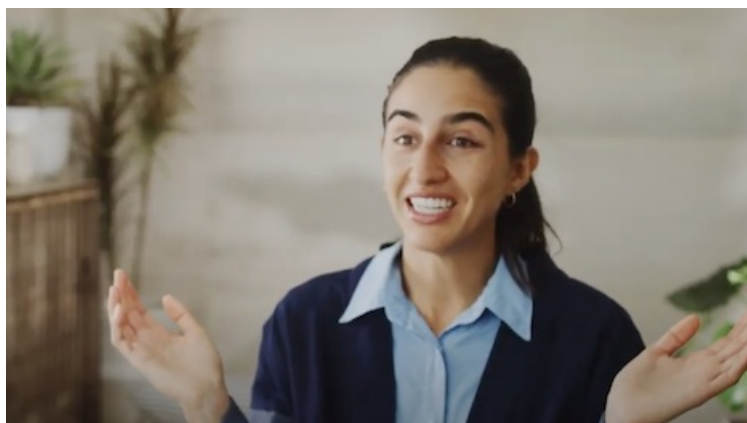


TRAVEL AND HOSPITALITY

Four Seasons Collaborations video series shows off special features of properties

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Majo Magana, adventure concierge at Four Seasons Resort & Residences Los Cabos at Costa Palmas, stars in a video new series highlighting the uniqueness of each property. Image credit: Four Seasons

By DIANNA DILWORTH

Four Seasons Hotels and Resorts has created a series of videos to entertain housebound consumers during lockdowns to keep relationships strong even when customers are not traveling.

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The Collaborations video campaign focuses on the personalities that encompass each individual hotel's staff and specialties, making every place a destination of its own.

"We were seeing a growing trend in hotel experiences as the hotels worked with locals and guests to create localized adventures before the pandemic, and now, I truly believe that these experiences are going to be more important than ever when we travel again," said Damon M. Banks, editor and managing partner at LuxeGetaways.

"It's these intimate and often private experiences that will be hot ticket items for travelers couples, small groups and families," he said.

The Four Seasons Philadelphia highlights its collaborators in this video.

From Philadelphia with Love

The Four Seasons Collaborations videos highlight the individuals that make each property unique and special, personalizing the experience key at the respective hotels.

The much-awaited Four Seasons Hotel Philadelphia finally opened in the Comcast Technology Center last August. The 219-room luxury hotel is built at the top of Comcast's \$1.5 billion tower.

To keep the momentum alive, the hotel chain created several videos about the property, featuring staff members discussing the specialties on the property.

For instance, the hotel's beverage director, Jill Davis, talks about how the hotel's bar menu was inspired to capture the energy of the "City of Brotherly Love." The menu features locally inspired cocktails and craft beers, as well as a curated wine and Champagne selection.

Collaboration Series: Jill Davis, Four Seasons Philadelphia

Michelin-starred chef Jean-Georges Vongerichten stars in a video which showcases his new restaurant on the 59th floor of the hotel in downtown Philadelphia.

In the video, fans can hear about the chef's upbringing while seeing the new restaurant's sweeping views.

Four Seasons Collaboration Series: Jean-Georges Vongerichten

In another video, Rashia Bell, crystal healer at the Philadelphia hotel's spa, talks about curating sound baths for clients in the spa, a space that was specifically designed for these practices.

Four Seasons Collaboration Series: Rashia Bell

In two other videos, the adventure concierge and chef of the Four Seasons Resort & Residences Los Cabos at Costa Palmas tell their stories, while showing off the beachfront property.

"There was a time that you walked through hotels and expected grand architectural details, beautiful flowers and amazing cuisine, but there was never much concern about what was happening behind-the-scenes to make these elements of the hotel exist," Mr. Banks said.

"However, we want to know all the details today," he said. "This Collaboration Series is a brilliant way to showcase the immense amount of time and energy that goes into these guest experiences while also profiling the important individuals behind them."

Majo Magana, adventure concierge at Four Seasons Resort & Residences Los Cabos at Costa Palmas, talks about her love for nature.

Personalized experiences

Four Seasons is not alone in creating content that celebrates the unique personalities of its staff.

Bulgari Hotels & Resorts has also been running a series of digital videos to connect its global workforce with consumers stuck at home during coronavirus lockdowns.

The video collection stars real-life employees from real Bulgari hotels around the world, demonstrating their services so that fans can take part at home. These videos include yoga and cooking classes, a way to entertain housebound consumers ([see story](#)).

These luxury hotel brands understand that people will travel again one day. By providing entertaining content and staying connected to consumers in lockdown, the companies can help build the yearning for unique travel experiences. And when they do return to hotels, personalized experiences will be what consumers crave.

"As we see even more emphasis placed on providing a more personalized guest experience in the coming months and years, brand marketing strategies like this one from Four Seasons will continue to evolve to create an elevated luxury hotel experience," Mr. Banks said.

Kevin Diaz, general manager of estiatorio Milos at Four Seasons Resort Los Cabos at Costa Palmas, talks about his passion for food

Jeff Leatham, artistic director for Four Seasons Hotel Philadelphia and master floral designer shares his vision for the hotel

James Beard-winning Chef Greg Vernick shares his love for cooking and Philadelphia