

EVENTS/CAUSES

Four Seasons Maui leverages photography boom with expedition workshop

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Four Seasons Maui photographers

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Four Seasons Resort Maui at Wailea, HI is offering aspiring photographers an unforgettable event.

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The Maui Photo Expedition workshop will take place at the resort from June 14-19 and will give participants a chance to interact with and learn from professionals in the field. Associating itself with educational and exclusive experiences helps Four Seasons cultivate a loyal consumer base and stand out in a crowded field.

"Four Seasons is a brand synonymous with creating experiences that become lifelong memories, said Crissa Hiranaga, public relations and marketing manager at Four Seasons Resort Maui. "The Unforgettable Events series is designed with exactly that in mind.

"We choose sports and skills that align with the strengths of the resort and the island, and then join forces with experts to allow our guests to experience their passions on Maui with intimate one-on-one instruction with these leaders and icons," she said.

"Unprecedented service is, of course, another hallmark of the brand. We seek partners that are not only leaders in their field but that deliver experiences the way that Four Seasons does, with a passion for genuine service. [Photographers] Robert and Peter are perfect examples of that."

Improving exposure

The workshop, hosted at the Four Seasons resort, will feature on-location shoots, instruction demonstrations, group editing and critique sessions to help improve compositional and editing skills. Scenic Maui, with its bamboo forests, sandy beaches and gorgeous light makes a perfect host for the workshop.



Maui bamboo forest

Professional photographers Robert Caplin and Peter Lockley will co-host the program.

Mr. Caplin's portfolio includes travel and documentary photos as well as celebrities and portraiture work for the New York Times, Los Angeles Times, Wall Street Journal, National Geographic, Time and Newsweek, while Mr. Lockley specializes in sports and portrait photography and storytelling, with work in ESPN the Magazine, the Colorado Rockies and the NCAA.

Canon is the program's premiere sponsor. The optical products manufacturer will set up a lounge in which participants can try out the brand's equipment, some of which exceeds \$250,000.

At the end of the workshop, participants will display their work in a gallery and reception, which the hotel's guests will be invited to attend.



Four Seasons Maui expedition workshop promotional image

Prices begin at \$6,990 per participant, including a five-night stay in a king-size, ocean view room. Up to two more additional participants can stay in the room at \$3,000, incentivizing families or friends to attend together.

In a brand statement, Jean Claude Wietzel, general manager of Four Seasons Resort Maui, said, "We are pleased to bring these world-class photographers to the resort to help students build their photographic skills while capturing the many places and faces of Maui. What better way to take home memories to last a lifetime?"

"Four Seasons Maui - Photography Expedition promotional video"

Hosting a workshop such as this gives Four Seasons a chance to attract a handful of consumers who may not have interacted with the brand otherwise. More broadly, it shows consumers that the brand will offer opportunities that cannot be replicated elsewhere.

Consumers are swamped with options when they travel. The ascent of sites such as TripAdvisor and homesharing platforms, namely Airbnb, has driven many consumers to cost-effective hospitality options that include kitchens and other covetable amenities.



Four Seasons Maui

Because hotels will be challenged to compete on those grounds, events and experiences will help create a new space for hotels and help maintain a brand aura that creates desire in consumers.

In focus

Aware that social platforms, especially Instagram, and the ubiquity of phones with serviceable cameras have piqued youth's interest in photography, Four Seasons has kindled that interest to its advantage.

In October, the chain leveraged the popularity with its new visual education series and getaway contest.

"Focus on Four Seasons" offers tips to take the perfect photograph and curate the best images captured at Four Seasons hotels by professional photographers and the average Instagramming consumer alike. Meeting consumers on a platform they enjoy in a rewarding fashion helps keeps a brand visible and attractive to consumers ([see story](#)).

Likewise, individual hotels besides the Maui resort have also offered more specific promotions.

In June, Four Seasons' New York hotel property looked through the lens of its social media followers this summer with a season-long Instagram contest revolving around views of the city.

The Instagram contest was led with the hashtag #MyNYCView and asked residents and visitors to share their personal views of the city. The hotel shaped the contest from within by looking at the geotag location for the property and understanding that guests were overwhelmingly Instagramming from their own hotel rooms ([see story](#))

"It's no secret that it's no longer enough to provide exceptional amenities and impeccable service," Ms. Hiranaga. "Guests are increasingly seeking travel experiences that offer them unique ways to connect with the destination. The Unforgettable Events series offers our guests authentic destination experiences, and after their exhilarating days, they return home to the lap of luxury, at Four Seasons Resort Maui."

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