

TRAVEL AND HOSPITALITY

## Four Seasons gives firsthand look at in-air hospitality through live broadcast

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*Four Seasons' private jet*

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By SARAH JONES

Four Seasons Hotels & Resorts is employing Facebook Live's streaming capabilities to enable consumers to virtually board its private jet.

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The 35-minute Facebook Live broadcast on Sept. 18 invited consumers to meet crew members and see features of the aircraft's hospitality through the eyes of one of its social media team members. Much like other streaming platforms, Facebook Live enables brands to show an unfiltered perspective, taking brand film beyond carefully produced montages.

"For many consumers, taking an extended vacation with the Four Seasons Private Jet is not a reality, so an opportunity to see a bit of the behind-the-scenes of the private jet is certainly attractive," said Damon Banks, editor-in-chief of [LuxeGetaways Magazine](#). "For affluent travelers looking at the many private jet vacation options available today, seeing this might encourage them to consider this particular vacation solution."

Mr. Banks is not affiliated with [Four Seasons](#), but agreed to comment as an industry expert.

[Four Seasons](#) did not respond before press deadline.

On board entertainment

Four Seasons is shoring up autonomy during its global travel programs by introducing a branded 52-passenger jet.

The retrofitted Boeing 757 began flying passengers on bespoke journeys in February 2015 ([see story](#)).



### *Inside Four Seasons' private jet*

After greeting consumers and setting the scene in Austin, TX, Four Seasons' host Yvonne Yuen shared her point of view as she boarded the plane.

Immediately after boarding, she is greeted by a cabin crew member carrying a tray with Champagne something that every guest experiences upon entering the aircraft. The interactions are caught on camera as the flight attendant directs her to her seat and helps her get situated.

Javier Loureiro, director of guest experience private jet, acts as a guide, answering questions for the viewers in a candid conversation. Topics covered include the training of on-board staff, how to pick a destination and arranging itineraries.

A day ahead of the live-stream, Four Seasons asked its Facebook followers to submit questions. During the broadcast, these questions were then answered, allowing fans to hear directly from Mr. Loureiro.

He shares some tips, including taking some relaxation time to combat jet lag. Mr. Loureiro also discusses the on-board menu and passenger to cabin crew ratio.

On a tour of the aircraft, Mr. Loureiro points out the cashmere throw and pillow on each seat, sharing that they send a throw to each guest after they return home. He also shows the reclining seat in action, revealing its ability to become a flat bed at the touch of a button.

The on-board concierge also points out functional touches of the cabin, including storage compartments and electrical outlets.

Finally, as it got closer to boarding time for the passengers, Ms. Yuen meets chef Kerry Sear, who discusses his local food sourcing and meal preparations. He also provides a behind-the-scenes look at getting the necessary items on-board from the Tarmac and the cockpit.

During the broadcast, viewers commented, asking how to book or shared their admiration for the hotelier.

### Going live

Luxury marketers are increasingly tapping Facebook's live-streaming capabilities to involve followers in events regardless of their location.

Retailer Matches Fashion leveraged then new Facebook Live to bring to life a three-day events series happening at New York's WOM Townhouse.

Matches Fashion set up its residency at 214 Lafayette Street beginning on Friday, April 15 and broadcast the weekend's happenings to a global audience. Recently launched, Facebook Live is the social network's live streaming tool that allows followers access to exclusive events, regardless of location, to increase interaction and engagement with brands in real time ([see story](#)).

Facebook is giving YouTube a run for its money when it comes to attracting video advertising dollars, with 65 percent of marketers saying social platforms are their most important digital video campaign partners over YouTube and Vevo, according to a recent report from Trusted Media Brands.

Live-stream video advertising, which Facebook is reportedly testing, has caught marketers' attention, with 89 percent considering using it in the next year. The June 2016 survey of more than 300 agency and client-side marketers on where they plan to spend their video advertising dollars found that Facebook Live and in-feed video are having a big impact ([see story](#)).

Many of these streaming videos are longer than the average social film, but even if consumers tune in for a portion, the content can still have an impact.

"Though many will not sit and watch a video of this length in its entirety, it certainly has some interesting perspectives into this travel option," Mr. Banks said.

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