hardly surprising that it will bring wine directly into the resort.

"As we extend our presence in California, having a property in Napa Valley, a preferred destination for our luxury guests, is essential," said J. Allen Smith, president and CEO of Four Seasons Hotels and Resorts, in a statement. "This is a unique opportunity to combine a privately-owned and operated winery and vineyard with a world-class luxury resort. We look forward to working with Alcion and Bald Mountain to bring Four Seasons legendary quality and service to Napa Valley."

Four Seasons will manage the residence villas, which will include both one and two story units. Each will consist of multiple master suites and a wine cellar. Amenities include multiple pools, a fitness center, a spa and natural geothermal waters unique to Calistoga, where the residence will be built.

An event barn and a dozen indoor and outdoor meeting/event spaces will also be part of the property.



*Four Seasons Napa Valley interior*

Including both guest rooms and residences gives Four Seasons a chance to stand out to both one-time, short-term visitors and those looking for second homes who would rather settle in a quiet, rural area instead of San Francisco's urban environment. Having two residences so close together will not saturate the market because they appeal to consumers with vastly different lifestyle preferences.

#### Long-term stay

While Napa Valley has long been a popular destination, other hotel chains are looking to emerging markets for residences.

For example, Starwood Hotels & Resorts is continuing its accelerated growth in Asia with the upcoming opening of a St. Regis property in Jakarta, Indonesia.

The hotelier has entered a management agreement with Rajawali Property Group to develop The St. Regis Jakarta and The Residences at The St. Regis Jakarta, which have an anticipated opening in 2019. Owing to a growing luxury consumer base in Southeast Asia and a particularly strong demand for luxury in Indonesia's capital, this mixed hotel and residential property is expected to fulfill a need for both travelers and locals ([see story](#)).

With long-term travel and secondary home purchases increasing, many hospitality brands are also getting involved in the private residence market.

For instance, the Ritz-Carlton is extending its brand with a luxury residence tower in Sunny Isles Beach, FL.

The residences are owned and being sold by Chteau Group and Fortune International Group, but will be branded as and managed by Ritz-Carlton. The tower allows the hotel chain to boost its brand image and potentially win over high-end clientele ([see story](#)).