

TRAVEL AND HOSPITALITY

Four Seasons expands private jet itineraries following demand

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View from Bartolom Island, Galpagos Islands, a stop during Four Seasons' tour. Image courtesy of Four Seasons

By STAFF REPORTS

Responding to heavy interest for its private jet journeys, Four Seasons Hotels & Resorts has added a third itinerary for 2018.

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Joining the hospitality company's offerings for next year is World of Adventures, which will take guests on an almost month-long journey that spans eight countries. Increasingly, hotel brands are diversifying their experiences, taking their service beyond their properties on the ground.

Around the world

Four Seasons' World of Adventures will kick off Oct. 19 and run through Nov. 11. Starting in Seattle, guests will first fly to Kyoto, Japan where they will be taught samurai sword fighting and dine in a Zen temple.

The trip also stops off in Bali, Indonesia, Rwanda, Bogot, Colombia before ending in Orlando, FL. Planned excursions include a visit to the Atlas Mountains and snorkeling with manta rays.

Four Seasons' 2017 International Intrigue itinerary, priced starting at \$135,000, sold out, and the brand's Timeless Encounters trip planned for March of 2018 is booking fast.



Inside Four Seasons' private jet. Image credit: Four Seasons

"In response to the overwhelming popularity of our Private Jet program, we're pleased to announce the addition of

an all-new 2018 journey, creating even more opportunities for guests to experience the extraordinary people and memorable destinations that define the Four Seasons Private Jet Experience," said J. Allen Smith, president and CEO, Four Seasons Hotels and Resorts in a statement.

Hotels are conquering vessels as they look to extend their brands.

For instance, The Ritz-Carlton Hotel Company is setting sail to bring its brand of hospitality to destinations around the world via a custom-built yacht.

Ritz-Carlton announced its entrance into the luxury yachting and cruise sector June 22, and will disembark on its maiden voyage in the fourth quarter of 2019. Across the board, hospitality brands have rapidly expanded their hotel footprints in practically every viable market, leaving only the world's oceans left ([see story](#)).

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