

TRAVEL AND HOSPITALITY

## Four Seasons capitalizes on its appearance in film

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*Inspired by the best-selling novel and movie Crazy Rich Asians. Image credit: Four Seasons*

By STAFF REPORTS

Hospitality group Four Seasons is celebrating a new film release with a special package, as its Langkawi resort is featured on the big screen.

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Acting as a backdrop for the new film "Crazy Rich Asians," Four Seasons Langkawi in Malaysia is offering a getaway for travelers similar to what they see in the film with its Escape to Paradise promotion. Daily breakfast for two, round-trip rides between the airport and resort and more are offered a part of this package.

### Crazy Rich Asians

The Escape to Paradise promotion is available for booking starting at \$680 for its best accommodations on site, where a portion of the film was shot.

"Four Seasons Resort Langkawi is an idyllic backdrop, both for leisure guests and now as a striking focal point for the big screen," said David Macklin, general manager of Four Seasons Resort Langkawi, in a statement. "The resort, along with our iconic mile long white sand beach, is recognizable in the film and it truly captures our paradise, where the pristine natural beauty of Langkawi seamlessly blends with the finest luxury.

"We hope that travellers will discover Langkawi and experience the site where Crazy Rich Asians was filmed, as well as everything our UNESCO Geopark has to offer from adventure and nature to rejuvenation and warm Malaysian culture," he said.

Four Seasons says the package includes a 20 percent value on the Bed and Breakfast package.



*Image credit: Four Seasons*

The hospitality group often offers unique packages to better attract affluent travelers.

Four Seasons brought opulence to a means of travel not typically known as luxurious, as hospitality brands compete to create the most unique experiences.

One-of-a-kind activities are drawing affluent travelers to hospitality brands, and Four Seasons hoped to create an unforgettable experience through a road trip. Encouraging bookings at three of its locations in Italy and the French Riviera, Four Seasons has offered a road trip experience without losing out on high-end customer service ([see story](#)).

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