

TRAVEL AND HOSPITALITY

## Four Seasons takes Tuscany with new luxury drive offering

August 29, 2022



*Bookings for "Beyond by Four Seasons, An Exclusive Driving Journey Through Tuscany", a week-long drive experience curated by the luxury travel brand and select partners, are now open. Image courtesy of the Four Seasons*

By LUXURY DAILY NEWS SERVICE

Luxury hospitality group Four Seasons is celebrating the Tuscan countryside in style, with the promotion of a new experiential offering.

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

Bookings for "Beyond by Four Seasons, An Exclusive Driving Journey Through Tuscany," a week-long drive experience, are now open. The renowned hotelier is collaborating with lifestyle driving experience leader Canossa Events, as well as the city of Florence, to offer an Italian escape of epic proportions.

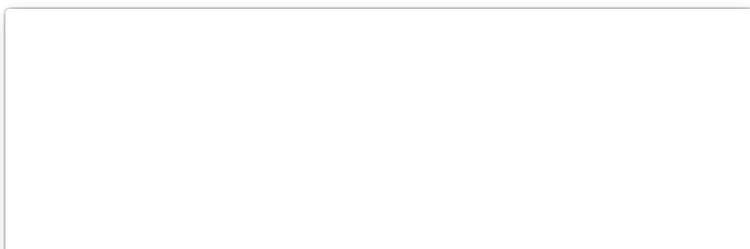
"The guest experience is at the heart of everything we do, inspiring our teams to innovate and elevate each new Four Seasons offering," said Christian Clerc, President of Hotels and Resorts at **Four Seasons**, in a statement.

"Against the backdrop of the Tuscan countryside, punctuated by the region's best wine and culinary offerings, and delivered by our talented and caring craftspeople, Beyond by Four Seasons sets a new standard for luxury road travel," he said.

Behind luxury's wheel

Four Seasons is out with a new video showcasing the range of festivities available to guests through its newest curated Tuscan adventure, all from behind the wheel of a luxury vehicle.

Whether a vintage classic or luxury sports car, arrangements and accommodations are attended to by a dedicated guest services team.



[View this post on Instagram](#)

A post shared by Four Seasons Hotels | Resorts (@fourseaso..

The company's inaugural driving discovery event launches with an al fresco welcome dinner at its Four Seasons Hotel Firenze location.

The overall trip features an impressive itinerary complete with activities including a private tour of the "Chiantishire" vineyards with subsequent wine tasting at the historic Antinori Cellars, as well as driving journeys through Italy's Siena and Bolgheri landscapes.

Programming prominently boasts visits to local spots typically off-limits to the public. Guests can count memorable Florentine dining outings at historic monuments like Montalcino City Hall and exclusive entertainment sessions such as evenings at the Opera among options available to them as part of the "Beyond by Four Seasons" experience.



*Guest room accommodations at Four Seasons Hotel Firenze. Image courtesy of Four Seasons Hotel Firenze*

The luxury hospitality leader does not compromise sightseeing for the wellness and relaxation it has become known for. A surplus of rejuvenating spa treatment slots and poolside afternoons are available to exceed guest expectations amid Four Seasons Hotel Firenze's grounds.

"Working with Four Seasons and Canossa Events, it is an honor to shine a spotlight on our beautiful capital city and the scenic roads of Tuscany," said Dario Nardella, mayor of Florence, Italy, in a statement.

"Our unique collaboration gives travelers a rare view of the region's must-see sites, hidden routes, and best-kept secrets the makings of an incredibly memorable Italian holiday," he said.

The week-long journey, for which space is limited, takes place from Sep. 24, 2022 to Sep. 30, 2022.

With this experiential addition, Four Seasons continues to prove its mastery lies not solely in lodging, but across a variety of luxury travel touchpoints.

The leading hotel and resort company recently announced the first set of 2024 locations for "Four Seasons Private Jet Experience", for which it is now accepting reservations as guests are being encouraged to travel to the most sought-after destinations by way of its private aircraft ([see story](#)).

---

© 2022 Napean LLC. All rights reserved.

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