

TRAVEL AND HOSPITALITY

Four Seasons highlights the life-changing power of travel

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Four Seasons is out to prove they can provide meaningful, life-changing experiences. Image credit: Four Seasons

By KATIE TAMOLA

Hospitality group **Four Seasons Hotels & Resorts** is reminding consumers of the transformative powers of travel with a new series.

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In "Reconnect With The World," viewers are taken into the world of myriad opportunities that encompasses a Four Seasons stay. After a year full of travel restrictions and global concern, the hospitality group is reinforcing its ability to foster life-changing experiences through short films and podcasts.

"Beyond luxury accommodations and amenities, Four Seasons is able to focus on these life-changing travel experiences to provide their guests with a more complete visit one where guests leave feeling more connected to the property, and the destination," said Damon Banks, editor and managing partner at **LuxeGetaways**, Washington, D.C. "We have seen the demand for localized travel experiences continue to grow for several years leading up to the pandemic; and now more than ever before as people begin to travel again, they want an unforgettable experience."

Traveling with an open heart and mind

The three-part video and podcast series "Reconnect With The World" invites consumers to once again get excited about travel.

In its first installment, "Reconnect With The World: Free Your Creativity," New York-based photographer and creative director Dave Krugman joins author and app-founder Poppy Jamie to experience the Japanese city of Kyoto with the help of the Four Seasons.

An inspiring and unforgettable exploration of Kyoto, with the help from Four Seasons

The Four Seasons Kyoto is rich with history and culture in itself, set around the revered 800-year-old Shakusui-en pond garden. Everything presented at the property is thoughtfully crafted and meaningfully offered.

"I want to break up the monotony and routine," Mr. Krugman says in a voiceover. "I want to travel with the most open mind I can possibly have."

Viewers watch as an hotel guide leads Mr. Krugman and Ms. Jamie through Kyoto as they all take in the city's rich culture. The group traverses through a forest that is 1,000 years old, a lantern workshop and more.

Through these unique experiences, Mr. Krugman and Ms. Jamie are left feeling inspired.



The Four Seasons Hotel Kyoto. Image credit: Four Seasons

The short film is a testament to how Four Seasons provides travelers with the tools to have experiences that they will never forget.

"Nothing has changed me more than travel has," Mr. Krugman says at the video's conclusion.

After traveling the city, Mr. Krugman and Ms. Jamie recorded a [podcast](#), sharing more about his personal experiences with and reverence for travel.

Four Seasons is aiming to continue to offer its immersive and resonant amenities, ranging from guitar rental at Four Seasons Austin that invites travelers to revel in the city's musical culture, a private photography class at the San Francisco property, a private tour of Muse Yves Saint Laurent in Morocco and more.

Whatever consumers need to make an experience memorable, Four Seasons wants to convey that the group has it, and can play a role in changing a traveler's life.

Wanderlust, wandermust

After living amid a global pandemic for more than a year, people want to make up for lost time and do what they love most. For many, this means a return to traveling.

In a recent poll, Four Seasons explored the shift from wanderlust the longing to travel to "wandermust," the insatiable need to travel. In a poll of its 1.1 million Instagram followers, 80 percent of respondents indicated that they are planning a trip because they love to travel and were forced to go without it for a year, while the remaining 20 percent said their next trip would be to commemorate something special ([see story](#)).

Experts do believe the demand for travel is steadily returning, with U.S. luxury travelers and millennials leading the charge.

According to YouGov's "[International Travel & Tourism Report 2021](#)," the U.S. luxury traveler has the highest appetite for domestic and international leisure travel. COVID-19 restrictions may have severely impacted the hospitality sector, but as vaccinations rollout and conditions improve, affluent travelers are a key demographic for brands ([see story](#)).

After living through such a challenging time, it is not immensely surprising that affluents are seeking out meaningful travel experiences or finally planning the trips they have always wanted.

"It's no surprise to anyone to see brands such as Four Seasons focus on these life-changing experiences," Mr. Banks said. "From brands such as Four Seasons, Waldorf Astoria and St. Regis to the boutique brands such as Belmond, Auberge Collection and Six Senses, it is clear that savvy travelers today are looking for an enriched localized travel experience that these brands are making a point to provide to their guests."