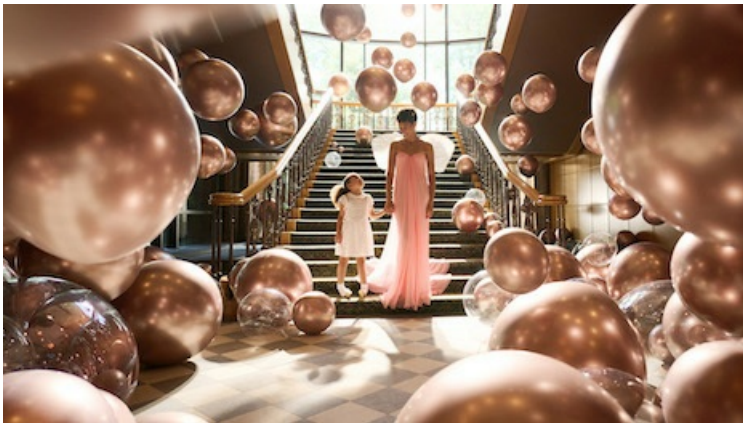


TRAVEL AND HOSPITALITY

Based on a True Stay' campaign gets upgrade from Four Seasons

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Dual accounts of magical moments made possible by Four Seasons properties serve as the basis for the release. Image credit: Four Seasons

By ZACH JAMES

Hospitality group Four Seasons Hotels and Resorts is drawing on real-life stories from guests for its latest marketing efforts.

The "Based on a True Stay" campaign is back, and for it, the company is focusing on two moments that occurred at its properties in Boston and Megève, France. The experiential slot places the respective settings on the radar of consumers via personal narratives from their peers.

"For more than 60 years, Four Seasons has been synonymous with luxury experiences that are defined by care, kindness and empathy," said Marc Speichert, executive vice president and chief commercial officer at [Four Seasons Hotels and Resorts](#), in a statement.

"The acts of love big and small delivered by our exceptional teams are how we will continue setting the standard for luxury hospitality worldwide," Mr. Speichert said. "Our Based on a True Stay' creative perfectly blends real-life guest experiences with the flair and imagination of our brand, evoking the feeling of luxury with genuine heart that remains at the core of every Four Seasons experience."

Loving every moment

Four Seasons is drawing on two stories sourced from a list that includes 125 of "the most extraordinary stories" that are shaped by the service and care that each location's staff provides.

Directed by Nathan Copan, a filmmaker and former creative director of U.S. fashion group Ralph Lauren and U.S. jeweler David Yurman ([see story](#)), the short films visually capture these tales for potential guests to see and get inspired by.

"Love is Written in the Stars" at Four Seasons Hotel Megève

The first of the duo of advertisements depicts two travelers taking to the skies with the Four Seasons Private Jet Experience on their way to the Four Seasons Hotel Megève.

Once landed, the couple decides to stargaze together.

Residing in a valley of lights, they are met by an ornate bed in the middle of the field. This is where they spend the night.

Once the sun rises and the morning comes, a staff member from the hotel approaches the guests with a tray of tea, completing the minute-long slot that attempts to make good on its promise of revealing the many memorable moments that the company enables.

"Love Still Believes in Fairies" at Four Seasons Hotel Boston

The second video follows a young girl in the hotel group's Boston lodging location.

When she loses her tooth, her parents put it in an envelope addressed to the Tooth Fairy. A Four Seasons employee finds the package, deciding to help bring the mythical being to life by organizing a scavenger hunt.

The child follows a series of Four Seasons logos that are attached to copper balloons, which adorn multiple rooms and hallways. She runs through the spaces, including the pool, in her pursuit of the final prize.

At the end of the trail, she finds a grand staircase filled with the gleaming decorations. The same employee who found the envelope is now dressed as the Tooth Fairy, standing at the top of the stairs and smiling at the young girl's arrival.



Four Seasons is evoking the magical nature of getaways for its latest promotional series. Image credit: Four Seasons

The previous entry in the "Based on a True Stay" campaign ([see story](#)) is said to have garnered 715 million paid media impressions across social media platforms since its launch last year.

Four Seasons is bulking up the new outing with an "enhanced multi-million dollar paid media investment," which could help the hospitality giant reach new audiences and simultaneously stay close to those already in its corner.

Marketing moves

This entrance into the advertising arena for the current season follows multiple other luxury lodging staples.

Throughout September 2023, several hospitality brands began a marketing blitz that is still carrying on, leading into the lucrative year-end holiday period.

Among them is Swiss hotel chain Aman Resorts International, which announced retired Russian tennis star Maria Sharapova as its first-ever global wellness ambassador, tapping into a booming market within luxury ([see story](#)).



Luxury hospitality brands are taking different approaches to attracting potential and returning clientele. Image credit: Four Seasons

LVMH-owned hospitality group Belmond platformed its Maroma Hotel on Mexico's Yucatán Peninsula by making the hotel the focus of the debut of the "Breaking Bread" film series, which spotlights the culinary culture of its lodging locations ([see story](#)).

In an analogous move, The Luxury Collection a collection brand by hotel group Marriott International is playing host to a confectionary concoction created by brand ambassador, chef and artist Laila Gohar at the Prince de Galles Hotel in Paris ([see story](#)).

Last week, Marriott International-owned hotel and resort chain The Ritz-Carlton released its first global brand campaign in nearly a decade, called "Leave Better." Similarly to Aman's venture, the initiative shows the transformative nature of travel ([see story](#)).

While some of the efforts share themes, each takes a drastically different approach to drawing in potential guests. This overall push comes at an opportune time, as the luxury travel industry is set to reach an all-time spending high in 2024 ([see story](#)).

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