

TRAVEL AND HOSPITALITY

Four Seasons looks to the sky for bespoke itineraries

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Four Seasons Hotels and Resorts and NetJets Offer Exceptional Personalised Service and Seamless Luxury Travel with New Collaboration; Image Credit: PRNewsfoto/Four Seasons Hotels and Resorts.

By BRIELLE JAEKEL

Four Seasons Hotels and Resorts has solidified a partnership with a high-end travel company to extend its luxury hospitality to the air.

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The luxury hospitality brand is now working with private aviation firm NetJets to create four itineraries that include travel and stay. Four Seasons and NetJets will be catering to individuals' tastes with special customized travel experiences.

"The complementary nature of our two companies lays the foundation for a strong global collaboration, combining the power of the NetJets private fleet the largest in the world with the renowned culture of service excellence that defines Four Seasons," said J. Allen Smith, president and CEO of Four Seasons Hotels and Resorts. "Four Seasons has always been singularly focused on the luxury consumer understanding their needs, looking at how they like to travel and recognising opportunities to extend our offering in ways that fit their lifestyles.

"These specially-designed itineraries offer the perfect opportunity for our guests - many of whom are already NetJets Owners - to enjoy exceptional service, flexibility and unmatched access to destinations around the world."

Customizable trips

Bespoke getaway guests can choose one of Four Seasons' three trips, with each trip name a reflection of the experience. Ski Adventure, Island Getaway and European Escape are the three experiences customers can choose.

Each trip will include a private flight on NetJets' planes to destinations where guests will stay at Four Seasons properties. There, Four Seasons will provide a series of activities that fit in to the special experience theme.

Each itinerary will be customizable and allow guests freedom on how they would like their trip to be.

Jackson Hole and Vail will be the backdrop of the Ski Adventure, where visitors can experience mountain life. Lanai, Hawaii is the setting for the Island Getaway and France and Italy will be the destinations for European Escape.

A dedicated concierge will be on hand to help guests craft their ideal experience and trip.

Each group can accommodate up to 14 guests with flexible timing. This will allow guests to have any kind of trip they would like.

Four Seasons + NetJets / The Height of Luxury

Four Seasons experience

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

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 ([see more](#)).

Four Seasons invited customers into a unique temporary experience with its first "Pop Down," a collection of curated experiences ranging from food and drinks to floral arrangements.

The experience was hosted in Toronto during the city's annual film festival to attract high-profile guests. Four Seasons is keen to continue these Pop Down experiences, bringing in new ideas and activities for guests that extend the brand beyond hotels ([see more](#)).

"This collaboration will open new doors to travellers, welcoming them into a world of access that only Four Seasons and NetJets can offer," says Patrick Gallagher, executive vice president of sales and marketing at NetJets.

"Our goal is to make the impossible possible as we invite our guests to experience exceptional private aviation.

"Alongside the extraordinary experiences Four Seasons creates, our combined dedication to providing bespoke service in every detail creates a rare opportunity for our guests to travel without compromise."