

TRAVEL AND HOSPITALITY

Four Seasons fuels wanderlust in aspirational campaign

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Four Seasons is showcasing different properties, including its resort at Jumeirah Beach. Image credit: Four Seasons

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Hospitality group Four Seasons Hotels and Resorts is looking to inspire travelers with a video series spotlighting different properties around the world.

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As vacation destinations slowly and safely reopen to guests, Four Seasons has been highlighting what different locations have to offer through videos shared on YouTube. Each video has its own individualistic flair and format, with one of the most recent following a romantic narrative at the Four Seasons Dubai at Jumeirah Beach.

Seeking inspiration

The film begins with a woman struggling at a typewriter on a rainy night. Seeing her frustration, her partner pulls up the hotel website on his phone, suggesting they plan a getaway.

With a romantic instrumental score swelling, the scene transitions to the couple pulling up in front of the Four Seasons Dubai at Jumeirah Beach.

A romantic getaway can inspire a storyteller

Once at the resort, the couple holds hands and runs along the sea's edge, later lounging in the sun. The vignette offers a quick glimpse of the woman writing in her notebook.

After a day of unwinding, the pair get ready for a romantic dinner, with the man helping the woman pick out which dress to wear. They dine on the beach as the sun sets, and after night falls, the woman shares some of her writing with her suitor.

Later that night, she quietly slips out of bed and grabs her notebook. She begins writing on the balcony under a starry sky, her inspiration reawakened by the trip.

She is seen writing until the morning, when she closes the notebook to join her lover for breakfast in a Majilis overlooking Dubai.

Other recent films from Four Season spotlight Mexican hospitality and cocktails at the Four Seasons Resort Punta

Mita and Mexico City, culinary and cultural experiences in Miami, as well as other hotels that have recently reopened.

Welcome back

Last summer, Four Seasons Hotels and Resorts encouraged consumers to return to travel with a campaign that focused on emotional connections.

Without naming names, Four Seasons' "Love of Travel" effort 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 recent effort invited guests to stay longer at Four Seasons properties by playing on the trend of "workcations."

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 ([see story](#)).

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