

IN-STORE

Four Seasons Maui improves on selfies with photo ambassador

March 4, 2016



Four Seasons Resort Maui

By STAFF REPORTS

Four Seasons Resort Maui at Wailea, HI, is elevating guests' vacation pictures with the addition of its first official photo ambassador.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Self-taught photographer Scott Miles will be on-hand to capture guests using their own cameras, taking shots requested and also guiding them to ideal locations to shoot key moments, such as the Hawaiian sunset. Travelers typically take matters into their own hands for vacation photography, but group shots can be difficult to frame, making this complimentary amenity at the property a practical and likely appreciated service.

Preserving memories

Mr. Miles, known as "Smiles" throughout the hotel, started at Four Seasons as a security guard. As he was on duty, he noticed that guests were gathering for group shots at key moments, including the sunrise and sunset. Mr. Miles would help get everyone in the picture and offer to take these photos for the guests.

Now, based on overwhelming appreciation from guests, Four Seasons has named Mr. Miles its official photo ambassador, offering his photo-taking service by request.



Four Seasons Maui

After he takes a few photos, Mr. Miles will wait to make sure the group got the shot they wanted. Adding to the experience, the employee has an outgoing and friendly personality, making him willing to share the best backdrops with guests.

In an effort to safeguard guests' memories, other hotel chains have created services that eliminate the need for selfies.

Fairmont Hotels and Resorts is partnering with Flytographer to take a burden off the hands of travelers.

Guests at 35 of the brand's hotels can now hire professional photographers to take their pictures for everything from planned birthdays to surprise proposals, as well as more standard tourism fare. With vacation photography taking off with the rise of the selfie and social platforms like Instagram, Fairmont's initiative shows that the brand remains committed to providing great service for consumers ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.