

TRAVEL AND HOSPITALITY

Four Seasons pivots towards private jets as it sees more exposure

June 13, 2018



Four Seasons takes guests to a variety of destinations. Image credit: Four Seasons

By BRIELLE JAEKEL

Four Season Hotels and Resorts is leaning into what it believes is a boom in the private air sector as it releases a new set of jet itineraries for 2019.

Subscribe to **Luxury Daily**
Plus: just released
State of Luxury 2018 **Save \$246 ▶**

After the hospitality brand saw a record breaking sales year in 2018 for its private air itineraries, Four Seasons is now planning on bringing the journeys back for the following year. World Adventures was one of the 2018 offerings in the hospitality brand's private jet itineraries that brings guests to various remote locations in eight different countries, with one-of-a-kind experiences.

"The success of our Private Jet program speaks to our ability to understand the needs of the modern luxury consumer and craft an end-to-end Four Seasons experience that is unmatched in the market," said J. Allen Smith, president and CEO, **Four Seasons Hotels and Resorts**. "Each element of a Four Seasons Private Jet journey is impeccably curated, combining exclusive access, local expertise and high-touch service into one seamless offering that consistently exceeds expectations.

"We are delivering an incredibly unique product and the demand from luxury travelers has been nothing short of remarkable, driving a record sellout in 2018, and the addition of another journey to our 2019 lineup."

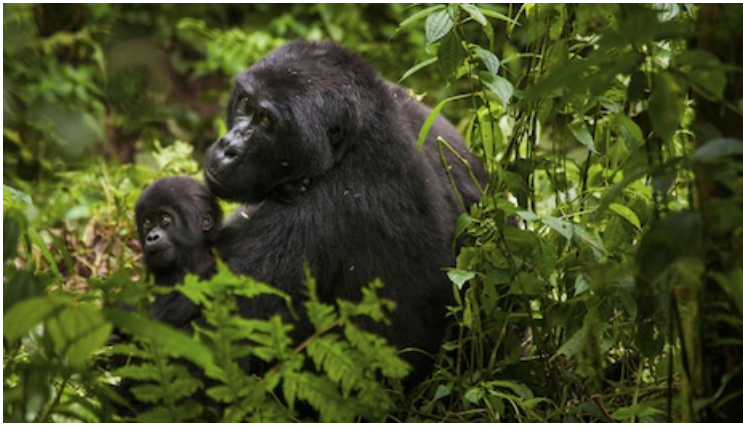
Flying with experience

Four Seasons will see its World Adventures program return for a second year, following a successful inaugural year.

The journey will span nine destinations throughout 24 days. The itinerary includes visits to places such as Seattle, WA; Kyoto, Japan; Bali; Seychelles; South Africa; Rwanda; Marrakesh, Morocco; Bogota, Colombia; the Galapagos Islands and Miami.

Based on double occupancy, the journey costs guests \$143,000 per person.

The adventure will take place in the fall of 2019, starting Oct. 23 and ending Nov. 15.



Mountain gorilla and juvenile Volcanoes National Park in Rwanda. Image credit: Four Seasons

World Adventures is one of many programs Four Seasons has curated for the private jet journey this coming year.

Latin Escape will take place in February, while International Intrigue will venture to locations such as the Serengeti, Budapest and London in the early spring of 2019. Timeless Encounters, which will take guests to Bora Bora, Prague and more, takes off in September next year.

Secluded beaches, bustling markets and one-of-a-kind excursions are a few of the features Four Seasons describes as a part of its World Adventures tour.

Throughout every destination, Four Seasons will continue to care for each guest to ensure that quality service is provided.

Each guest will have a bespoke itinerary unique to their needs, created directly after booking.

Starting with a celebratory dinner in Seattle, guests will get a feel of local Seattle through a high-end experience and a look behind-the-scenes.

Meditation with a Zen master in Kyoto, Japan, white-water rafting in Bali, taking a dip in a sacred pool and looking at the coco de mer palm trees in Vallée de Mai Nature Reserve found nowhere else are just a few of the activities provided.

In Rwanda, guests will be able to take a hike through bamboo forests to see endangered gorillas.

Four Seasons has also arranged a traditional Moroccan lunch with a local family in Marrakech. Private salsa dance lessons will also be available in Bogota, as will a three-night cruise in the Galapagos Islands.



Galapagos penguins seen while snorkeling in the waters off Tangus Cove. Image credit Four Seasons

Guests will end their journey in Miami with a spa treatment.

Flying with Four Seasons

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

World of Adventures joined the hospitality company's offerings for this year for its first time. Increasingly, hotel brands are diversifying their experiences, taking their service beyond their properties on the ground ([see story](#)).

Four Seasons also recently took affluent culinary enthusiasts on a journey that spanned multiple continents with

once-in-a-lifetime experiences.

As part of the Four Seasons Jet Experience, the Culinary Discoveries journey appealed to the foodie, spanning nine locations in 19 days. The \$135,000 per person trip included a variety of encounters having to do with food that guests would not be able to experience anywhere else ([see story](#)).

“With this additional itinerary, we will revisit the splendor of Rwanda and colourful streets of Bogota, connecting guests to the unique experiences and memorable destinations that define a Four Seasons Private Jet journey,” Mr. Smith said. “As our guests’ desire for limitless adventure aboard the Four Seasons Private Jet continues to grow, so will the breadth of our offerings, as we push the boundaries of what is possible when it comes to international luxury voyages.”

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.