

MULTICHANNEL

## Four Seasons aims at female travelers through vacation package, women-only floor

April 19, 2012



By TRICIA CARR

The Four Seasons Hotel Cairo at The First Residence is focusing on affluent women travelers in its latest hotel package and multichannel marketing campaign to reach this well-traveled sector of luxury consumers.

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The property is appealing to women with a shopping, spa and dining experience called the Ladies' Luxury Package that the property will market via print and digital outlets. This package will complement the hotel's upcoming establishment of a women-only floor and was created in response to the rising number of female travelers that the hotel has seen.

"This package was formulated to address the needs arising from the significant increase in women business travellers, both internationally and regionally," said Daniela Skopnik, director of marketing at [Four Seasons Hotel Cairo at The First Residence](#).

"It is about providing a range of amenities and services that are right at the guests' fingertips and elevating these with the legendary Four Seasons service and hospitality," she said.

Ladies first

The Ladies' Luxury Package consists of three nights at the Four Seasons Hotel Cairo at The First Residence property.

The hotel boasts views of the Egyptian Pyramids, Cairo's Zoological and Botanical Gardens and the Nile River.



*View from the Four Seasons Hotel Cairo at The First Residence*

The package begins with pick-up at the airport in a BMW 5 Series vehicle.

Female travelers are accommodated in the hotel's French-inspired executive suites. The property is also offering a complimentary upgrade to a corner suite.

Travelers have access to the nearby First Mall, which contains more than 50 upscale retailers and boutiques such as Bulgari, Salvatore Ferragamo and Tiffany & Co.

At the hotel, women are offered in-room massages and access to private poolside pergolas.

Guests are encouraged to visit the poolside Syrian dining area called Aura, Thai restaurant Lai Thai and the on-property tea lounge where live piano music is played.



*Lai Thai on-site restaurant*

The hotel has a private women-only fitness room and will soon establish a women-only floor.

Four Seasons Hotel Cairo at The First Residence will market the new Ladies' Luxury Package mainly through digital channels such as direct email, the property Web site, [Facebook](#) and Twitter.

The hotel will also use traditional print advertising for the new package.

The package is listed in the Offers section of the hotel's Web site. Consumers can book directly from the Web site.

The Luxury Ladies Package starts at \$1,660 for two women and is available for stays through August 31.

The continuing trend of the girlfriend getaway, when a group travels to indulge in food and activities, could be the reasoning behind the increase in hotel package options for women, per Melanie Brandman, founder/CEO of [The Travel Curator](#), New York.

When appealing to this group, luxury hotel brands should keep in mind that the female consumer base is not generic.

"Not every female-suited package needs to be a shopping package," Ms. Brandman said. "Hotels and travel companies need to keep in mind the wide level of interests and needs that female travelers have.

"In a traditional household, it is usually the wife who decides where to go on vacation and plays a big role in planning the trip," she said. "Women want to go to places they are excited about and can have a fantastic time, whether traveling solo or with friends, a partner or family members."

"When it comes to businesswomen, they want somewhere that is comfortable, convenient and centrally located, so the better a specific property's campaign is, the more interest it will see from this ever-increasing demographic of female travelers."



*One-bedroom suite*

#### Female focus

The Ladies Luxury Package was tailored to women traveling for business or leisure, per the hotel. It includes all of the hotel's female-friendly offerings with shopping, spa, dining and night-life components.

The package was created to offer services that female travelers request most often.

Another property in the Four Seasons family aims at women consumers with the first personalized travel experience for women in Saudi Arabia.

Four Seasons Hotel Riyadh enticed independent female travelers to visit its property by taking into account cultural differences. Its package includes specialized check-ins, room placement, in-room amenities and a women-only gym ([see story](#)).

Other luxury hotel brands are marketing hotel packages specifically to affluent female travelers.

For example, Mandarin Oriental New York and Barneys New York partnered to market a new contest that gives a mother-daughter pair a chance to win a brand-oriented getaway package to bring awareness to the hotel's spa services ([see story](#)).

In addition, the Ritz-Carlton Hotel developed a female-friendly spa program for Breast Cancer Awareness Month to benefit the Look Good ... Feel Better organization ([see story](#)).

There is an emerging market of single female travelers that these packages may be geared towards.

Wealthy single people will pay the money to travel, per Susan Reder, managing partner at [Frosch Classic](#), Los Angeles.

Hotels could use spa weekends, womens-only specials and singles trips to entice these consumers.

"It seems as if there are a lot of single women out there that love to travel," Ms. Reder said. "Many hotels are offering packages, and cruise lines have been offering single-occupancy for these women that have the funds to travel the world."

Final Take

*Tricia Carr, editorial assistant on Luxury Daily, New York*