

TRAVEL AND HOSPITALITY

Four Seasons takes its customer service on the road

May 4, 2018



Four Seasons looks to create a one-of-a-kind road trip. Image credit: Four Seasons.

By BRIELLE JAEKEL

Four Seasons Hotels and Resorts is bringing opulence to a means of travel not typically known as luxurious, as hospitality brands compete to create the most unique experiences.

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One-of-a-kind activities are drawing affluent travelers to hospitality brands, and Four Seasons is hoping to create an unforgettable experience through a road trip. Encouraging bookings at three of its locations in Italy and the French Riviera, Four Seasons is offering a road trip experience without losing out on high-end customer service.

"Guests can experience the best of Four Seasons while living the dream road trip holiday through combining the glamour of the French Riviera with a twist of dolce vita, behind the wheel of an classic vintage car," said Caroline Mennetrier, director of PR, marketing and communications at Four Seasons. "Four Seasons Hotel Milano, Four Seasons Hotel Firenze and Grand-Htel du Cap-Ferrat, A Four Seasons Hotel, in partnership with JoeyRent, are bringing the heritage of the south of France and Italy to each guest in a luxury fashion, celebrating incredible cuisine, fashion, art and culture."

Luxury on the road

The gap between the average traveler's vacation spend and that of an affluent individual is widening, with luxury vacationers outspending the rest by more than six times the typical amount.

According to EyeforTravel's "The Global Luxury Travel Consumer" report, the average traveler spends around \$1,690 per trip, but the luxury consumer's budget is approximately \$5,365 per vacation. As the cost and frequency of affluent trips increases, the hospitality sector will need to respond by curating exclusive experiences and amenities to ensure affluents continue to be enticed and not become bored by standard stays ([see more](#)).

Four Seasons is looking to capitalize on this by offering a unique trip through France, in which guests can road trip in a classic convertible from the 1960s.

Customers can choose between a 1960 Giulietta Spider, a 1958 Mercedes-Benz 190 SL Cabrio or a 1956 Porsche 356A Speedster for their trip.



Four Seasons customers can road trip through the French Riviera. Image credit: Four Seasons.

They also can decide between staying at Four Seasons Hotel Firenze, Four Seasons Hotel Milano and Grand-Hotel du Cap-Ferrat, A Four Seasons Hotel. Guests choose to stay at only two or all three.

Participants will travel between the hotels of their choice in the loaner convertible, followed by a Four Seasons personal driver. The driver will be on hand to provide what the hotel is calling its exceptional Four Seasons service.

The driver is available for communication via a two-way radio for roadside assistance, recommendations, valet parking, vehicle cleaning and gas fill up.

Road trippers can stop along the way for shopping, activities and dining at their preference.

Four Seasons will also include snacks and picnics, created by one of its chefs.

Four Seasons creates a new way of road tripping

Four seasons customer service

The hospitality brand is always looking for new ways to make its customers comfortable.

For instance, Four Seasons Hotels and Resorts recently extended its hospitality services to provide comfort to affluent travelers not just at their destination, but during their journey as well.

Starting travelers' vacations as early as arriving at their home airport, Four Seasons Resort Bora Bora and Four Seasons Resorts Hawaii are working with the Los Angeles International Airport to create a first class lounge experience for guests. Through the partnership, Four Seasons will offer consumers an exclusive experience at LAX's Private Suite, a private terminal with five-star amenities and services, as well as high-end security ([see more](#)).

"The experience is fully customizable each En Route to La Dolce Vita experience caters to the guests' interests and needs," Ms. Mennetrier said.

"Furthermore, every detail has been thought after to ensure guests a seamless, luxury experience," she said. "All experiences include road-assistance and the possibility to switch to a modern car at any point."

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