





**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 te 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, Dulour, 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



305 million \$4.3 million+

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Media placements

Editorial media impressions

Advertising value

ROI

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The Best Places to Travel in Europe in March



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## TOWN&COUNTRY

The 17 Best Romantic Hotels With Great Valentine's Day Packages

An Irish Countryside Getaway: The K Club



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The Best Places To Go in March





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## HouseBeautiful

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Robb Report Do St. Patrick's Day Right with a Stay at One of These Five Luxe Irish Hotels

BY LANKE SCHOOL IN THE PERSONNY 17, 2016

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Two-For-One First Class Tickets And Other Very Last Minute Valentine Gifts



So now Valentine's Day is upon you ... forgot to make dimeer reservations, or order flawers or chocolates... Here are some gifts that take a lat of throught-and in some cases henge or cosh-but case be perchased right now and presented tonight. You're velcome.

### Book Your Own Private Castle for \$20,000

At Straffin House, a spectaraliar private residence moried on 500 arms of idellic trials countrynide, the dohare "My Loweby Valenting" package counts with a personal before on hand 24/2 to draw cose petial baths and offser champagase turn-drown nervices, a private else for apphroliation media, personal driver for dreamy driven in a vitatage 1026 Japana, a private sign for couples traination and indoor semining pool, an old-fashianed caizens theatter complete with red volvers up for couples classic, and walk, mediy, at \$200,000 per might, basically anything you ask for you shall receive



## 16 Luxurious New Year's Eve Packages It's Not Too Late to Book

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oceandrivemag - Follow The K Club

oceandrivernag Falcony J Irish Coffees Wine Cellar Tour J Whiskey Tasting J Soccessful first day at @thekclubinetiand Follow along with our #tpatrity streamer #starticteday thekclub Purcey #travel #oceandrivernag #oceandrivesthekclub jamaican\_dominator69 Nice Instagram patriziabozzidesign Niceee





lindsaysilb Taught an owl how to make a Bitchy Resting Face<sup>14</sup> this morning so 1 guess you could say my trip is off to a solid itset.

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Log in to like



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262 likes

Log in to like or comment.

QQ 114 likes



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Kidare, Jeland

\_earth2alex Strolling through moody garder at the manor before I set off down the River Lifley 4CCC24 garth2alex #Luckoftheirian #paddleawaymetaddie #lifeigbutadream

QQ 49 likes



CASE STUDY LUXURY MEDIA COVERAGE BOOSTS THE K CLUB'S APPEAL