

IN-STORE

Four Seasons boasts British roots in TV-themed package

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By TRICIA CARR

Four Seasons Hotel London at Park Lane created a one-time package dedicated to the British Emmy-award-winning television drama "Downton Abbey" that lets guests take a private tour of the show's setting at Highclere Castle.

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Consumers can book the two-night Destination Downton Abbey package available Sept. 26-28 to get a behind-the-scenes look at the making of the TV series and have lunch at a Four Seasons property in Hampshire during their stay. The package coincides with the season-three premiere of Downton Abbey in September.

"The goal of this package is to celebrate the current popularity surrounding the Diamond Jubilee and the Summer Olympics with an attractive package combining the best of English heritage, the success of a popular TV drama series and the luxury of a Four Seasons stay," said Gerrie Pitt, director of public relations at [Four Seasons Hotel London at Park Lane](#), London.

"The package highlights the ultimate town and country experience between two sister Four Seasons hotels in London and in Hampshire," she said.

Travel, check-in, action

Four Seasons Hotel London at Park Lane is using the TV-themed package to target Britain and United States-based travelers, per the hotel.

The Destination Downton Abbey package includes a two-night stay in a deluxe guest room, daily British breakfast, lunch at Four Seasons Hotel Hampshire and a parting gift. It is priced at \$2,195 per room for double occupancy.



Guest suite

Guests will be welcomed at a campaign reception in the hotel's rooftop lounge.

The Downton Abbey tour will take place at the historic Highclere Castle. Guests will be lead on a private tour of the Victorian castle and see the state rooms used in the filming of the series.

Highclere Castle was the home of the Earl and Countess of Canarvon, but is now used as the backdrop for the Downton Abbey series.



Highclere Castle

Guests can add nights to their stay at Four Seasons Hotel London at Park Lane or Four Seasons Hotel Hampshire.

Four Seasons Hotel London at Park Lane is raising awareness for the package to its consumers via an email campaign and social media.

Director's cut

Hotel packages are more likely to reach affluent consumers if they include an exclusive,

limited-time experience.

Not all hotels can associate with entertainment, but some are finding other timely ways to leverage their location via packages.

For example, Ritz-Carlton, Lake Tahoe in Truckee, CA, is targeting consumers in town for the Tough Mudder competition Sept. 22-23 by creating packages to relax active, affluent consumers before and after the event.

Participants in the NorCal Tough Mudder, an internationally-held obstacle course challenge designed by the British Special Forces, can buy a hotel package for an overnight stay or an event-themed spa package ([see story](#)).

In addition, Starwood Hotels & Resorts' St. Regis brand gave its loyalty members the chance to attend a private Bastille Day event to honor French fashion designer Jean Paul Gaultier.

The St. Regis Aficionado package could be reserved July 13 at St. Regis, San Francisco. Guests attended a one-night fashion event at the de Young Museum, where an exhibit dedicated to designer Mr. Gaultier was on show ([see story](#)).

Four Seasons, Ritz-Carlton and St. Regis are giving guests an experience that is not accessible to the general public in exchange for their business.

There is no question that Four Seasons Hotel London at Park Lane is targeting affluent pop-culture fans with its Downton Abbey package.

Entertainment-themed packages work for a luxury hotel that can genuinely connect with a television series or film.

In fact, Four Season's Beverly Hills property could have a similar package, per D.M. Banks, director of [DMB Public Relations](#), New York.

"People love to feel that they are connected to film and television," Mr. Banks said.

"Anyone who spends time in the Los Angeles market sees the thousands taking part in tours of the studio lots, homes and film locations.

"If you look at the Four Seasons Beverly Wilshire hotel, it is still very well-known as the backdrop of 'Pretty Woman,' so it knows the power of film and television," he said.

Final Take

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