

TRAVEL AND HOSPITALITY

Four Seasons encourages travelers to work from hotel' with exclusive services

November 10, 2020



Extended stays are also an opportunity for extended families to spend time together after quarantine. Image credit: Four Seasons

By SARAH RAMIREZ

Hospitality group Four Seasons Hotels and Resorts is inviting guests to stay longer at their properties in a new campaign playing on the trend of "workcations."

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Through the Four Seasons "Extend Your Stay" initiative, guests can unlock special services and benefits once they book stays that are 30 days or longer. After the coronavirus pandemic led to lockdowns and travel restrictions, luxury hotel brands are encouraging consumers to take advantage of remote work to travel with their families.

"Four Seasons is tapping into its reputation as a safe and trusted brand with its new extended stay program," said Tiffany Dowd, founder and president of **Luxe Social Media**, Boston. "As people are looking for places to vacation safely, it's an attractive way to entice loyal and new guests to embrace Four Seasons as a home away from home' as well as becoming remote office."

Luxury workcation

In a campaign film, Four Seasons identifies a silver lining of recent events.

"Now, we can live, work and experience somewhere new," a video tagline explains. "We can stay longer to replenish and reconnect."

The sounds of a rushing river and a rainforest set the mood for relaxation, before joyful instrumental music begins. A montage begins, showing people riding a bicycle in different environments and a family gathered around in the kitchen.

Four Seasons is promoting extended stays as many affluents continue working remotely

In one scene, a young girl releases a baby turtle into the ocean waves. It transitions into an early morning look at a Four Seasons staffer preparing lounging furniture on the beach.

There are other glimpses of Four Seasons' customer service, including a concierge delivering a handwritten note and another worker bringing in fresh flowers.

"With legendary service anticipating every need, the perfect work-life balance is ours," another set of text reads, as a pair of grandparents watch their two grandchildren gleefully jump into a pool on a snowy day.

Touching on the aforementioned work-life balance, the next snippet shows a father working on a scenic outdoor terrace while a grandmother reads to his young kids. He later enjoys a work break by walking the family dog on the grounds.



Four Seasons is also encouraging remote workers to take breaks for their mental and physical well-being. Image credit: Four Seasons

The campaign film ends with a couple starting their days with a morning cup of coffee together and a family unwinding with an al fresco dinner.

Four Seasons is offering exclusive services for extended stay guests, including complimentary parking, twice-weekly private fitness sessions with a professional fitness trainer, personal concierge contact and private consultations to discuss remote learning options and culinary plans.

The extended stay services are available for guests booked for at least 30 days at Four Seasons Hotels and Resorts or Four Seasons Private retreats ([see story](#)).

Marketing shift

Luxury hotels are continuing to innovate marketing and service strategies after travel dramatically fell at the onset of the pandemic.

In an earlier effort, Four Seasons encouraged consumers to return to travel by focusing on emotional connections.

Without naming names, Four Seasons' "Love of Travel" campaign acknowledged that the coronavirus pandemic has changed many things about traveling. The campaign instead emphasized what makes travel valuable and memorable for its guests ([see story](#)).

Another emerging trend is the "workcation."

With so many individuals still working from home, brands like Auberge Hotel Collection and Mandarin Oriental are introducing remote long-term stay packages to accommodate working individuals looking for a vacation while still navigating the pandemic. Some packages even include tutoring for children who are attending school remotely.

The Mandarin Oriental Workcation package includes private sanctuaries in selected rooms, complimentary Wi-Fi, printing, dining credit, as well as temperature checks, increased cleaning measures across all areas and even PPE for all guests ([see story](#)).

"Brands like Mandarin Oriental Hotels are offering significant discounts at their various luxury hotels around the world for extended stays," Ms. Dowd said.

"Luxury hotels can attract guests to stay longer by offering exclusive perks for extended stays, bonus loyalty rewards, easy access to hotel gyms, spas and meeting spaces when needed and providing unique and safe programs for kids including space for remote learning," Ms. Dowd said. "It's a great way to encourage guests to stay longer at their hotels by offering such extensive savings."