

TRAVEL AND HOSPITALITY

Four Seasons focuses on emotional connections in uplifting campaign

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Four Seasons is touting how travel can forge connections. Image credit: Four Seasons

By SARAH RAMIREZ

Hospitality group Four Seasons Hotels and Resorts is encouraging consumers to return to travel with a new campaign that focuses on emotional connections.

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Without naming names, Four Seasons' "Love of Travel" effort acknowledges that the coronavirus pandemic has changed many things about traveling. The campaign instead emphasizes what makes travel valuable and memorable for its guests.

"In a time when travelers are more concerned than ever about health and safety when traveling, Four Seasons has the advantage of strong brand loyalty," said Tiffany Dowd, founder and president of Luxe Social Media. "By continuing to reassure its guests with heartfelt and warm messaging, it will resonate well with those who are missing travel and may encourage bookings."

Travel connections

The campaign's tagline asks travelers to "put time in your calendar to truly connect."

In light of coronavirus lockdowns, many consumers have relied on technology to virtually connect with their friends and families. Now Four Seasons is presenting safe travel as a solution to reconnect.

Four Seasons is celebrating a love of travel

A short montage begins with people diving back into travel literally, as they plunge into pools and the ocean for a swim. There are snippets of friends stepping off a small plane, and recognizable shots of Four Seasons destinations around the world.

"We are much more than a collection of hotels, resorts and residences," onscreen text reads.

The energetic background music takes a more inspiring tone as Four Seasons staff explain what is behind the brand.

"It's about those memorable moments that will last forever," one man says.

More scenes of people enjoying adventures together, such as horseback riding, are shown along with the caption "We believe travel is best shared." The film concludes with a woman welcoming back guests to Four Seasons.

Travel after COVID

Four Seasons' Love of Travel demonstrates how hospitality brands can humanize their hotels as they work to welcome back guests.

Even during the coronavirus crisis, hospitality groups should create emotional, rather than cognitive, connections with travelers, according to a new study from the United Kingdom.

Researchers argue that emotional attachment is essential for the hospitality industry to recover since it can increase travelers' desires to visit specific sites after the pandemic ends ([see story](#)).

In addition to the emotional travel campaign, Four Seasons has launched Lead With Care, a new health and safety program developed in response to COVID-19.

Along with heightened cleanliness and disinfection measures, social distancing, and employee training, Four Seasons is using technology to limit face-to-face interactions while maintaining personal service ([see story](#)).

"People will be looking to stay places that make them feel comfortable, safe and have a commitment to the highest standards," Ms. Dowd said. "Four Seasons' Lead with Care global health and safety program is an excellent example of how a brand can make guests feel safe when traveling by providing a consistent standard for their entire collection of hotels and residences worldwide."

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