

IN-STORE

Four Seasons Boston travels to Oz for theatrical performance

March 22, 2016



Four Seasons Hotel Boston

By STAFF REPORTS

Four Seasons Hotel Boston is encouraging local Bostonians to follow the yellow brick road for a "The Wizard of Oz"-themed staycation.

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The package aligns with the April school vacation for the city's school children, giving cause for those living in Boston to embrace the notion of a getaway close to home. Available April 12-24, Four Seasons Boston's "Over the Rainbow" package is geared toward family and the appreciation of local theater.

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Guests who book the Over the Rainbow staycation package will receive VIP ticket access to Boston's Citi Performing Art Center's new production of "The Wizard of Oz." As a beloved film, the story of Dorothy and her adventures in Oz has been conceived for the stage in a new theatrical telling.

The package includes family accommodations at the Four Seasons Hotel Boston and complimentary valet parking at the property. The guests will also receive a \$100 dining credit and VIP ticket access to the performance of The Wizard of Oz at the Wang Theatre.

Children will receive an Oz-themed souvenir, and the family will also be treated to a Four Seasons welcome amenity.

The performance was developed on the MGM film starring actress Judy Garland and includes the Oscar-winning movie score and the favorite characters and memorable moments beloved by generations. As part of the retelling, the musical will include new songs written by Tim Rice and Andrew Lloyd Webber.

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This April School Vacation week, follow the yellow brick road to Four Seasons Hotel Boston for an enchanting musical...

Posted by [Four Seasons Hotel Boston](#) on [Friday, March 18, 2016](#)

The Wizard of Oz has been retold on many occasions, often lending its narrative for brand communications

centered around Dorothy's famous ruby red slippers.

In 2013, Italian label Valentino pushed the then-new Tan-go shoe collection in a The Wizard of Oz-themed video featuring its sparkling red heels.

The "Sparkling Red Explosion" campaign for the Tan-go shoes was promoted on Valentino's digital platforms including social media, email and the homepage of its Web site. The label likely garnered consumer attention by incorporating a well-known and playful theme into the campaign ([see story](#)).

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