

TRAVEL AND HOSPITALITY

Four Seasons celebrates World Kindness Day with global event series

November 9, 2023



Audiences can follow along remotely via the hashtag *#FSCreateKindness*. Image credit: Four Seasons

By LUXURY DAILY NEWS SERVICE

Hospitality group Four Seasons Hotels and Resorts is furthering efforts on the philanthropic front.

For World Kindness Day on Nov. 13, the hotel group will work with American entertainer Lilly Singh to host a series of activations encouraging the Golden Rule around the globe. Events connect back to Four Seasons for Good, the company's ESG program through the end of the year, audiences can follow along remotely using the hashtag *#FSCreateKindness*.

"At Four Seasons, kindness and empathy are deeply rooted in our history, creating a service culture that fosters authentic and caring interactions with our guests, residents and communities worldwide," said Alejandro Reynal, president and CEO of **Four Seasons**, in a statement.

"Our World Kindness Day celebration is a natural extension of how we seek to leave a positive, enduring impact on our communities," Mr. Reynal said. "This year and beyond, we are proud to share the benefits of kindness, art and creativity across our global portfolio of hotels and resorts."

Spreading happiness

On Nov. 7, **Four Seasons Hotel Los Angeles at Beverly Hills** kicked off festivities with two figures seen as pillars of positivity in their respective fields.

Attended by Ms. Singh, the celebration featured commissions from Swedish artist Camilla Engstrm, whose pieces will eventually be auctioned off to support the work of the Washington D.C.-based nonprofit International Child Art Foundation, in the spirit of the observance.

Ms. Engstrm will create five more works that will be showcased on the hospitality group's Instagram profile throughout the coming months. Ms. Singh will also feature across the brand's social media feed.



Ms. Engstrm and Ms. Singh pictured at the Nov. 7 event in Beverly Hills. Image credit: Four Seasons

“The Four Seasons experience that our guests know and love is one grounded in humanity, kindness and empathy,” said Marc Speichert, EVP and CCO at Four Seasons, in a statement.

“From property programming to dynamic collaborations with exceptional individuals such as Lilly Singh and Camilla Engstrm, we are engaging with new and existing audiences this World Kindness Day, inspiring our global community to create more kindness in the world.”

More than 40 Four Seasons properties, from Maui to Marrakech, Beijing and Budapest, will help honor World Kindness Day 2023 with events of their own, with some continuing through Christmas Day. Each resort will collaborate with a multitude of artists, creatives and nonprofits to spread kindness and joy throughout the globe.

The overall effort is said to tie into the company’s latest marketing endeavor titled “Based on a True Stay,” which focuses on Four Seasons staff members uplifting the travel experiences of their guests ([see story](#)).

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