

TRAVEL AND HOSPITALITY

Four Seasons Maui strives for unforgettable stays with bespoke excursions

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Four Seasons Resort, Maui, HI

By STAFF REPORTS

Four Seasons Resorts Maui, HI is encouraging guests to dream bigger by offering highly customizable experiences.

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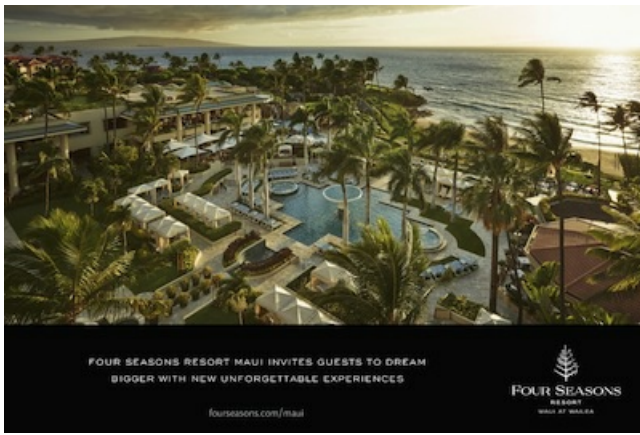
Part of the brand's large scale "Unforgettable Experiences" programming, employees at Four Seasons' Maui property will connect visitors to the best of Maui and Hawaii. Hotel brands keep personalization top of mind to ensure guests have an enjoyable stay.

Out-of-the-box trips

Maui's guest experience and concierge teams worked together to increase the property's offering of experiential excursions. The resulting program gives guests ideas for "out-of-the-box" and "over-the-top" experiences to be had on the island.

Experiences available include a Kona Coffee Helicopter Tour that takes guests on a day trip to learn about Hawaii's coffee culture at Maui's neighboring island. Taken by private charter Paradise Helicopter, guests will land at a Big Island coffee estate for an owner-led tour and brunch, with farm-to-cup coffee.

A second option is the Maui Photo Adventure that pairs guests with professional fine art photographer Daniel Sullivan, who recently published a book on Maui's King's Highway. Mr. Sullivan is the ideal guide for guests looking to go off the beaten path and discover Maui's landscape and culture. Along the way, Mr. Sullivan will advise guests on photography dos and don'ts.



Four Seasons Resorts promotion for unforgettable experiences in Maui, HI

Guests can also reserve the hotel's Serenity Pool after hours. The spot, closed to other guests, includes a fire pit and views of neighboring islands. The poolside night can be customized with a multi-course dinner created specifically for that guest by executive chef Craig Dryhurst.

A seasonal option available between December and May takes guests on a whale watch photo excursion. Guests will join Four Season Maui's artists in residence, underwater photographers and humpback whale researchers Dan and John Cesere on a whale-watching trip. Since tours outside the property do not offer underwater photography of humpback whales, this excursion is a once-in-a-lifetime opportunity.

"This is just the beginning," said Shermaine Rodrigues, guest experience manager at Four Seasons Resorts Maui, in a statement. "Building personalized Unforgettable Experiences has become part of our day-to-day here – for my team and the concierge.

"It's gratifying to be able to show off a part of the island or the resort in a way that resonates with each guest individually," she said.

According to a Resonance report, a whopping 69 percent of one-percenters say that participating in a "once-in-a-lifetime" activity is something they would like to do regularly on vacations, significantly higher than any other group. The move to experiential luxury has been well documented, but this data suggests that hotels that offer such opportunities at each of their destinations will likely get a large chunk of the lucrative spenders ([see story](#)).

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