

## **SUSTOUR-MED**

**2021-2-EL01-KA210-VET-000048093**

***KA210-VET - Small-scale partnerships in vocational education and training***



## **Good Practices: *Education In Progress***

<b>Practice number</b>	6.2
<b>Name of the Practice</b>	Four Season Magazine
<b>Theme</b>	<i>6. digital marketing and communication</i>
<b>Type</b>	<i>2. service 4. online platform/mobile app</i>
<b>Developer / initiator</b>	<i>Four Season</i>
<b>Short description</b>	<i>Four Seasons Magazine is the exclusive in-room magazine for guests of Four Seasons Hotels and Resorts. The digital edition enriches the Four Seasons online experience, offering interesting and thought-provoking content about some of the world's most fascinating destinations.</i>
<b>Goal</b>	<i>For the Four Season, true luxury is a meaningful sense of belonging. We focus on how people want to be treated, and that's based on the genuine care you experience during your stay, infused with an abundance of humanity and generosity. It starts with our passionate team, who welcome you anywhere in the world as the center of our world - and always with a distinctly human touch.</i>
<b>Detailed description</b>	<i>Four Seasons Hotels and Resorts is dedicated to perfecting the travel experience through continuous innovation and the highest standards of hospitality. From elegant surroundings of the highest quality to caring, highly personalized 24-hour service, Four Seasons embodies a true home away from home for those who know and appreciate the best. The deeply rooted Four Seasons culture is embodied by the staff - people who are single-focused and inspired to deliver great service.</i>

<b>Innovativeness</b>	<i>The most important marketing innovation of Four Seasons magazine is to increase the accessibility of small hotels, destination managers and their properties. and the digital version of the magazine also reaches more audiences.</i>
<b>Financial aspect</b>	€ = Minimum Investment
<b>Country</b>	Worldwide
<b>Target Group</b>	<i>Small hotels destination Managers local authorities</i>
<b>Transferability</b>	<i>The digital and print edition of Four Seasons magazine enriches the Four Seasons online experience, providing interesting and thought-provoking content about some of the world's most fascinating destinations. It also offers small hotels and destination managers the opportunity to promote their properties in the magazine.</i>
<b>Website and/or relevant links</b>	<a href="https://www.fourseasons.com/">https://www.fourseasons.com/</a>
<b>Contact information</b>	<a href="mailto:info@fourseasonsmagazine.com">info@fourseasonsmagazine.com</a>