





Industry

Hospitality

Service

PR & Media Relations

Date of Service

January - April 2017

Case Study

Hotel Nikko Attracts the French Market

Situation

San Francisco's Hotel Nikko was preparing to undergo a three-month, \$60 million renovation and was seeking PR representation in France as part of its awareness mission to attract more European clientele with its new positioning. The hotel had attempted to research and identify Paris-based agencies that had experience representing hotels in the United States but had trouble finding one with relevant experience that was willing to manage a short-term project with specific inclusions.

Solution

After consulting the hotel on its needs and discussing PTG Consulting's capabilities, specifically the in-market and in-language experience of its team members, PTG Consulting delivered a four-month media outreach campaign to boost consumer awareness of the property's renovation and subsequent relaunch in France, as well as foster face-to-face engagement with targeted journalists, offer the opportunity to extend invitations for FAM trips to the property, and create visibility for both the property and San Francisco in key consumer travel, lifestyle, business travel, and trade media outlets. Hotel Nikko's relaunch marked the property's 30th anniversary and coincided with the city of San Francisco's 50th anniversary celebrations of the Summer of Love, creating an additional synergistic news angle.





Results

- Arranged a media luncheon for Hotel Nikko executives and secured attendance from 13 top-tier consumer, business travel, and trade journalists
- Secured and executed one-on-one meetings with four key consumer and trade journalists, including Architectural Digest France
- Organized two high-profile media stays
- Translated, localized, and distributed pre-approved press materials, including the hotel press kit and original relaunch consumer release, to French consumer and travel trade audiences
- Crafted and strategically issued original pitches in French to consumer and business travel media with appropriate follow-up efforts, which included the promotion of new packages including the 30th anniversary 'Pearl Package' and the pet-friendly 'Buster package'

4 million

\$21,000+ 12

Estimated reached audience

Ad value

Articles secured







San Francisco : le Nikko nouveau ouvre ses portes



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Pour son trentième anniversaire, l'Hôtel Nikko San Francisco s'est gâté.
L'établissement, qui fait partie de la collection Lifestyle de Preferred Hotels &
Resorts, vient d'achever un plan de rénovation chiffré à 60 millions de dollars – un
peu plus de 56 millions d'euros – pour moderniser l'ensemble du bâtiment. Implanté
au cœur de San Francisco, à quelques pas d'Union Square, il pourra bientôt accueillir
à nouveau les voyageurs d'affaires américains et étrangers. Car les responsables de
l'ensesigne japonaise ont pris le parti de fermer totalement l'hôtel pendant ce vaste
relooking, qui aura donc duré trois mois, avant une réouverture fixée au 20 mars.





L'hôtel NIKKO de San Francisco célèbre le Flower Power

BUSINESSTRAVEL.FR / 14 MARS 2017

Le célèbre hûtel Nikko de San Francisco, ouvert en 1987 et qui vient d'achever une rénovation de 60 millions d'euros, sera en première ligne pour la célébration du 50ème anniversaire du Flower Power) San Francisco. Il est aussi membre de la collection l'Étatel de Deformed Marie & Descrite.



Il y a 50 ans la ville de San Francisco vibrait au son de la génération hippie.

Pour fêter le cinquantenaire du mouvement « hippie » le ville a programmé toute une série de lestivités pendant l'été, l'occasion de redécouvrir l'hôtel Nièto après trois mots de travaux et 80 millions 5 d'investissement.