

IN-STORE

## Four Seasons targets ultra-affluent loyalists with around-the-world trips

April 8, 2013



By TRICIA CARR

Four Seasons Hotels and Resorts is flaunting its expertise in planning vacations by curating two 2014 “Around the World by Private Jet” tours that are tailored for affluent travelers.

**Sign up now**

**Luxury Daily**

The new itineraries include the 18-day “Rediscover the Americas” and 23-day “Around the World” packages in partnership with jet provider TCS & Starquest. Four Seasons has offered three previous Around the World by Private Jet tours that sold out.

“The marketing strategy for these packages focuses primarily on loyal Four Seasons guests as well as guests of previous TCS Starquest expeditions who have not participated in our past jet trips,” said Susan Helstab, executive vice president of marketing at **Four Seasons Hotels and Resorts**, Toronto.

“Consumers reacted positively to our previous itinerary, noting that there is nothing like it in terms of ease of travel paired with the highest level luxury accommodations offered by a brand they know and trust,” she said.

“The goal of these efforts is to bring together like-minded travelers for an unforgettable travel experience, showcasing the depth and breadth of Four Seasons properties and

experiences around the globe.”

Ready for takeoff

Four Seasons is cross marketing its 2014 tours to previous guests and TCS Starquest flyers.

There are 56 spots on each tour, rather than 78 on previous trips.

Guests will travel by day via a Boeing 757 operated by TCS & Starquest with a flight crew, private chef, physician and Four Seasons concierge. The plane has amenities such as Wi-Fi and Bose headphones.



### *Boeing 757*

Travelers can book services in each destination such as spa treatments, restaurant reservations and local tours while in route.

Four Seasons will provide guests with fast boarding and assistance with customs and immigration forms when it is able.

The first tour of 2014 called “Rediscover the Americas” will take place Feb. 24-March 13 and stop at Four Seasons properties in Miami; Nevis, West Indies; Buenos Aires; Carmelo, Uruguay; Costa Rica; Punta Mita, Mexico; and Beverly Hills where guests are encouraged to experience activities at each hotel such as yoga, horseback riding and golf.



### *Four Seasons Resort Punta Mita*

Next, the “Around the World” begins March 14 and includes stops at Hawaii, Bora Bora, Bali, Sydney, Mumbai, Istanbul and London.



### *Four Seasons Hotel Istanbul at Sultanahmet*

“For the first time we are offering a Rediscover the Americas itinerary, which highlights several destinations in the Americas,” Ms. Helstab said.

“This is the first region-specific private jet trip offering, designed for those who are interested in the same caliber of experience but have a desire to focus on the Americas and want to travel for a shorter amount of time than the Around the World itinerary,” she said.

### Smooth landing

This year, Four Seasons is offering one world tour package that departs Sept. 14 from Seattle. Stops include Seattle; Tokyo; Hangzhou, China; Shanghai; The Maldives; Istanbul; St. Petersburg; Marrakech, Morocco; and New York.

Art historian, lecturer and writer Charles Doherty and photographer Bob Krist will accompany guests and share information about each destination on the plane.

Travelers will be given iPads that show content relevant to the tour.

In 2012, travelers took part in Four Seasons’ first world tour. The brand invited guest bloggers Adam H. Graham and Rachelle Lucas to record the experiences and share them via blog posts, videos, photos and tweets.

Mr. Graham and Ms. Lucas also accompanied guests on the second world tour last year.

Four Seasons will likely continue its digital trip documentation, which could help the brand to naturally tell a story to its fans.

The brand can only benefit since hyper luxury is the most active segment of the market today, per Karen Weiner Escalera, president and chief strategist at **KWE Partners**, Miami.

“With these private jet around-the-world journeys, Four Seasons is reaching out to this market while brandishing its credentials as the ultimate in luxury,” Ms. Escalera said.

“Bespoke is the watchword in luxury goods and services today, so it is noteworthy that Four Seasons will have an onboard concierge to customize each traveler’s experience and help ensure seamless service throughout the journey.

“Hotel and private jet partnerships are marriages made in heaven,” she said. “Both court

the same very high-end market, offering top opportunities for joint events and promotions that stretch marketing dollars and capitalize on synergies.”

Final Take

*Tricia Carr, associate reporter on Luxury Daily, New York*

---

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.