

INTERNET

Four Seasons entices young travelers via Facebook ad placement

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By TRICIA CARR

Four Seasons Hotels & Resorts is using a Facebook advertisement to offer a hotel credit to those who book two or more nights at its Las Vegas property.



The Facebook ad brings consumers to a property-specific Web site that lets them read about the property, view images and book rooms. Four Seasons is probably using the social network to leverage its Las Vegas location to younger users via Facebook's ad-targeting platform.

"Many luxury consumers are making their travel selections based on knowledge, experience or referrals by their trusted travel agent," said D.M. Banks, director of **DMB Public Relations**, New York. "However, Facebook is a great way to reach the Web-savvy consumer with a higher income.

"The brand is proving to be not only a luxury choice, but one that is tech-savvy and up-to-date," he said.

Mr. Banks is not affiliated with Four Seasons, but agreed to comment as an industry expert.

Four Seasons declined comment.

Friendly reminder

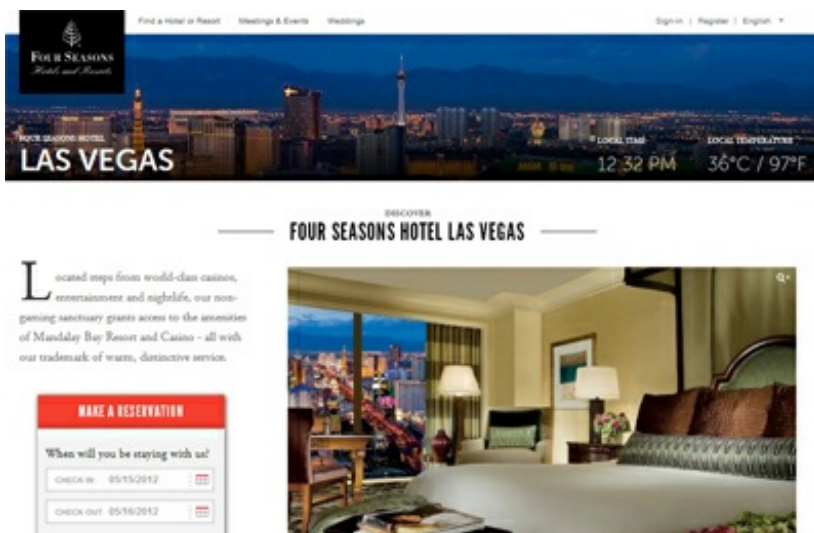
The Four Seasons Las Vegas ad appears on the right-hand side of the Facebook newsfeed. It is displayed in the traditional style with a brand name and Web site as the title, a photo to the left and text to the right.



Four Seasons Facebook ad

A photo of the Las Vegas strip is shown with the text, “Experience world-class entertainment and nightlife. Book two nights for a \$100 hotel credit.”

When users click on the ad, they are brought to a property-specific **Web site** that shows a widget to make a reservation and a photo slideshow above the fold.



Four Seasons Las Vegas Web site

Users can scroll down to get more information about the \$100 hotel credit offer and read about the property’s dining options, pools and spa.



Four Seasons Las Vegas pool

This landing page is a simpler version of the property's main page at <http://www.fourseasons.com/lasvegas>.

"Four Seasons is such a strong brand, and with their enhanced Web site earlier this year, additional Facebook exposure will enhance the brand," Mr. Banks said.

"Members of the younger and affluent demographic are doing their research while online, many being logged into their Facebook account while searching," he said.

Gambling with Facebook

Las Vegas is known for its inexpensive hotels rates that entice consumers to the city to spend at on-property casinos, restaurants, spas and other attractions.

By providing a \$100 credit per room booked, it seems like Four Seasons wants new business from recreational travelers in addition to its consumer base of affluent business travelers.

"Facebook ads are becoming increasingly stronger to target a very precise demographic, and do so at a very affordable rate, relatively speaking," Mr. Banks said.

"Especially with a destination such as Las Vegas, online and social media is where customers are looking for the best hotel option," he said.

Facebook ads may be the most effective way to reach affluent consumers on social media.

The Facebook ad platform lets brands choose age and gender parameters that they would like to target, making it easier for luxury brands to find affluent consumers ([see story](#)).

"The reality is that even many without the larger incomes will seek out luxury destinations, services and products to spend their money on to have a piece of the luxury lifestyle," Mr. Banks said. "Facebook is a perfect introduction to these items."

Final Take

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