

IN-STORE

Four Seasons promotes traffic to suites with global offers

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By JOE MCCARTHY

Four Seasons Hotels and Resorts is encouraging travelers to reserve suites Mar. 1 - Apr. 30 at properties across its global portfolio by offering a variety of enticements.

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The offers range from daily meals, additional nights and complimentary airport meet and greet. By spreading the offers to a wide range of properties rather than limiting it to one or two, the chain may spur travelers to bounce from hotel to hotel.

"When you operate in as many countries as Four Seasons does – 38 and counting – you need to pay attention to regional travel patterns that are driven by the timing of regional events," said Elizabeth Pizzinato senior vice president, marketing and communications, [Four Seasons Hotels and Resorts](#), Toronto.

"So, for example, in North America, the UK and Russia, families often travel during spring break and Easter and they also take advantage of the timing of those breaks to escape winter weather, while in Asia, China is celebrating Qing Ming Jie and Japan is celebrating Spring Equinox and Showa Day," she said. "So Q1 is the perfect time to offer something very special to our guests, no matter where they live."

"The focus on suites is just one element of a campaign to offer Four Seasons guests an

even better stay at a time when they are travelling more. By creating offers that are available at many of our properties around the world, we're making it easy for our guests to enjoy the offer's benefits without being restricted to certain locations. "

Choices galore

The campaign highlights the fact that Four Seasons has 3,460 suites available to convey that travelers of most preferences can find an appealing offer.

New or recently renovated suites include the Owner Suite at Four Seasons Buenos Aires, the Kingdom Suite at Four Seasons Riyadh and the Fashion and Royal suites at Four Seasons Milano.

The Kingdom Suite spans the 48th and 50th floors for an oversized living area and a spacious dining room that entertains up to 12 guests. Travelers reserving this room can get up to 29 percent off.

Four Seasons Seattle suites during the campaign come with a 50-minute nourishing facial or a 50-minute Swedish massage.



Four Seasons Hotel Seattle

The Washington property offers guests one-way airport transfers and dry cleaning services. In Prague, travelers are given admission to a nearby classical concert.



Four Seasons Hotel Washington D.C.

Maldives at Kuda Huura provides a private yacht cruise and daily breakfasts.



Four Seasons Maldives Kuda Huura

London at Canary Wharf includes nightly Louis Roderer champagne, while London at Park Lane offers a nightly three-course dinner at its Amaranto Restaurant.



Four Seasons London Canary Wharf

Other offers from this campaign can be found [here](#).

"It's crucial for a hotel chain to market its properties independently while layering in overall brand promotions," said Taylor Rains, account executive at [Rawle Murdy Associates](#), Charleston, SC.

"Unified brand campaigns serve to elevate the brand as a whole in the consumer's mind, while individual property campaigns are the more actionable promotions that entice bookings," he said.

"While the ROI for a brand-wide campaign may be less, it often supports the stronger ROI seen in the more localized tactics."

One at a time

Although Four Seasons occasionally rolls out brand-wide campaigns, it grants individual properties a lot of leeway for designing offers.

For instance, Four Seasons Hotel Bangkok is testing the culinary preferences of local residents and travelers with a pop-up Charcuterie Room for three months beginning Jan. 20.

The new pop-up venue aims to be a hot post-work destination for consumers looking to relax with international deli fare. The pop-up structure allows the hotel to quickly measure preferences, experiment with new concepts in short periods of time and develop an experience that is more enduring if visitor feedback is positive ([see story](#)).

Also, Four Seasons Resort Maui at Wailea is showcasing the underwater photography of Dan and John Cesere as part of its ongoing Artisan Showcase series.

The Artisan Showcase series currently rotates between 42 artists that are pulled from the local community. Six different media ranging from jewelry, ceramics, woodworking, glass, painting and and textiles will be featured every day to ensure that the series remains as fresh as possible ([see story](#)).

"A key pillar of luxury is a consistent point of view," said said Chris Ramey, president of [Affluent Insights](#), Miami, FL. "Managing the process of serving guests is an integral part of the point of view.

"Every luxury organization has non-negotiable brand standards to manage marketing, merchandising and service," he said. "Anything less is inconceivable.

"Individual properties may engage in local events and strategies that act as a platform for the global brand POV. But campaigns come from the top."

Final take

Joe McCarthy, editorial assistant on Luxury Daily, New York

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