

TRAVEL AND HOSPITALITY

## Four Seasons asks guests to take time for new experiences

April 10, 2019



*In France, guests can learn more about wine making. Image credit: Four Seasons*

By SARAH RAMIREZ

Hospitality group Four Seasons Hotels and Resorts is looking to inspire consumers to take time out of their busy lives and embrace new experiences with a new global brand initiative.

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"Take Your Time" includes a new set of property experiences that require little time commitment, as well as an emotive collection of campaign films. Time itself is becoming a luxury commodity as today's affluents are increasingly time poor and constantly connected.

Curated discoveries

For its newest initiative, Four Seasons curated "Daily Discoveries" through each property that last up to a whole day.

Each experience is categorized as 1 Minute, 1 Hour or 1 Day. The hope is to show travelers that they can learn about new cultures, places and people without having to devote entire vacations to these engaging experiences.



*Cultural activities included private architecture tours. Image credit: Four Seasons*

One daylong experience has guests at the Four Seasons Resort Hualalai in Kailua, HI harvest natural sea salt from

the seaside before joining the property's executive chef in a private culinary lesson. Similarly, at the Grand-Hotel Du Cap-Ferrat in France, guests can spend a day harvesting at a nearby vineyard and then enjoy a private picnic prepared by the hotel's Michelin-starred chef.

Some of the daily experiences have a more cultural and educational focus. In Casablanca, guests can spend a day on a private tour exploring the city's collection of Art Deco buildings.

For those who do not feel like they can devote an entire day to their discoveries, Four Seasons has also selected shorter experiences.

For a "1 Hour" experience in Casablanca, guests can enjoy a bespoke Moroccan spa treatment using local ingredients. The "1 Minute" experience is a brief respite with a cup of traditional Moroccan mint tea on the hotel's terrace.

Other activities include an hour-long coffee tasting class in Bogota, Colombia and a brief sunrise swim at the Four Seasons in Hong Kong.

*Four Seasons is encouraging guests to take time for themselves and travel*

To launch the new experience packages, Four Seasons also released short films featuring real guests.

Each spoke about their busy routines and how it impacts their ability to take time for themselves and for their loved ones. Four Seasons inspired them with personal messages from their family members, who reflected on past travel memories.

Time as a luxury

Wealthy travelers are increasingly drawn to unique experiences in addition to upscale accommodations and services, but they can be a difficult audience for hospitality brands to target due to their busy lifestyles and elevated expectations.

According to a whitepaper from researcher Euromonitor, there will be 3.6 million more HNWIs created in the next decade, bringing the total population above 8 million. This growing audience that can afford luxury purchases is typically time poor and looking for brands that go the extra mile.

In particular, newly affluent individuals are more apt to be self-made. They therefore are rich but time poor, with work a key part of their lives ([see story](#)).

Additionally, as consumers look to balance self-care with unique experiences, more than half of affluents plan to incorporate wellness aspects into their future travels.

According to a survey from MVI Marketing, more than 60 percent of travelers expect hospitality brands to offer wellness options at their properties. More than 50 percent also named social media platforms as their inspiration for wellness and luxury travel.

Four Seasons was among the five hospitality groups affluents preferred when booking wellness travel. The Caribbean, Bali, Italy and Costa Rica are among the most desirable wellness destinations ([see story](#)).