

TRAVEL AND HOSPITALITY

## Four Seasons launches 3 new Pop Down city events

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*Four Seasons new series of Pop Down events begins in September. Image credit: Four Seasons*

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By STAFF REPORTS

Four Seasons Hotels & Resorts has unveiled the next destinations for its Pop Down series of limited-time offers, beginning in Philadelphia, Miami and Hong Kong.

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The series is meant to provide unique experiences for customers that highlight the adventurous and luxurious nature of Four Seasons. Beginning in September, these three cities will host events and installations for Four Seasons customers to enjoy.

"We imagined the Pop Down concept as a powerful new way to share the extraordinary moments experienced by our guests in our hotels and resorts every day, and introduce the incredible people who are distinctly Four Seasons," said Peter Nowlan, executive vice president and chief marketing officer at Four Seasons Hotels and Resorts, in a statement. "By harnessing Four Seasons talent and craftsmanship to deliver a brand experience outside of our properties, we are continuing to cultivate connections with Four Seasons in fresh and inspiring ways."

### Pop Down Philadelphia

Luxury travelers expect a certain level of service when traveling to a high-end hotel. But at the same time, those travelers want more than just a nice hotel room, they want a memorable experience.

Pop-up experiences and limited time installations have been a great way for luxury hotel brands to engage their affluent customers.

Four Seasons has embraced this philosophy with the launch of its Pop Down series of events. From exclusive art installations to unique dining opportunities, Four Seasons has offered its customers unique ways to enjoy their time abroad.

Now, the brand has announced the launch of three new Pop Down experiences over the course of the year.

In September, Pop Down Philadelphia will allow customers to explore art installations inspired by the city culminating in an invitation-only event showcasing how the art was made.

Following that, in December Pop Down will move to Miami for as-yet-unannounced experiences before moving to Hong Kong in the beginning of 2019.



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

Bespoke travel has been Four Seasons primary theme recently. Last week, Four Seasons worked with private aviation firm NetJets to launch new packages for greater bespoke travel.

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 ([see story](#)).

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