

TRAVEL AND HOSPITALITY

Four Seasons exhibits its events expertise with GMID

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Four Seasons Hotels and Resorts Launches campaign to celebrate Global Meetings Industry Day.

By STAFF REPORTS

Hospitality group Four Seasons is touting its conference spaces in a campaign celebrating Global Meetings Industry Day.

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A significant part of Four Seasons' business is event and meeting based, so its taking the global awareness day as an opportunity to show possible customers how its events are one of a kind. In a short film, Four Seasons invites viewers into what it takes to organize an event at one of its locations.

Wowing through events

Four Season's Grand Hotel du Cap Ferrat in France is the subject of the short film, where director of group and events Aurlien Guery shows his passion for the job.

Mr. Guery states that "the events world is like an orchestra" and that he is "the conductor."

Through personalization, Four Seasons and Mr. Guery aims to wow all guests, as this segment of affluent travelers have seen a variety of unparalleled luxury.

"There is no identical event," Mr. Guery says.

Four Seasons' GMID film

"Our Four Seasons meetings and events teams are true masters of their craft, creating personalized, innovative events that make the extraordinary happen," said Ben Trodd, senior vice president of sales and hotel marketing at Four Seasons Hotels and Resorts, in a statement. "On Global Meetings Industry Day, we thank our partners for entrusting us with their most high-profile gatherings, and we also recognize the talented Four Seasons craftspeople who transform our properties and bring these events to life.

"Their dedicated efforts, creativity and passion continue to impress guests from around the world and ensure our clients trust and return to Four Seasons year after year," he said.

Four Seasons Hotels and Resorts is catering to business travel, a predominant side of its services, in celebration of Global Meetings Industry Day.

GMID is an annual initiative that looks to bring together leaders in the events industry. Four Seasons is taking this time to incentivize business travelers to stay loyal to its brands with a series of events, started in 2018 ([see story](#)).

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