

TRAVEL AND HOSPITALITY

Four Seasons encourages travelers to take the scenic route

June 22, 2021



Four Seasons has launched curated European road trips. Image credit: Four Seasons Hotels & Resorts

By LUXURY DAILY NEWS SERVICE

Hospitality group Four Seasons Hotels & Resorts has introduced new drivable adventures across Europe as restrictions lift and leisure travel makes a resurgence.

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

Six new road trips have been added to the "Scenic Route with Four Seasons" program, connecting 13 European properties through curated joy drives. Each experience highlights unique destinations, including castles, wineries, lakes, restaurants and more.

Scenic route

Each road trip begins at one Four Seasons property before ending at another hotel or resort, celebrating the philosophy that travel is as much about the journey as the destination.

The trips vary in time and distance, with the featured experiences reflecting the respective environments and cultures.

Travelers can take the scenic route across Europe

For instance, driving time from Lisbon to Madrid is about six hours while a road trip between Geneva and Megève, France is about one to two hours. Suggested detours across the Iberian Peninsula include the Portuguese wine region Alentejo and the historic city Toledo, while drivers in the Alps are encouraged to visit France's Lake Annecy or attend a chocolate-making class.

Other themed road trips include "A Russian Tapestry," a 438-mile drive between Moscow and St. Petersburg; "A French Feast for the Senses" between Paris and Cap-Ferrat in the Cte d'Azur; a less than two-hour "British Jaunt" between London and Hampshire; and the "Riverside Romance" between Prague and Budapest.

Participating hotels include the Four Seasons Hotel George V. Paris, Four Seasons Hotel Ritz Lisbon and two sister properties in London at Park Lane and Ten Trinity Square.

Four Seasons' concierges will work with guests to customize each road trip, from sourcing fine restaurants to

booking tours during the drives and once travelers have reached their final destination.

The hospitality group is not alone in offering personalized luxury road trips.

Bespoke travel company Black Tomato has five U.S. route options as part of its "Remarkable Drives of Discovery" program, in collaboration with hospitality group Auberge Hotels & Resorts and German automaker Mercedes-Benz. The trips touch on nature experiences, art and cultural offerings and indulgent cuisine to offer unique moments for different types of travelers ([see story](#)).

© 2021 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.