

TRAVEL AND HOSPITALITY

Four Seasons hopes to boost its business travel with GMID

April 12, 2018



Four Seasons Hotels and Resorts Celebrates Global Meetings Industry Day. Image credit: Four Seasons

By STAFF REPORTS

Four Seasons Hotels and Resorts is catering to business travel, a predominant side of its services, in celebration of Global Meetings Industry Day.

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GMID is an annual initiative that looks to bring together leaders in the events industry. Four Seasons is taking this time to incentivize business travelers to stay loyal to its brands with a series of events.

"On the occasion of Global Meetings Industry Day, we would like to recognize the importance of meetings, events and incentive travel to our business, and thank our partners for choosing Four Seasons," said Peter Nowlan, executive vice president and chief marketing officer at Four Seasons Hotels and Resorts, in a statement. "Meeting and events are not only an important part of business growth, they are also an opportunity for us to showcase the passion, creativity and excellence that happens every day at Four Seasons hotels and resorts around the world."

Four Seasons business

Business travel is a significant portion of Four Season's business.

To celebrate this portion of its brand, the hotel is putting a focus on the global celebration.

The hotel brand talked to a series of business travel experts and event planners who have used the Four Seasons for its meetings and happenings.

Four Seasons has shared quotes from these individuals on a variety of platforms such as an executive from Tribe Travel and Events.

"It is an absolute pleasure for us to partner with Four Seasons on a conference or incentive program," said Leon Burman, managing director, Tribe Travel & Events, in a statement. "Our strong relationships with their incredible people, complemented by consistent service excellence globally, ensure programs with Four Seasons are always a huge success for us and our clients."

"We have many Four Seasons highlights, most recently the privilege to do a full buyout of the magnificent Four

Seasons Hotel Prague."

The hotel brand has also created a special promotion video that showcases a series of activities that many companies have participated in. For instance, extravagant company parties, skiing and snowboarding, cliff jumping and sailing are depicted.

Four Seasons' film also features a variety of the services it provides for these events such as high-end culinary experiences.

Today we celebrate Global Meetings Industry Day, recognising the importance of meetings, business events, and incentive travel around the world. See the passion and excellence that goes into every #FourSeasons meeting and event. #GMID18 #FSEvents <https://t.co/YX8vZs800i>

Four Seasons Hotels (@FourSeasons) April 12, 2018

As the hotel chain works to service its business travelers, within its own business it is seeing some changes.

Four Seasons Hotels & Resorts' president and CEO will be leaving after five years.

Allen Smith, who has been leading the company since 2013, plans to exit at the end of 2018. The executive will be remaining in his role until Four Seasons' board of directors can pick a replacement ([see more](#)).

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