

TRAVEL AND HOSPITALITY

Four Seasons touts novel experiences and human connection in new film

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The new Four Seasons film expounds on the value of new experiences. Image credit: Four Seasons

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Four Seasons Hotels and Resorts is emphasizing its capacity to help customers discover new experiences in a short film shared across the hotelier's social media channels.

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The film, titled "We Are Four Seasons," warns against the lack of connections in the age of smartphones and celebrates Four Season's options for branching out, making new connections and experiencing things individuals would not otherwise feel. The short film takes a hopeful and inspiring tone in line with the brand's *carpe diem* messaging.

Branching out

One of the main appeals of brands in the hospitality sector is the opportunity for customers to experience something new. It has been a hallmark of marketing for hotels, travel agencies, airlines and more for generations.

Four Seasons is tapping into that legacy with its latest promotion, a short film that asks users to get out of their comfort zones, stop looking at their smartphones and experience something new.

The film begins as the narrator talks about the lack of connection as the world gets faster. This popular take on how smartphones are robbing people of connection to the world around them leads into an invocation to put the phone down and try something new.

We Are Four Seasons

Throughout the film, the imagery flits across a variety of destinations and activities, showing Four Seasons locations from around the world. At each location, visitors are shown exploring the natural landscape in SCUBA suits or riding a horse, watching ballet performances, partaking in fine dining and making connections with other people.

The narration continues to stress Four Seasons' priority of telling human stories and offering experiences that are rich with detail, character and color.

As the film continues, the music swells and the montage edits come faster, showcasing Four Seasons private jets

and cruises.

The film climaxes with a helicopter shot of the Grand Hotel du Cap Ferrat in France as the narrator stresses the importance of connection between people.

Comfort zone

Four Seasons' practices live up to the optimistic messaging of this short film. The resort company is constantly updating its various properties' itineraries with new events and experiences.

For example, for Global Wellness Day, Four Seasons brought in experts in mental and physical health to lead classes and activities designed around wellness.

Global Wellness Day, which fell on June 10 this year, is dedicated to physical and emotional health and is celebrated around the world as a time to focus on self-care. Four Seasons took this opportunity to lavish its customers with health and wellness events led by experts in the field ([see story](#)).



The Grand Hotel du Cap Ferrat. Image credit: Four Seasons

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

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 ([see story](#)).

As a hospitality company, Four Seasons is not the first to offer "new experiences" as a selling point for its resorts. But with the resources at its disposal, Four Seasons is able to make those promises a reality in a variety of compelling ways.