

TRAVEL AND HOSPITALITY

Four Seasons takes to the sea with inaugural yacht service

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Reservations are expected to be open in late 2023. Image credit: Four Seasons

By LUXURY DAILY NEWS SERVICE

Luxury hospitality group Four Seasons is setting sail with its inaugural fleet of yachts set to debut in 2025.

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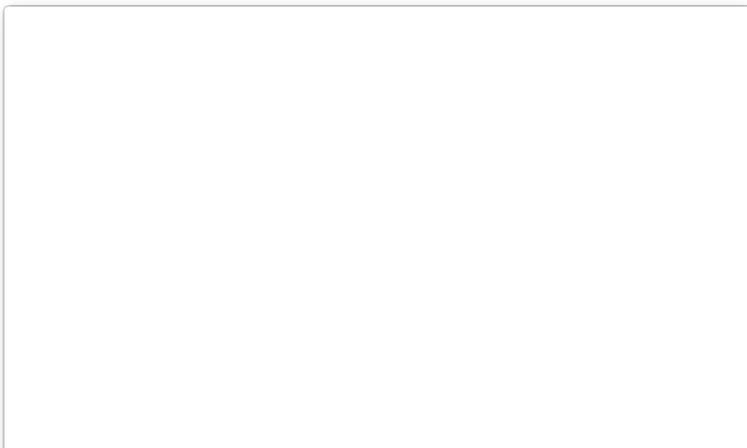
Looking to take to the seas in providing unparalleled luxury experiences, Four Seasons' first yacht, the Four Seasons Yacht, will hold 95 suites. With the experience comes the countless amenities and accouterments that have become synonymous with the Four Seasons brand.

"Four Seasons Yachts represents the next chapter of our long history of industry-leading innovation, and a milestone moment for our company as we continue to capitalize on new opportunities to extend the world of Four Seasons," said Christian Clerc, president of **Four Seasons Hotels and Resorts**, in a statement.

Sailing in style

The inaugural yacht will hold 14 decks. It is currently being crafted by shipbuilders Fincantieri of Italy.

The luxury vessel will sail throughout the Mediterranean and the Caribbean, as Four Seasons plans to offer several thoughtful initial itinerary options. Optional extensions will also be offered with stays at other Four Seasons entities.



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

Four Seasons is taking luxury to the sea

Spacing for suites begins at 581 square feet, with more than half of the suites measuring in at 818 square feet. Special offerings include a spa and salon, a large pool deck, an event space, movie theater, bars and restaurants and more.

The Funnel Suite, a four-level 9,601 square-foot suite with a private pool and spa, will be the ultimate stay for affluents.

Reservations are expected open in late 2023.

"For those wishing to re-imagine their love of travel, the Four Seasons Yacht experience will offer unrivaled guest service, sumptuous interiors and bespoke itineraries," Mr. Clerc said.

Four Seasons continues to ponder its future and how to thoughtfully foster its reinvention of luxury offerings.

In August, the group offered its own take on the definition of luxury with a rebrand that speaks to its experiential expertise.

The hotel and resorts group unveiled a fresh creative platform highlighting its ability to provide world-class service by exceeding client expectations time and time again. The sentiment that there is no ask too large when it comes to a stay at the Four Seasons comes alive through a series of campaign videos and imagery, all under the revamped campaign's title, "Luxury Is Our Love Language" ([see story](#)).

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