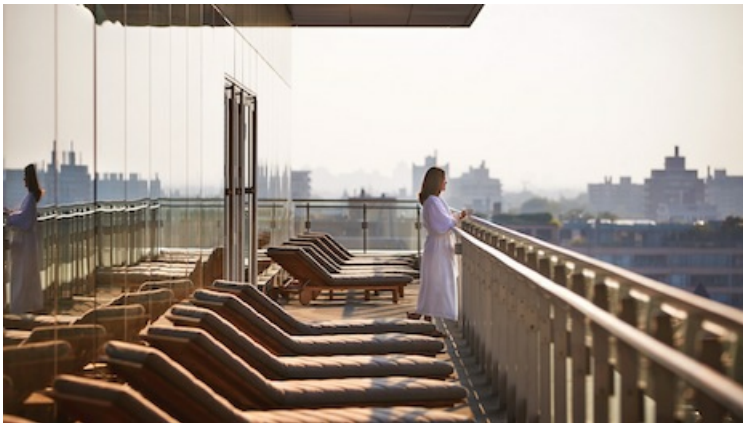


TRAVEL AND HOSPITALITY

## Four Seasons crafts Canadian-themed activities to celebrate milestone

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*Four Seasons' Toronto Canada location*

By BRIELLE JAEKEL

Hospitality brand Four Seasons' Canada Collection is celebrating its home country's 150th anniversary in a series of on-site initiatives to drive bookings.

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Visitors at Four Seasons Canada locations are being treated with special attention as part of the celebration for the country's birthday. Vouchers will be provided for special guest experiences with an emphasis on Canadian culture.

"Being an international brand, it's important for Four Seasons to make the effort to establish itself within each market it serves," said Taylor Rains, managing partner at Flugel Consulting, Charleston, SC. "People are increasingly sensitive to localness, even in the hotel industry.

"For larger brands such as Four Seasons, strategies that enmesh the brand with the local community and culture serve to develop a local authenticity that may be inherent with a small boutique hotel or chain yet may seem to be lacking in a larger brand," he said.

Mr. Rains is not affiliated with Four Seasons but agreed to comment as an industry expert. **Four Seasons** was reached for comment.

### Canadian celebration

Guests of Four Seasons Toronto, Vancouver and Whistler are being treated with a CAD 150 spending credit toward dining and spa experiences as part of the special Canadian package.

Whistler guests will also be able to use their credit toward activities at the resort.

The package is offered to guests staying at these three locations for at least two nights in one of its suites. Interested visitors can book these packages until December of this year.

For Vancouver, guests must book a three-night minimum stay.

Each guest will also receive an amenity delivered to their suites inspired by Canadian tradition when they arrive.

At the Four Seasons Toronto location, chef concierge Lилоo Alim designed a special itinerary available at this location only.



#### *Cafe Boulud in Toronto at Four Seasons*

The itinerary includes 50 hours of exploring Toronto by way of shopping, museum tours, spa treatments, a revolving restaurant, a picnic, ferry rides and a historic village. Another itinerary has been created especially for kids with activities such as a trip to the zoo and the Ontario Science Center.

Four Seasons Vancouver also features a 50-hour itinerary that includes sight seeing, shopping, culture crawls, culinary experiences and nature tours.

For guests staying at the Whistler location, daily wine receptions, free access to WiFi, fitness classes, access to a complimentary resort shuttle, a ski concierge and hot chocolate and s'mores by a fire pit are offered as part of the package.



#### *Four Seasons' Whistler location*

This location's 50-hour itinerary includes hiking, mountain bike riding, helicopter rides to glacier massages and special culinary experiences.

#### *Crafting experiences*

Four Seasons is not the only hospitality brand to show its Canadian pride for the anniversary.

Fairmont Hotels & Resorts also celebrated Canada's 150th birthday in a special manner that included a series of packages and events, topped off with a video love letter to its home country.

The hospitality brand kicked off celebrations for the country of Canada turning 150 with a video that showed its team members sharing their love and appreciation for the country. The hotel is offering special events, amenities and programming including pan-Canadian railway packages and authentic heritage dinners at locations across Canada throughout the rest of the year ([see more](#)).

Four Seasons is no stranger to crafted special experiences. The Canadian celebration is just one of its many initiatives this year that focuses on creating unique experiences for guests.

For instance, the brand is taking affluent culinary enthusiasts on a journey that spans multiple continents with once-in-a-lifetime experiences.

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 ([see more](#)).

"In addition to ingratiating the local market, celebrating Canada's sesquicentennial across several different properties is an excellent way to leverage the international attention the country has recently been receiving in the media," Flugel Consulting's Mr. Rains said. "Each property celebrates a different element of what makes the country so unique: celebrated culture, connection to nature, outdoor sports, etc.

"Recognizing Canada with this anniversary program allows for seasons to showcase the variety of its properties and offerings in the country."

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