



Toscana Resort Castelfalfi

Industry

Hospitality

Services

PR & Media Relations

Date of Service

April 2019 – September
2020

Case Study

Media Relations Boost Toscana Resort Castelfalfi's Brand

Situation

Set on 2,700 acres of vineyards, olive groves, and lakes in Tuscany, Toscana Resort Castelfalfi encompasses Hotel Il Castelfalfi - TUI BLUE SELECTION; Hotel La Tabaccaia; and luxury villas and farmhouses to purchase or rent. The eco-sustainable resort's extensive offerings, including a wildlife reserve and the region's largest championship golf course, have been popular with travelers from neighboring European countries. However, there was significant opportunity to increase media visibility and generate bookings in the United States - a key feeder market for Italy - and the United Kingdom, currently the resort's fourth largest market. Toscana Resort Castelfalfi tasked PTG Consulting to manage its public relations strategy and outreach in both countries with the goal to expand awareness of the resort and support efforts to increase bookings.

Solution

PTG Consulting developed a strategic action plan to secure coverage in top-tier media outlets across the United States and the United Kingdom with a focus on wellness, golf, sustainability, and luxury travel. The team positioned Toscana Castelfalfi Resort as a must-visit destination for travelers seeking eco-friendly wellbeing retreats, food and wine breaks, and active holidays, and showcased the resort's diverse accommodation offerings as ideal for luxury travelers, second home owners, couples and honeymooners, multigenerational families, and incentive travel groups seeking a one-stop destination steeped in local culture. Tactics included 24/7 media relations, group media FAM trips, individual media trips, and one-on-one media meetings.



Results

- Hosted a media FAM trip with six top-tier U.K. journalists and content creators with resulting coverage in *Tatler*, *The London Economic*, *Psychologies*, *Country and Town House*, among others, and across Fashion Foie Gras's social media channels
- Facilitated 10+ press release distributions surrounding the estate, its unique history and amenities, seasonal programming, new and enhanced activity options, and more, reaching more than 1,000 travel, lifestyle, and trade media across the United States per each distribution
- Organized and hosted eight New York City media appointments on behalf of Toscana Resort Castelfalfi with targeted editors and freelance journalists from publications such as *Women's Health*, *Condé Nast Traveler*, *Business Insider*, *Travel + Leisure*, *CNN Travel*, and *Marie Claire*
- Organized and hosted nine London media appointments on behalf of Toscana Resort Castelfalfi with targeted editors and freelance journalists from publications that included *Condé Nast Traveller*, *Abode2*, *Mayfair Times*, *Women & Golf*, and the *London Evening Standard*

50+

Articles secured

34 million+

Editorial media impressions

\$150,000+

Advertising value

“PTG Consulting demonstrated commitment and a deep understanding of our resort offering throughout the pandemic, ensuring that we remained top-of-mind with target audiences through prestigious editorial placements.”

— Isidoro Di Franco | *General Manager, Toscana Resort Castelfalfi*



LUXURY
TRAVEL ADVISOR

Toscana Resort Castelfalfi Launches New Wellness Programs



Toscana Resort Castelfalfi, an eco-sustainable luxury retreat in Tuscany, has announced a new range of wellness programming taking place in and outside of La Spa. Beginning this summer, guests can experience the following activities at La Spa and around the 2,700-acre estate:

New Spa Collaboration

In partnership with Bocelli Wines, La Spa now offers a range of facial and body treatments. Created locally in Tuscany, the vineyard byproducts of wine produced at the Bocelli family vineyard and essential oils. Helping to reduce the signs of aging, boost skin, these products can be enjoyed by guests during treatment use at home.

Bluefit Activities

Through the new Bluefit program, guests can engage in fitness techniques, such as fascia and autogenic training, meditation, interval workouts, created to enhance strength, endurance and available to coach guests through indoor and outdoor exercises providing nutritional and motivational advice.



ITALY
THAT'S AMORE
Fall in love with these Italian stars. Edited by Amy Wakeham

Castelfalfi, Tuscany
Italians understood the concept of well-being long before we did. They call it *la dolce vita*—the sweetness of doing nothing. And where better to bliss out than in 2,700 acres of lushly green vineyards, olive groves, lakes and wildflower meadows? A nearly 15-minute drive that erupts finds you deep in the Tuscan hills at the Castelfalfi estate, an impressive conservation project in one of the region's most beautiful landscapes. With self-catered stays in nature, it has its own irrigation system—there's also a well-sounding spa at D Castelfalfi, a member of Preferred Hotels & Resorts, where guests find warm, well-catered stays in deeply comfortable beds, as well as at the table. Farm-to-table dining in the courtyard, and the forest organic produce grown on the estate is served up in the kitchen in mouth-watering dishes like rustic ravioli stuffed with pulled veal or red wine-marinated wild boar leg in olive oil, burrata, mozzarella and pickled spring vegetables. Luckily, you can work it off with strolls through rolling woodland sporting wildlife in the sun, chipping through vineyards, strolling with sunrise yoga, or snuffing hunting with Bianca the dog. The concept of doing nothing never felt so good.

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DEPARTURES
—Hotels—

A Tuscany Resort Offers Brain Training As A Spa Service



Haven't you always wanted to keep a vacation mindset when you return home?

By Jordi Lippe on August 19, 2019

There's no question wellness travel is booming. In fact, the 2018 Global Wellness Economy Monitor revealed that the market is worth \$639 billion and is expected to reach \$919.4 billion by 2022. So, it's no surprise hotels, and resorts across the globe are going out of their way to offer unique health-focused services like detoxes, wraps, and mindfulness exercises. But one luxury retreat in Tuscany is taking it to the next level by providing brain training as a spa amenity.



THE TUSCAN GHOST VILLAGE BECAME A TUI LUXURY RESORT

FEATURES 20 OCT 2020

One year on from his first visit, Peter Ellegard returns to the Tuscan resort of Castelfalfi to see how it has been transformed to enjoy some R&R



"Franca Franca!", my guide Rabab calls out, at which a huge male wild boar trots out of bushes towards us, pushing against the enclosure's wire fence, grunting in obvious pleasure as Rabab bends forward to greet him.

Immediately, a series of high-pitched squeals erupt from a small pen behind us, where an excitable boar piglet is demanding similar attention. Rabab duly obliges and calms little Ghigo down by reaching over the shorter fence to give her some welcome back scratching.

I'm not on safari or in a wildlife park but in the extensive grounds of a remarkable leisure project set deep amidst the rolling hills of Italy's Tuscany region between Pisa, Florence and Siena.

THE NEW YORK TIMES INTERNATIONAL EDITION

INTERNATIONAL HOMES

Homes for wine and golf lovers

For those who love the outdoors, there are few places better than the rolling hills of Tuscany. In the heart of the region, the Toscana Resort Castelfalfi offers a unique blend of luxury and nature. The resort is set in a 2,700-acre estate, featuring a large villa complex, a swimming pool, and a golf course. The resort is a member of Preferred Hotels & Resorts, and offers a range of wellness programs and activities. The resort is a perfect destination for those who want to enjoy the best of both worlds: luxury and nature.

WINE
The resort is surrounded by rolling hills and vineyards. Guests can enjoy wine tasting and vineyard tours. The resort is a member of Preferred Hotels & Resorts, and offers a range of wellness programs and activities. The resort is a perfect destination for those who want to enjoy the best of both worlds: luxury and nature.

GOLF
The resort features a 9-hole golf course, which is a perfect destination for those who want to enjoy the best of both worlds: luxury and nature. The resort is a member of Preferred Hotels & Resorts, and offers a range of wellness programs and activities. The resort is a perfect destination for those who want to enjoy the best of both worlds: luxury and nature.