

IN-STORE

## Four Seasons Hualalai varies programming to capitalize on multigenerational travel

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*Four Seasons Resort Hualalai, HI*

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The Four Seasons Resort Hualalai, HI is taking note of travel trends with its summer 2016 programming.

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The resort is offering an array of programs throughout the season to make itself a destination for travelers of all interests. Widespread Internet use combined with more accessible travel have helped breed constant travel planning, so getting ahead of competitors with unique promotions can give a property an edge.

"Our summer programming was created to provide unique and memorable experiences to our guests - beyond even what we do every day," said Robert Whitfield, regional vice president and general manager, **Four Seasons Resort Hualalai**. "Our guests will connect with special people, learn from true experts, better themselves and further their bond with Hualalai this summer.

"Most importantly, everything we do here at Hualalai is with personalization in mind, rooted in the highest level of warm and genuine service, the hallmark of Four Seasons," he said.

Something for everyone

The Hualalai property has created six different programs for summer guests, running through July and August. The programs cover a range of interests, ensuring that no market or consumer subset is left out.

*Four Seasons Hualalai - Breathtaking Aerial Tour Of Our Luxury Hawaiian Resort*

Fitness buffs can partake in the Dave Scott Triathlon Experience the weeks of July 25, Aug. 15 and Aug. 22. Mr. Scott, a six-time champion and first inductee into the Ironman Hall of Fame, will host a series of triathlon clinics on the property.

The clinics will last five days and be limited, but accessible to guests of all levels of experience. Mr. Scott and his team will focus on the different disciplines necessary for triathlon success.

Those with a more relaxed approach to health consciousness can enjoy the Wild Wellness retreats, held Sunday each week from July 10 to Aug. 28. The sessions include boot camp, yoga immersion, an "Ally Bogard Retreat," "One Love Retreat," "Journey Within" and "Total Wellness Made Sexy."

"Wellness is a clear trend that we're seeing, with many guests expecting fitness, spa and culinary options that weren't necessarily available a few years ago," Mr. Whitfield said. "Our triathlon camps and wellness weekends are

particularly geared towards these guests who are already living this lifestyle, but also to those looking to learn more about it and experience it in the most interesting way possible, alongside true and acclaimed experts."



*Four Seasons Hualalai lobby*

The more artistically inclined may opt for the photography workshop, held earlier than the other programs, from June 9-12. National Geographic photographer Joe McNally will lead workshops on photography and lighting to help shutterbugs get the most out of their hobby or passion.

All creative or artistically minded guests will be able to enjoy the Hawaii Master Artists Series, running July 4 to Aug. 26. Shows will change every two weeks, but all will offer an entry point to the state's contemporary art scene. Artist workshops, collector receptions and private dining experiences with the artists will also feature.

For consumers who prefer to sit back and enjoy the sweet life, "La Dolce Vita" will offer Italy-inspired lifestyle and spa experiences and meals the weekend of June 2-4.

Of course, children are also welcome at the hotel. Four Seasons is partnering with the local Camp Manitou, offering kids aged 9-17 exploratory, cultural and recreational activities in single and multi-day itineraries.



*Four Seasons Hualalai King's Pond*

Giving kids a fun outlet will make the property more appealing to families, as neither party will have to compromise what they want to do.

By hitting across trends, Four Seasons Hualalai makes itself an appealing destination for a diverse group of travelers. The variety of programs, often overlapping, makes it particularly appealing for large, multigenerational groups.

To further encourage travelers, the hotel will offer the "Experience More" package. It will provide \$1,000 of credit to be used for everything ranging from spas and golf to retail and dining.

The package is valid for stays of five nights or more for those staying in one of the hotel's suites, showing the emphasis on families and multigenerational vacationers looking for longer stays.

#### Family travel

Other Four Seasons hotels are also prepping for family travels this summer.

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

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 ([see story](#)).

In a study released at the beginning of the year, high-end hospitality network Virtuoso found five trends that will shape the growth of its hotels, resorts, spas, lodges, camps, villas and private islands. While the information may be based off Virtuoso properties, the hospitality industry as a whole can learn from its findings.

The first trend hospitality brands should be aware of for 2016 is multi-generational travel. Changes in the demographics of wealth and access to travel are spurring family trips where possibilities did not exist until recently ([see story](#)).

"Our guests love authentic experiences, and are able to go just about anywhere to have them," Mr. Whitfield said. "These summer retreats, camps and events are experiences they won't get anywhere outside of Hualalai, so we're bringing them the best of what they already know and love here, combined with these truly unique offerings.

"Summer at Hualalai brings a lot of families single and multi-generational, many of whom are with us every year," he said. "We also have honeymooning couples, and our very loyal repeat guests who don't miss a visit.

"Our summer programming was created to appeal to these existing guests, providing them with even more than ever - but also to attract new guests, who take interest in these unique offerings, and will experience Hualalai as a result. Families love Hualalai for a number of reasons, including the fact that we've got 51 amazing suites to offer, providing wonderful, spacious accommodations for their visits. Camp Manitou is certain to factor into family decisions on where to holiday this summer."

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