

TRAVEL AND HOSPITALITY

Four Seasons announces extensive 2022 development plans

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Four Seasons sets robust development plans for 2022. Image credit: Four Seasons Hotels and Resorts

By LUXURY DAILY NEWS SERVICE

Hospitality group Four Seasons Hotels and Resorts is making big plans for 2022, including an expansion of hotels, resorts and residential developments while enhancing the guest experience.

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The company has more than 50 projects under planning or development, including in Italy, Spain, China, Japan, Colombia, Belize and across key markets in the United States. The announcement comes after the company's long-standing shareholder Cascade closed on acquiring a majority stake in the company, bringing Four Seasons' enterprise value to \$10 billion.

"2022 marks an important moment in the evolution of Four Seasons as we sharpen our development focus in key markets, strengthen our leadership position as an iconic luxury brand and capitalize on new opportunities that will continue to drive and diversify our growth," said John Davison, president and CEO of **Four Seasons Hotels and Resorts**, in a statement.

"For more than 60 years, the strength of Four Seasons has been grounded in our unmatched commitment to service excellence," he said. "As we grow with intention, so too do the opportunities for our people, ensuring we create an environment in which they can flourish."

A big year ahead

Building off a successful 2021, Four Seasons has four openings planned for 2022: Tamarindo, Mexico; Fort Lauderdale, Florida; Nashville, Tennessee and Minneapolis, Minnesota.



The group aims to significantly expand its global portfolio by 2025. Image credit: Four Seasons Hotels and Resorts

Four Seasons Private Residences are expected to open in the next few years in Dubai, Austin and Marrakech.

In October 2021, the group announced it would be opening its first property on the Gulf Coast of Florida. The former Naples Beach Hotel & Golf Club, acquired by The Athens Group and MSD Partners, L.P., will be transformed into the Naples Beach Club, a 125-acre resort and residential beachfront development ([see story](#)).

As Four Seasons extends its portfolio globally, the company does so with environmental and social responsibility in mind. The company states it is committed to sustainable hospitality, including reducing carbon emissions, conserving water, eliminating waste and sourcing responsibly.

The company aims to remove all single-use plastic from the guest experience by the end of 2022.

In its efforts to better understand what drives guest satisfaction, Four Seasons plans to optimize data and technology to enable a more personalized guest experience. Part of this strategy includes Four Seasons' investment in digital technology across its ecosystem.

With usage growing by nearly 300 percent since 2019, the Four Seasons app enables guests and residents to control their experience and engage with real employees on the property. New app and chat features, such as mobile key, mobile payments and updates to the restaurant and bar digital experience, will be unveiled in the near future.

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