

TRAVEL AND HOSPITALITY

Four Seasons, NetJets bring bespoke customization to one-destination trips

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Four Seasons and NetJets launch a trio of customizable escapes in Anguilla, Orlando, and the Bahamas. Image credit: Four Seasons Hotels and Resorts.

By STAFF REPORTS

Four Seasons Hotels and Resorts is working with private aviation firm NetJets to launch new packages for greater bespoke travel.

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Three new packages are now available for customers to personalize their travel plans in made-to-order style. Anguilla, Orlando and the Bahamas are a few of the destinations guests can visit via private air through NetJets with Four Seasons-style service.

Private travel

The two brands introduced multi-destination itineraries last year, but they are now offering one-stop trips this year.

Each guest is able to plan their trip according to their needs with la carte activities, and travelers are assigned a concierge to help customize the journey.

"Together with NetJets, we've combined our intimate knowledge of the luxury consumer to offer a product that is truly unmatched in the market," said J. Allen Smith, president and CEO of Four Seasons Hotels and Resorts, in a statement. "Our new single-property packages offer guests the same ease and flexibility of a NetJets private aviation experience alongside signature Four Seasons service and quality.

"These new NetJets experiences deliver a custom-made Four Seasons escape designed and inspired by the preferences of our luxury travelers," he said.

Imagine horseback riding in Anguilla, perfecting your golf swing in the Bahamas or enjoying family fun in Orlando. Introducing three new [#FourSeasonsxNetJets](#) experiences flying [@netjets](#) to [@fsranguilla](#), [@fsoceanclub](#) & [@fsorlando](#) - which will you choose? <https://t.co/H8AFHMr64K>
pic.twitter.com/vKO8CF8uSc

Guests looking for a trip to Anguilla will be able to stay at beachside villas or private residences with a gourmet kitchen and private pool along with a personal golf cart and lifestyle assistant.

Activity choices include a gourmet picnic on a private island with snorkeling and swimming, horseback riding, ATV ride and private bar hop tour.

The trip to Orlando, Florida includes a spa trip, poolside yoga, gourmet breakfast, golfing and a private cooking class.

A Bahamas getaway includes 24-hour butler service, private culinary and household staff and add-ons such as a deep-sea fishing adventure on a yacht, a diving trip and an excluded snorkeling excursion.

"Our collaboration with Four Seasons delivers an exceptional private aviation experience with the best in luxury hospitality," said Patrick Gallagher, executive vice president of sales and marketing at NetJets, in statement. "These three new package concepts are the latest example of our ongoing commitment to innovation in customized luxury travel."

Four Season also recently leaned into what it believes is a boom in the private air sector as it releases a new set of jet itineraries for 2019.

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 ([see story](#)).