



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

Estimated reached audience

\$21,000+

Ad value

12

Articles secured

