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TRAVEL AND HOSPITALITY

Four Seasons, touting personalized service, debuts new leg of Based on a True Stay campaign

October 2, 2023



Based on a True Stay: Four Seasons' campaign showcases elaborate personalization toward guest care. Image credit: Four Seasons

By STAFF REPORTS

Four Seasons Hotels and Resorts has unveiled the next phase of its *Based on a True Stay* campaign after generating 715 million paid media impressions and delivering new bookings across Four Seasons properties worldwide.

The 2023 campaign will consist of a multimillion-dollar paid media investment and integrated marketing effort to reach new and existing Four Seasons audiences. The first leg of the campaign kicked off in August 2022 as the luxury travel and hospitality market roared back to pre-pandemic levels.

"Our *Based on a True Stay* creative perfectly blends real-life guest experiences with the flair and imagination of our brand, evoking the feeling of luxury with genuine heart that remains at the core of every Four Seasons experience," said [Marc Speichert](#), executive vice president and chief commercial officer of Four Seasons Hotels and Resorts, Toronto, in a statement.

[Four Seasons](#) currently operates 126 hotels and resorts, and 51 residential properties in major city centers and resort destinations in 47 countries. More than 50 projects are under planning or development.



Still from Four Seasons' 2023 Based on a True Stay campaign. Image credit: Four Seasons

Starry eyed

The new ads showcase authentic experiences of real guests, based on gestures of Four Seasons staff across its collection hotels, resorts, residences and flight.

Sourced from more than 125 of the most extraordinary stories of Four Seasons care and service, two guest experiences from Megève and Boston were brought to life for the campaign.



In Megève, two guests' love of stargazing was overheard by hotel employees, resulting in a quick mobilization to fulfill their dream of sleeping under the stars in the Alps, followed by a morning with fresh coffee and pastries. Image credit: Four Seasons

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In Boston, upon learning that a small guest lost her first tooth before check-in, an elaborate scavenger hunt was arranged by Four Seasons Boston staff upon arrival which ended with a special appearance by the Tooth Fairy. Image credit: Four Seasons

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arranged by Four Seasons staff upon arrival which ended with a special appearance by the Tooth Fairy.

Set within [Four Seasons Hotel Boston](#), [Four Seasons Hotel Megve](#) and aboard the [Four Seasons Private Jet Experience](#), the new ads are running on broadcast, digital and social media to focus on the Four Seasons' personalized service and moments of care.

The brand's new creative identity has also been on display in recent campaigns supporting the [Four Seasons At Home Collection](#), [Four Seasons Private Residences](#) and [Four Seasons Restaurants and Bars](#).

[Nathan Copan](#) directed the latest *Based on a True Stay* campaign. He has worked on campaigns for jeweler David Yurman, Este Lauder-owned cosmetics brand La Mer and fashion label Polo Ralph Lauren.

Love is Written in the Stars / Based On A True Stay at Four Seasons Hotel Megve

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