

TRAVEL AND HOSPITALITY

## Four Seasons builds extravagant culinary trip through its private jet

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*Four Seasons Culinary Discoveries*

By BRIELLE JAEKEL

Hospitality brand Four Seasons is taking affluent culinary enthusiasts on a journey that spans multiple continents with once-in-a-lifetime experiences.

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As part of the Four Seasons Jet Experience, the Culinary Discoveries journey appeals to the foodie, spanning nine locations in 19 days. The \$135,000 per person trip includes a variety of encounters having to do with food that guests will not be able to experience anywhere else.

"Luxury can be defined by several elements: heritage, atmosphere, craftsmanship/quality and accessibility," said Taylor Rains, managing partner at [Flugel Consulting](#), Charleston, SC. "Four Seasons Discoveries Private Jet Tour effectively leverages all these key tenants of luxury branding.

"The Four Seasons brand is rooted in a heritage of luxury and excellence," he said. "The design of the Discoveries Private Jet Tour promotes an experience uniquely identifiable as a Four Seasons offering.

"The tour is catered to the luxury consumer, offering outstanding service and an unparalleled experience for the guest. Finally, the package itself is highly visible but minimally accessible, owing to the price point and limited capacity. In essence, the tour is by all counts a luxury experience."

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

### Private jet journey

Four Seasons is inviting guests on board its 52-passenger private jet, which will charter them around various countries and continents to experience different culinary cultures.



### *The Four Seasons Private Jet*

Starting May 27 participants will start off in Seoul, South Korea and get to pick and choose a variety of excursions of interest to them that includes private sessions with world-renowned chefs or an insider view of local markets.

Danish chef Ren Redzepi and his team will be leading the journey in which guests will be able to meet local chefs at Michelin-starred restaurants.

Participants can choose from activities that range in experience such as in Tokyo, learning the basics of sword fighting from the man who choreographed "Kill Bill" or opting for making sushi with experts.

In Florence, Italy guests can take private tours of the Uffizi Gallery and the Galleria Dell'Accademia or meet an eighth-generation butcher in Chianti.

Guests can start planning their personal itinerary right after booking their trip. A Four Seasons global guest services manager will be able to plan the trip with guests, and will also be on call throughout the entire journey as well as before and after.

Those on the journey will be transported via the Four Seasons Private Jet, a Boeing 757, to the nine different destinations. Cities include Seoul, South Korea; Tokyo; Hong Kong; Chiang Mai, Thailand; Mumbai, India; Florence, Italy; Lisbon, Portugal and Copenhagen, Denmark. The trip concludes in Paris.



### *Chang Mai, Thailand*

The trip includes all meals transportation, activities and accommodations as well as an executive chef and onboard concierge.

At each destination, guests will be staying at various Four Seasons properties.

#### Private plane

The Four Seasons' private plane has also been reaching consumers outside of its own branded trips through a partnership with private jet tour company TCS World Travel.

The tour operator used the hotel brand's jet to transport travelers embarking on one of its "Secret Escapes," a series of bespoke itineraries that journey to locales such as the Great Barrier Reef, Bora Bora or the Serengeti Plain. This expanded the impact that Four Seasons' private jet was able to have on affluent travelers beyond that of the chain's own planned trips ([see more](#)).

Four Seasons Hotels & Resorts kept things exclusive with its previous batch of private jet journeys.

"Culinary Discoveries," "International Intrigue" and "Extraordinary Adventures" took a select handful of consumers on themed journeys across a number of countries in Four Seasons' private jet. Although only the wealthiest few embarked on the trip, its visibility and exclusivity resonated throughout the brand ([see more](#)).

"Luxury brand status is difficult to achieve but even more challenging to maintain," Flugel Consulting's Mr. Rains

said. "To continue to remain at the top of the luxury hospitality industry, brands must walk a difficult walk.

"They must continually evolve their offerings to meet customer demand and differentiate themselves from competitors all the while adhering to the fundamental pillars that have come to be associated with the brand," he said.

"Four Seasons is doing just this with their Discoveries Private Jet Tour - they are evolving what it means to be a hospitality brand and taking its characteristic quality and service to new heights."

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