



Case Study

Industry

Hospitality
Travel & Tourism

Services

PR & Media Relations

Bespoke Press Release Distribution Services

Situation

In addition to offering full-scale, customized public relations programs, PTG Consulting can cater to specific editorial objectives through a variety of dedicated services. Whether a client wants to generate media awareness surrounding a special announcement, boost visibility of in-market public relations communication at a national or international level, or target travelers in a key feeder market, PTG Consulting has the creativity and flexibility to build custom programs that meet specific needs and goals.

Solution

PTG Consulting provides the development of bespoke press releases distributed to a carefully crafted list of relevant media contacts, depending on each client's objectives and target markets, both domestic and international. The team carefully evaluates the client's offerings and objectives to create custom news hooks and announcements that would best draw positive media attention. PTG Consulting utilizes its established relationships with top-tier travel, lifestyle, and trade journalists in markets around the world to generate proven editorial results.



Results


Bespoke press releases and close collaboration to develop the best media messaging yielded press coverage in the online verticals of prestigious outlets including as *Hotel Management*, *Hospitality Net*, *Hotel News Now*, and *Luxury Travel Advisor*, among others. Distinct activities for each hotel were as follows:

- ✔ Worked with Le Richemond, an internationally acclaimed hotel in Geneva, Switzerland, to garner exposure around the property's Five-Star Award from Forbes Travel Guide along with its new independent status and subsequent membership within the Preferred Hotels & Resorts' Legend Collection. PTG Consulting developed, implemented, and showcased an exclusive "Swiss Summer Getaway" package within the release, which served as a newsworthy hook. By incorporating a selection of the hotel's stand-out offerings in the package, PTG Consulting was able to deliver a custom release announcement that showcased the hotel's latest news and most compelling features.
- ✔ Partnered with The Prince Park Tower Tokyo, the flagship property of Prince Hotels & Resorts, to generate media awareness around the property's recent renovation and subsequent move to the Preferred Hotels & Resorts' L.V.X. Collection through a tailored press release announcement. The custom release was comprised of pertinent details and messaging that would appeal to discerning business and leisure travelers in the United States.



LUXURY
TRAVEL ADVISOR

The Prince Park Tower Tokyo Completes Renovation Project



The Prince Park Tower Tokyo has finished its \$22 million renovation project. The newest member of the Preferred Hotels & Resorts L.V.X. Collection was redesigned with the property's location in the heart of Minato Ward's Shiba Park in mind.

Almost 600 of its guestrooms were refurbished and the Premium Club Lounge was revamped. Also included in the renovation is an enhanced lobby experience—most notably, "Forest Greeting," a new piece of artwork by Hirotooshi Sawada. His piece includes hundreds of small hanging mirrors acting as a chandelier to light up the space. The lobby is also home to a new boutique gift shop with exclusive chocolates and sweets by executive pastry chef Takeshi Naito and a wine collection by the hotel's sommelier, Yoshiaki Ichimura. Additional renovations include:

Premium Club guestrooms: On Floors 29 to 31, AB Concept, a Hong-Kong based luxury design company, imitated Shiba Park and created new earth tone color scheme, wood flooring, furniture and amenities by C.O. Bigelow under the theme "A Park of the Park." So it feels like the outdoors, contemporary branch-like cabinet fixtures and tree swing-like hanging chairs were used in the new design.

HM HOTEL MANAGEMENT

Tokyo's Shiba Park influenced \$22.5M renovation of The Prince Park Tower

by Mick Tan | Sep 18, 2018 11:01pm

The Prince Park Tower Tokyo, the newest member of the Preferred Hotels & Resorts L.V.X. Collection, completed its \$22.5 million renovation project. Overseen by Hong Kong-based design firm AB Concept, the redesign was inspired by the property's location in Minato Ward's Shiba Park.

From refurbishing 590 of its 603 guestrooms to revamping the Premium Club Lounge and introducing an enhanced lobby experience, each upgrade pays homage to the beauty of the hotel's surroundings.


The reimagined lobby has "Forest Greeting," a new piece of artwork by Hirotooshi Sawada, an artist known for his nature-inspired works. Sawada's creation, which has hundreds of small hanging mirrors, acts as a chandelier and is arranged to illuminate the space. With nods to nature throughout, the lobby now has earth tones, wood finishes, scenic paintings, indigenous plants and a new boutique gift shop.



The Prince Park Tower Tokyo, the newest member of the Preferred Hotels & Resorts L.V.X. Collection, completed its \$22.5 million renovation project.

HN hospitalitynetTM

The Prince Park Tower Tokyo
The Prince Park Tower Tokyo Unveils Extensive Property Makeover



The Prince Park Tower Tokyo, the newest member of the Preferred Hotels & Resorts L.V.X. Collection, has announced the completion of an extensive \$22.5 million renovation project. Overseen by AB Concept, a Hong-Kong based Luxury design powerhouse, the comprehensive redesign was inspired by the property's enviable location in the heart of Minato Ward's Shiba Park. From refurbishing 590 of its 603 guestrooms to revamping the Premium Club Lounge and introducing an enhanced lobby experience, each upgrade pays homage to the natural beauty of the hotel's verdant surroundings and positions The Prince Park Tower Tokyo as a leading choice for discerning business and leisure travelers.

The reimagined lobby engages guests immediately upon arrival with "Forest Greeting," a new piece of artwork by Hirotooshi Sawada, an artist acclaimed for his nature-inspired works. Sawada's creation, which features hundreds of small hanging mirrors, acts as a contemporary chandelier and is arranged strategically to illuminate the space with a calming light. With nods to nature throughout, the lobby now features warm and inviting earth tones, wood finishes, scenic paintings, indigenous plants and a brand new boutique gift shop, which plays host to exclusive chocolates and sweets by Executive Pastry Chef Takeshi Naito, and a curated wine collection composed by the hotel's Sommelier, Yoshiaki Ichimura. Also available are premium coffee beans, high-quality olive oil, and various other food items that extend the reach of the hotel's sophisticated cuisine.