



AMERIKALINJEN

Industry

Hospitality

Services

PR & Media Relations

Opening Services

Date of Service

January - April 2019

Case Study

Amerikalinjen Hotel Launch in the United States

Situation

An architectural landmark turned boutique hotel, Amerikalinjen officially opened its doors in Oslo, Norway, on March 15, 2019. While Amerikalinjen was in a prime position to launch due to increased visibility and promotion of Oslo within travel media, as well as increased air lift options from the United States, there was difficulty in obtaining a unique independence in the increasingly competitive hotel market and standing out as the must-book choice among U.S. travelers.

Solution

PTG Consulting generated awareness of the hotel's prominent opening among target media and consumer audiences across the United States through the distribution of an informative, inspiring press release, targeted pitching, and one-on-one media appointments. The team achieved dedicated editorial coverage on the hotel's opening by positioning Amerikalinjen as not only Norway's top new hotel destination to visit in 2019 but also one of Europe's most exciting city-center launches of the year.



Results

PTG Consulting exceeded the hotel's goals by achieving key results that included:

- Arranged and executed seven in-person meetings and interviews between the hotel's Commercial Director and top editors in New York City, including journalists from *Travel + Leisure*, *Shape*, *New York Observer*, *Luxury Travel Advisor*, *Hotel Management*, *TIME*, and *Women's Health*
- Facilitated press release distribution and targeted pitching surrounding the grand opening, reaching more than 1,000 travel, lifestyle, and trade media across the United States
- Secured 12 editorial placements featuring Amerikalinjen including spotlights in media outlets such as *TIME*, *Luxury Travel Advisor*, *Forbes.com*, *MSN.com*, *PureWow.com*, *Domino.com*, *TravelAgentCentral.com*, *HotelBusiness.com*, and *HotelManagement.com*. The most prominent coverage included the selection of Amerikalinjen as one of *TIME* magazine's 2019 World's Greatest Places

12

Articles secured

\$419,000+

Ad value

81 million+

Audience reached

167:1

ROI

“PTG Consulting became a vital extension of our team during Amerikalinjen's pre-opening journey. Through their connections and network they supported the storytelling around Amerikalinjen and secured critical editorials and raving journalist reviews.”

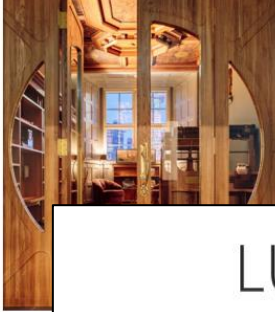
— Martin Andersen | *Regional Director Sales, Marketing and Public Relations, Nordic Hotels & Resorts*



domino

We're Getting Major Wes Anderson Vibes From This New Oslo Hotel

Brb, booking a flight.



Situated in the heart of downtown Oslo, the recently renovated building underwent a modern renovation—a cruise ship company found it is one of the many thoughtful

LUXURY TRAVEL ADVISOR

Amerikalinen: Oslo's New Digs Opens March 15

By Matt Turner | Mar 6, 2019 10:13am



Amerikalinen will open in Oslo on March 15 with 122 rooms and suites.

Opening March 15, **Amerikalinen**, a boutique hotel in Oslo, occupies the original headquarters for the Norwegian America Line. The iconic building, which turns 100 this year, is now home to 122 rooms and suites, several restaurants and a chic jazz club.



Full steam ahead

AMERIKALINEN
Oslo

In the early 20th century, the now defunct Norwegian America cruise line carried thousands of Norwegians in search of new lives from Oslo to New York City. The company's old headquarters is now Amerikalinen, a new boutique hotel (part of Preferred Hotels & Resorts) that pays homage to the historic link between the two cities. The basement club is inspired by New York's jazz scene, while the lobby's marble, brass and velvet decor evokes the glamour of crossing the Atlantic on a steamship. At the bar, guests can sip from glasses designed by the same company that supplied Norwegian America's cruise ships in the 1950s. —Cara Nugent



TIME

U.S. POLITICS WORLD IDEAS HEALTH ENTERTAINMENT TECH BUSINESS

World's Greatest Places 2019

To Stay

Amerikalinen
Oslo, Norway

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IDO
DESTINATION
WEDDINGS, HONEYMOONS AND ROMANTIC TRAVEL

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ON THE HORIZON
Recent Hotel RENOS & OPENINGS

CANNIA
Antisana, Colombia
The 30-room boutique hotel opened in the summer of 2018 and features an outdoor pool and spa. Located on 27 acres in the Valle de San Rafael, experience panoramic views, hiking trails, exotic bird watching expeditions or the candle spa.

AMERIKALINEN
Oslo, Norway
Located in a 19th-century building, Amerikalinen, a member of Preferred Hotels & Resorts, opened in early 2019 with local-friendly public spaces and 122 guest rooms and suites. Come up to your loved one in the converted center courtyard or enjoy Friday night jazz at the basement club.

FINCA SERENA
Mallorca, Spain
Escape to the incomparable Finca Serena with 25 rooms and suites on 300 acres in the Mallorca countryside, which opened in May 2019. The island is replete with olive trees, lavender fields and grape vines — most of which can be seen from the Balcones club resort.

HOTEL BENNETT
Charleston, South Carolina
New to the Charleston hotel scene in 2018, the 170-room Hotel Bennett caters to couples looking to enjoy a night in their wedding venue. Sip on the chic, pink Charleston Champagne bar.

SOLE MIAMI
Miami, Florida
After a lengthy construction, Sole Miami, a 100-room hotel, opened in early 2019 with 240 guest rooms and suites. It's only the first step south of Miami for the private beach and spa of the art-filled hotel.

PLANET HOLLYWOOD BEACH RESORT COSTA RICA
Hacienda, Costa Rica
New to the luxury hotel scene, Planet Hollywood Beach Resort Costa Rica opened in November 2018. The Planet Hollywood resort offers daily nightlife, entertainment, food and drink, and "The Experience," which are curated to meet guests.

PureWow

14 Swanky as Hell New Hotels That Might Just Change Your 2019 Travel Plans

By LINDSAY COHN | MAR 7, 2019

Love being at the forefront of what's hip and happening? You're in luck. We've compiled a list of the buzziest hotels scheduled to debut in 2019. From **urban hotels** to **mountain lodges**, these are the hottest new properties we can't wait to book this year.

COURTESY OF SMALL LUXURY HOTELS OF THE WORLD