

IN-STORE

Four Seasons woos brides-to-be with destination wedding packages

August 26, 2011



By KAYLA HUTZLER

The Four Seasons is keying in on wedding-planning fever to promote its Mountain Resorts Collection in an attempt to keep business steady until the skiing season begins.

[**Sign up now**](#)

Luxury Daily

Four Seasons in Vail, CO, Jackson Hole, WY and Whistler, British Columbia are promoting the hotels' ballrooms, restaurants and scenery to encourage brides to book weddings at their properties. Fully-customizable wedding packages are being promoted at the three hotels.

"Fall is the perfect time to head to the mountains, see the wildlife, the changing leaves and beautiful fall foliage, and experience the fresh, crisp mountain air," said Dana Berry, Vail, CO-based public relations director at Four Seasons Vail.

"As summer and winter are typically the properties' peak seasons, Fall also presents an ideal time to experience the resorts at a greater value," she said.

"For brides who are thinking about having a mountain wedding, Fall would be a great time to escape to the resort and experience it firsthand and determine what type of wedding they would like to have."

Bridal Vail

Four Seasons Vail is offering several different wedding packages, one of which involves a partnership with the nearby Larkspur Restaurant that allows brides and grooms to say their vows outside with the Gore Range in the background.

Afterwards, wedding guests are brought back to the property's Bighorn Ballroom.

The Vail hotel also boasts a private event room that is perfect for pre-wedding lunches or rehearsal dinners, per the brand.

Couples that book their wedding at Four Seasons Vail are rewarded with three complimentary nights at Four Seasons Resort Lana'I et Manele Bay or Four Seasons Resort Punta Mita, Mexico.

Wedding packages start at \$160 a person, or \$3,000 for up to 25 people.



In addition, Four Seasons Jackson Hole is boasting its numerous ballrooms and the Cottonwood Lawn as the perfect nuptial backdrop.

For couples who wish to stay at the hotel after the wedding, Four Seasons Jackson Hole boasts quiet canoe rides for two and night-time winter sleighing.

Four Season Jackson Hole offers a winter package at \$168 per person and a summer package for \$198 per person.

For more daring couples, Four Seasons Whistler allows couples to say their vows on a glacier or in the hotel's courtyard.

Couples who book their wedding at the Whistler property get a complimentary night in the hotel's honeymoon suite.

Wedding packages at Four Seasons Whistler start at \$100 a person.



In the hole

Each of the Four Seasons mountain resort hotels have an on-site wedding specialist to accompany the couple throughout the wedding-planning process.

Four Seasons felt this was a perfect time to promote the extensive range of wedding options given that many couples are beginning to plan their spring weddings.

In addition, given the slowdown in travel during the Fall, the hotels have the resources to fully attend to every couples' needs, per Four Seasons.

Since many people travel during the summer months, particularly in August, the Fall presents a general obstacle for hotels as people return to school and work. ([see story](#)).

Brands are already starting to prepare for the slump.

For example, the Ritz-Carlton is giving out bonus reward points when consumers book a meeting, event or conference at any of the hotel properties in the Fall ([see story](#)).

"We are always seeking to introduce brides to our properties," Ms. Barry said. "Especially for the Mountain Collection, we are hoping to raise awareness of our three beautiful options.

"Since many brides are now planning their wedding for next year, it's the perfect time to

think about planning a destination wedding in the mountains,” she said.

Final Take

Kayla Hutzler, editorial assistant on Luxury Daily, New York

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.