

TRAVEL AND HOSPITALITY

Four Seasons adds trip planning to app experience

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Guests can now plan itineraries on the Four Seasons app. Image credit: Four Seasons

By STAFF REPORTS

Hospitality group Four Seasons Hotels and Resorts is leaning into the growth of experiential travel with a new trip planning itinerary feature available on its mobile application.

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The updated Four Seasons app allows guests to manage their experience from start to finish, including booking spa treatments, requesting room service or making dinner reservations. It also enhances Four Seasons Chat as the hospitality brand looks to make stays more seamless for tech-savvy travelers.

"We know from guest feedback that now, more than ever, the luxury traveller is looking for digital tools that can make their lives easier," said Christian Clerc, president of worldwide hotel operations at Four Seasons, in a statement. "This is why we are choosing to invest in thoughtful technology where it matters most to our guests, using an intuitive and relevant mobile-first approach."

Four Seasons mobile

Available on iOS and Android devices, the Four Seasons app enables guests to design their own itineraries, including booking experiences curated by the hospitably group.

Earlier this year, Four Seasons rolled out "Take Your Time," a new global brand initiative featuring new property experiences that require varying amounts of time commitment.

The "Daily Discoveries" are categorized as 1 Minute, 1 Hour or 1 Day and range from relaxing to cultural activities. 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 ([see story](#)).

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Experience #FourSeasons in a new way, from the palm of your hand. Chat, plan and book your custom Four Seasons itinerary with our newly designed #FSApp. Visit the link in our profile to download today.

A post shared by Four Seasons Hotels | Resorts (@fourseasons) on Aug 22, 2019 at 5:03am PDT

The Four Seasons app also includes Four Seasons Chat

In addition to booking stays and planning itineraries, the app is now better integrated with Four Seasons Chat.

Available in more than 100 languages, Four Seasons Chat will enable guests to send and receive messages from property teams for before, throughout and after their stay at a Four Seasons hotel ([see story](#)). Since its launch, Four Seasons Chat has expanded to nine platforms, including the group's app.

"Since 2018, our guests have exchanged more than 5.7 million messages using Four Seasons Chat, 1.3 million of which were sent via the Four Seasons app," Mr. Clerc said. "This is why we've made it a priority to constantly evolve our digital service offering at Four Seasons and further integrate digital solutions that drive personalization to set us apart and ultimately enhance the guest experience."

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