

IN-STORE

Four Seasons boosts exposure for Chinese properties via cultural excursions

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By JOE MCCARTHY

Four Seasons is banding together its China properties by offering a Grand Tour package in an effort to stimulate tourism in the area and attract new guests to its hotels.

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The Grand Tour of China package allows visitors who stay at least three nights to choose from any of Four Seasons' other China properties for an additional night. The offer celebrates the hotel chains' latest property in Shenzhen that solidifies the brand's desired status as an eclectic purveyor of Chinese culture.

"Four Seasons is very well known for the many adventures, tours and other insider experiences at these properties, which is a service many guests find very important," said Damon M. Banks, director of **DMB Public Relations**, New York.

"With China being such a popular destination for travelers, this offer allows for an incentive to perhaps explore a new location, or re-visit a favorite property," he said.

"With destinations such as Shanghai, Hong Kong and Beijing included in these qualified hotels, a complimentary night at one of these eight hotels now in China is certainly a great perk."

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

Four Seasons was unable to respond by press deadline.

Strength in numbers

Four Seasons sees the emergence of its eighth property in China as a seminal moment for brand as it now has hotels in many of the country's premier locations.

This new Grand Tour package aims to make that pursuit more feasible by allowing consumers to explore the area.

Although each participating hotel has its own unique style, the overarching sensibilities of Four Seasons remains.



Four Seasons Hotel Shanghai

Furthermore, the hotels are ready to acclimate visitors when they arrive for their free night at the chosen hotel. Four Seasons will provide guests with all the know-how needed to explore any of the eight regions.

The hotel locations are Beijing, Guangzhou, Hangzhou, Hong Kong, Macao at the Cotai Strip, Pudong, Shanghai and Shenzhe.

At the Macao location consumers can enjoy a Las Vegas-like experience, while Hangzhou at West Lake offers a more natural, peaceful setting.



Four Seasons Hotel Macau, Cotai Strip

The offer can only be booked by phone, per Four Seasons.



Four Seasons Hotel Shenzhen

Vet the guests

Four Seasons has previously offered ways for visitors to increase their interaction with the local environment.

For example, Four Seasons Hotel Hong Kong is interacting with a diverse group of young consumers by inviting Instagram users to capture views of the cosmopolitan city.

The summer contest is seeking to bring visitors to the hotel and invigorate current visitors with a creative mission. Instagram competitions of this kind breed memorable ties by spurring entrants to make new experiences ([see story](#)).

Additionally, Four Seasons Resort Maui at Wailea is targeting affluent families with a new

summer travel program and online comic book that demonstrate how the on-property experience can be tailored to guests of all ages ([see story](#)).

With these initiatives, the hotel is aiming to give visitors a variety of experiences so that they are more likely to return.

However, this Grand Tour package may not be strong enough on its own, but is likely to give the Chinese properties an additional boost.

"I doubt this offer is strong enough to create any incremental business, but it may help them to steal some market share," said Ron Kurtz, president of the [American Affluence Research Center](#), Atlanta.

Final Take

Joe McCarthy, editorial assistant on Luxury Daily, New York

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