



Industry

Hospitality

Services

PR & Media Relations

Date of Service

November 2017 – April
2018

Case Study

Luxury Media Coverage Boosts The K Club's Appeal

Situation

A historic and internationally renowned resort located outside of Dublin, The K Club combines old world elegance with luxury accommodations, contemporary amenities, and a variety of unique outdoor activities. Over the years, the resort has received positive feedback and attention from the travel trade community, but consumer and media awareness and its wider offerings beyond golf has remained relatively low. As a result, upscale travelers, particularly those in the United States and Canada, were not considering The K Club or its premier private home accommodation, Straffan House, when planning leisure trips to Ireland. Further, a neighboring resort that was set to be a major competitor in rate and consumer appeal was about to open, and The K Club needed to ensure it stayed top-of-mind.

Solution

PTG Consulting developed a robust media relations campaign targeting luxury travelers in the United States and Canada, which also included new market segments within the regions. Through a variety of tactics that included a media FAM trip, New York City media deskside tour, and development of creative programming and packages, PTG Consulting positioned The K Club as a must-visit destination resort with unique attributes and activities that are attractive to a variety of interests outside of golf. The team also heightened awareness for Straffan House as a luxury, private home accommodation through increased editorial coverage.



Results

- ✔ Secured 75 media placements featuring The K Club and Straffan House through targeted pitches to media, including a prominent feature in *The New York Times* Sunday Travel section
- ✔ Hosted a four-day media familiarization trip with seven U.S. and Canadian journalists from top-tier luxury publications including *Town & Country*, *DuJour*, *Ocean Drive Magazine*, *Conde Nast Traveler*, *New York Observer*, *New York Daily News*, and *Montecristo*
- ✔ Received more than 700,000 social media impressions as a result of posts generated during the media FAM trip, thanks to PTG Consulting's prioritization of "dual threat" journalists and the coordination of a dedicated hotel takeover series on *Town & Country's* Instagram (which receives 784K followers), featuring The K Club and Dublin's unique St. Patrick's Day programming
- ✔ Secured seven meetings for a New York City media tour, providing a chance for The K Club's CEO to share an overview of the property, current news, and its key selling points while identifying and pursuing editorial opportunities

75

Media placements

305 million

Editorial media
impressions

\$4.3 million+

Advertising value

203:1

ROI

