

TRAVEL AND HOSPITALITY

Four Seasons puts focus on wellness in Boston opening

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Pool at Four Seasons Hotel One Dalton Street, Boston. Image courtesy of Four Seasons

By STAFF REPORTS

Hospitality group Four Seasons Hotels and Resorts is appealing to consumers' desire for wellness travel by dedicating a floor of its new Boston property to a fitness center and spa.

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Four Seasons Hotel One Dalton Street, Boston is a 61-story tower in the city's Back Bay neighborhood. Marking the second Four Seasons in Boston, the property is positioned for a younger audience.

"Like the city, everything about this hotel has a youthful feel," says Reed Kandalraft, general manager of the hotel, in a statement. "It's all forward thinking, fresh and contemporary at every turn."

Fitness and food

Four Seasons also has a nearby hotel in downtown Boston on Boylston Street.

The new address is located a short walking distance away, nearby to Hynes Convention Center and shopping destinations Newbury Street and the Prudential Center and Copley Place malls.

Four Seasons at 1 Dalton St. is the city's third tallest building, at 724 feet.

The structure, which is in the shape of a guitar pick, was designed by Cobb of Pei Cobb Freed & Partners along with Gary Johnson of Cambridge 7 Associates. Landscape architect Michael Van Valkenburgh also designed a 5,000-square-foot park outside of the hotel.



Exterior of Four Seasons Hotel One Dalton Street, Boston. Image courtesy of Four Seasons

All of the 215 rooms and suites feature floor-to-ceiling windows, soundproofing and technology amenities, as well as interior design by Bill Rooney.

Four Seasons set aside a floor for wellness and beauty. A spa features five treatment rooms, while a salon will offer hairstyling, manicures and makeup application.

The hotel's fitness center features equipment selected by celebrity trainer Harley Pasternak from Precor. Guests can work out in a space with expansive windows overlooking Boston, or attend sessions in a private pilates and yoga studio.

Four Seasons is also opening New England's first Zuma restaurant in the hotel, along with breakfast and lunch spot One + One and the Trifecta Lobby Bar.

"This is truly a milestone project for Four Seasons," says Vince Parrotta, president of hotel operations for the Americas, in a statement. "We could not have found better partners, like-minded people who share our vision for luxury hospitality and organizations with the bench strength to make it all come to life."

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

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 ([see story](#)).