

TRAVEL AND HOSPITALITY

## Four Seasons unveils its first influencer collaboration for Envoy

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*Missy Dunaway's work with Four Seasons. Image credit: Four Seasons*

By STAFF REPORTS

Hospitality brand Four Seasons Hotels and Resorts is continuing on with its special influencer program with its first selected artist, allowing guests to follow along with a curated trip.

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Visual artist Missy Dunaway is the first to collaborate with Four Seasons for its Envoy influencer program. The artist embarked on a special journey to Vietnam where she immersed herself in the local culture and documented her trip through her artwork.

Influencers and travel

Late last year, Four Seasons announced that it will be putting a spotlight on original storytelling with a new 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](#)).

*Missy Dunaway's travel experience with Four Seasons*

The program selects influencers based on submissions, without looking at the number of followers they have.

Ms. Dunaway was selected from more than 1,000 applicants worldwide. After being selected, she traveled to Four Seasons Resort The Nam Hai, Hoi An, Vietnam and engaged in a variety of experiences to embrace the local culture.

Activities such as a private singing bowl lesson, a traditional wishing candles ceremony and a fishing excursion on a Vietnamese fishing boat inspired her artwork, which is available for viewing on Four Seasons' dedicated Web page.

Guests are also able to book the experiences and activities that Ms. Dunaway participated in at Four Seasons' Vietnam property.

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