

TRAVEL AND HOSPITALITY

Four Seasons launches 2019 with artist trip to Vietnam

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Visual artist Missy Dunaway will travel to Vietnam to create works inspired by Four Seasons experiences. Image credit: Four Seasons

By STAFF REPORTS

Hospitality group Four Seasons Hotel and Resorts is bringing back its program that focuses on relationships with influencers for the 2019 season.

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Four Seasons has carefully selected artist and illustrator Missy Dunaway for its first collaboration, as the hospitality group states it only partners with influencers who have a deep connection to their craft. Ms. Dunaway will embark on a Four Seasons journey celebrating the culture of Vietnam later this March.

Influencing travel

Ms. Dunaway will travel from her home in Portland, Maine to Four Seasons Resort The Nam Hai, Hoi An in Vietnam. There, she will immerse herself in Four Seasons hospitality as well as the local culture and traditions.

The artist's work inspired from her travels, as well as her experience, will be showcased throughout Four Seasons' social channels. Four Seasons states she was selected from a group of 1,000 applicants around the world.

"Transcending follower-count, geography, culture and language, the diverse range of Envoy applicants demonstrates the appetite for a program rooted in authentic storytelling," said Peter Nowlan, chief marketing officer at Four Seasons Hotels and Resorts, in a statement. "Envoy is an opportunity to disrupt the status quo of influencer marketing and immerse audiences in the Four Seasons guest experience, all through the unique global perspectives of an untapped pool of storytellers personified by the rich and varied group of Envoys who will be announced throughout 2019."



Travel journal painter and inaugural Four Seasons Envoy, Missy Dunaway. Image credit: Four Seasons

Last year, Four Seasons put a spotlight on original storytelling with the launch of its influencer program.

Through Envoy by Four Seasons, the hotelier recruits a select number of artists and storytellers to create work based on their experiences at a Four Seasons destination. A growing number of hospitality brands are turning to influencers to create more engaging content that appeals to a wide scope of guests ([see story](#)).

"I am thrilled to be working with Four Seasons as part of such a collaborative program focused on the influence of storytelling through craft," said Missy Dunaway, Envoy for Four Seasons, in a statement. "My Envoy journey with Four Seasons celebrates a mutual appreciation for being in the moment and bringing memories and experiences to life in unique, resonant and personal ways, inspiring others to explore and discover the world around them."

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