

IN-STORE

Four Seasons preps children's entertainment as family travel takes off

March 24, 2016



Grand Hotel du Cap Ferrat, France

By FORREST CARDAMENIS

Four Seasons Grand-Hotel du Cap-Ferrat in Cte d'Azur, France is signaling the change of seasons with new family-friendly offerings.

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

The hotel is positioning itself as a family getaway destination complete with a revamped Kids' Club and other activities that will please the kids as much as they do mom and dad. Family travel is on the rise, and staying out in front of the trend will help Four Seasons gain a reputation as an ideal chain for families.

A hotel for all families

"Kids For All Seasons" will launch prior to the May holidays, indicating that the hotel is attempting primarily to reach French citizens, who view the Riviera as an ideal getaway.

The hotel's Club Dauphin restaurant and bar will include a children's menu. Parents will be able to enjoy a nice meal without having to compromise with children who may have less developed palates.



French Riviera

A number of child-specific activities will also be available. Those aged 4-12 can enjoy a number of craft and play activities in rooms overseen by bilingual supervisors, accommodating both locals and those vacationing from abroad. Children can play on a see-saw boat, crab spring-rider, slides, a rope bridge, a mini lighthouse and enjoy the latest tech games, take part in coloring competitions or embark a submarine to watch cartoons.

Among the highlights of Four Seasons' offerings, chef Gatan Fiard, World Champion of Sugar Art, will hold pastry-making classes for children, teaching them how to make cake and cookies, bringing out their inner-foodie in a more agreeable manner and teaching them a handy skill in the process.



Grand Htel du Cap Ferrat, France

For those more interesting in recreation than craft, renowned swimming instructor will be on hand from June 6 to teach children of all levels of experience.

The hotel will also help arrange babysitting services for 24 hours notice, allowing parents to enjoy time to themselves, and concierge is always on hand to help determine suitable family activities. Children will also be given complimentary amenities appropriate to their age, and parents can request complimentary use of books, playing cards or video games for their kids, or necessities such as cribs, thermometers, high chairs, diapers, bottles and other baby-care products.



Grand Htel du Cap Ferrat, France

It can be hard for parents to plan and enjoy a vacation when they have to kids to look out for, and properly accounting for all the hurdles is no easy feat. A hotel that proves it is fit for the task will likely become a favorite of both generations and could spur future vacations with the same brand's properties.

Making changes

Current trends and demographic shifts suggest that appealing to families and children will remain an important facet of luxury hospitality.

Although the ultra-high-net-worth demographic is primarily men, women are an increasingly important subset of the group, according to a new report by WealthInsight.

The compound annual growth rate for the female UHNW population from 2010 to 2014 was 5.3 percent, compared to 4.4 percent for men. For the hospitality industry as well as other businesses capitalizing on wealthy tourists, understanding the changing demographics and the regional specificities of the UHNW population is an important step in creating an effective marketing plan ([see story](#)).

As family trips and multigenerational travel become more common, other hospitality brands are also shifting focus with promises to appease the young ones.

For example, Starwood Hotels & Resorts' Le Meridien is reimagining play time to "redefine the future of family travel."

The brand has begun to roll out a number of kid-friendly initiatives across global locations that will connect children to culture, art and design. With family and multigenerational travel on the rise, hotels will need to implement far-

ranging initiatives to ensure that the grandchildren, the grandparents and those in between are all satisfied ([see story](#)).

© 2020 Napean LLC. All rights reserved.

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