

TRAVEL AND HOSPITALITY

## Four Seasons creates development position as it expands portfolio

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*Guest room at Four Seasons Hotel Tianjin*

By STAFF REPORTS

As Four Seasons Hotels & Resorts continues its expansion trajectory into 2017, it has established a new executive position to oversee all aspects of design and production.

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With more than 50 projects currently in the works, the hotelier has appointed Michael Crawford its new president, portfolio management and owner relations, placing him in charge of bringing the brand's hospitality and residential developments to fruition. Through this appointment, Four Seasons is looking to ensure a positive relationship and a beneficial partnership for its property owners.

### Expansion plans

Mr. Crawford, who was previously Four Seasons' president, Asia Pacific, began his new role in late 2016.

The executive will work within the Four Seasons organization and with hotel owners on both new builds and the renovation or conversion of existing buildings. He will lead the entire development process from procurement to completion.

"Long-term partnerships with hotel owners are at the core of our business model, and just as each Four Seasons property is unique, so too is each individual hotel owner," Mr. Crawford said in a brand statement. "Having a clear eye on the unique vision and objectives of each hotel owner and applying the same level of customization to these relationships as we do with our guests continues to be a key competitive advantage for Four Seasons."

Four seasons is continuing its momentum from 2016, when it opened nine new hotels.

Already in 2017, Four Seasons opened a hotel in Tianjin, China, its ninth property in the country. It also has plans for additional openings in London, Florida and the Seychelles, expanding its presence in these destinations.

This year, the company will also open its first hotels in Kuwait, Tunis and Megve ([see story](#)).



*Rendering of lobby for Four Seasons Hotel Kuwait*

"Our aspiration is not to be the biggest; it's to be the best," says J. Allen Smith, president/CEO, Four Seasons Hotels and Resorts. "We are singularly focused on serving the luxury consumer. Against the current backdrop of industry consolidation and commoditization, there is tremendous opportunity to extend Four Seasons leadership in the pure luxury space.

"But market dynamics alone do not guarantee success," he said. "Our ability to capitalize on these opportunities is directly related to the strength of our leadership team, and the ability of our people the most passionate and talented in the industry to deliver an unparalleled level of personalized service."

"This commitment to service excellence extends beyond the company's service of its guests. Extending the custom character of everything we do to help property owners realize the full value of their investment and relationship with Four Seasons is a top priority for us."

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