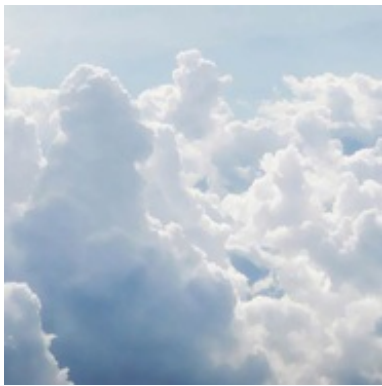


IN-STORE

Four Seasons pioneers sky with branded jet

April 23, 2014



Clouds waiting for Four Seasons' Jet

By JOE MCCARTHY

Four Seasons is shoring up autonomy during its global travel programs by introducing a branded 52-passenger jet.

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The retrofitted Boeing 757 will begin flying passengers of bespoke journeys in February 2015. Many of the hotel chain's journeys bring guests to a new country every other day, so being able to further curate a significant portion of the experience will reduce the chance for mishaps and increase the chance for branded connections.

"From start to finish, this is a fully immersive Four Seasons experience delivering the brand's signature service, from the moment a guest books their trip," said Susan Helstab, executive vice president of marketing, [Four Seasons Hotels and Resorts](#), Toronto. "The whole in-flight experience is orchestrated by Four Seasons in all the ways that our guests value - from surroundings that are beautiful and immensely comfortable, service that is warm and caring and intuitive and custom tailored, globally inspired cuisine and exclusive private excursions.

"Each of the three itineraries currently available deliver the glamour and adventure of

international travel by private jet, enhanced with legendary service and the ultimate luxury of staying only in Four Seasons hotels and resorts," she said.

"It is the ability of Four Seasons staff - characterized by their genuine hospitality and passion for excellence - to tailor the experience for each guest that makes this journey truly special. In addition, all jet staff will receive comprehensive training from Four Seasons so that they are equipped to deliver to the highest standards in service."

Every step

Four Seasons currently works with TCS Starquest to fly guests in a 757 Boeing for its around-the-world trips that began in 2012. Since the plane model will stay the same, the quality of travel should not change too much.

However, the jet will be decked out in Four Seasons-curated details to institute a branded atmosphere. The interior and exterior have been designed by the team's design experts to include touches such as handcrafted leather flatbed seats and branded logos on the tail and fuselage.



Four Seasons Jet

Travelers will also get a fuller taste of the brand's signature attractions. For instance, the brand's **lauded culinary offerings** will make their way into the air and guests will be accompanied by a concierge team.

Wi-Fi will be available for travelers to efficiently coordinate activities at each new destination.

Four Seasons Hotels and Resorts just began the 16-day "Backstage with the Arts" offer that takes travelers by private jet to France, Portugal, Italy, Turkey, Russia and the Czech Republic. Throughout the two-week excursion, guests will be thoroughly steeped in Europe's varied cultures (**see story**).



Whirling dervishes in Istanbul

Voyaging through so many different cultures can be disorienting, so the brand's team helps to streamline transitions and helps guests construct itineraries.



Great Wall of China

Reservations for the jet can be requested for 2015 trips including "Around the World" and "Backstage with the Arts."



Promotional image for Four Seasons travel programs

Interested consumers can learn more at the jet here and can follow the #FSJet hashtag on Twitter and Instagram.

"We see considerable opportunity and growth potential in the future of private jet travel,

and are looking to continually evolve the experience," Ms. Helstab said.

"Our guests are eager for experiences that are tailor-made and are consistently Four Seasons from beginning to end," she said. "We will continue to take our lead from them to craft experiences that are one-of-a-kind."

Taking the audience elsewhere

Global travel programs seem to be booming, with many organizations emerging with their own excursions.

For instance, The New York Times is expanding its travel program to include 21 land-based tours that further cement its position as an arbiter of taste and evinces the publisher's push for extra streams of revenue.

The Times Journeys feature various destinations and are split between "Luxury Travel," "Active Travel" and "Focus On" to better accommodate the discerning interests of its readers. Travel partners Abercrombie & Kent, Mountain Travel Sobek and Academic Travel Abroad have joined the brand to help tailor the tours ([see story](#)).

Although tours of this nature require collaboration of some sort, many organizers seek to minimize reliance on other companies to showcase a holistic brand image.

"With a greater number of tour operators offering these high-end tours utilizing private and charter jets, Four Seasons was smart to join this particular travel trend," said [Damon M. Banks](#), freelance journalist and media consultant, New York.

"Four Seasons as a brand has such a loyal following that many will be eager to take part in these opportunities," he said.

Final Take

Joe McCarthy, editorial assistant on Luxury Daily, New York

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