

TRAVEL AND HOSPITALITY

Four Seasons launches hybrid meetings, highlights brand versatility

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Hybrid meetings, available at any Four Seasons hotel or resort, allow guests to host meetings that feature a mix of in-person and virtual participants. Image credit: Four Seasons

By LUXURY DAILY NEWS SERVICE

Hospitality group Four Seasons Hotels and Resorts is offering hybrid meeting options, giving guests a new opportunity to reach their audiences in a range of ways.

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The new feature, available at any Four Seasons hotel or resort, is allowing guests to host meetings that feature a mix of in-person and virtual participants. Four Seasons is providing guests advanced technology and assistance in adhering to health protocols, enabling guests to host versatile events that aim to assuage anxiety and meet individuals' disparate meeting preferences.

Coming together in different ways

With hybrid meetings, Four Seasons is looking to help people feel more connected during such a challenging time. The hospitality group is assisting guests in hosting everything from presentations to galas and cooking classes.

The offerings available with hybrid meetings include industry-leading technology, personalized consultations and planning assistance, professional backdrops for speeches and surprises for meeting attendants.



From keynote speeches to galas, Four Seasons is assisting guests in hosting meaningful and memorable events through hybrid meetings. Image credit: Four Seasons

The hospitality group is aiming to accompany guests in every aspect of the planning process and to meet any individual or unique needs. Last year, Four Seasons implemented its Lead With Care program which outlines clear operational procedures that educate and empower Four Season employees to best care for the guests, themselves and one another.

Four Seasons is also offering facilitation of COVID-19 testing for all guests and meeting attendees.

Lead With Care is one of several campaigns Four Seasons has fostered in helping consumers once again get excited and feel safe about travel.

Last September, 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](#)).

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