



**Industry**

Hospitality

**Services**

PR & Media Relations

Pre-Opening

**Date of Service**

November 2019 –  
September 2020

**Case Study**

# Dynamic Media Relations Program Creates Award-Winning Positioning for Villa Copenhagen Opening

## Situation

Set in Denmark’s century-old Central Post and Telegraph Head Office, adjacent to the famed Tivoli Gardens, Villa Copenhagen was the latest independent venture by Nordic Hotels & Resorts and set to be one of the most exciting openings in the Nordics – if not Europe – in 2020. The hotel celebrated a commitment to eco-sustainability through rooms made from sustainable materials and meaningful on-property practices, amenities, and services. The hotel sought a partner to support its launch among U.S. and U.K. audiences ahead of its grand opening on July 1, 2020, and make sure the hotel was considered for all relevant “best new hotel openings” awards and lists curated by influential travel authorities.

## Solution

PTG Consulting created a strategically timed action plan focused on securing widespread awareness of the property’s opening, it’s unique history, compelling design, and sustainable ethos, through top-tier editorial coverage across the United Kingdom and United States. Through dedicated media relations and one-on-one appointments, tactical awards lobbying, and the ability to stay nimble and sensible with outreach through the onset of the global pandemic, ensuring the hotel was supported in exactly the ways it needed to be, PTG Consulting successfully established Villa Copenhagen as one of the best luxury hotel openings of 2020.



## Results

PTG Consulting achieved significant media results despite the onset of the COVID-19 pandemic. While there were setbacks due to travel restrictions, including the cancellation of two planned group media FAM trips, all other activities succeeded.

- Secured 100+ media placements across both markets including prominent features in The Financial Times, The Telegraph, Condé Nast Traveler (U.S.), Condé Nast Traveler (U.K.), Harper's Bazaar, House & Garden, Monocle, Sleeper, Wall Street Journal, and The New York Times, with 30 percent of the articles as "best new openings" lists
- Secured inclusion of Villa Copenhagen in *Travel + Leisure's* prestigious Global Vision Awards, listed among only 4 other hotels in the world
- Secured 11 individual media visits, including two U.S. journalists who were based in Copenhagen
- Secured 10 media appointments with target global media for roundtables at ILTM Cannes, the flagship luxury travel trade show of International Luxury Travel Market, in December 2019
- Orchestrated and led nine deskside media appointments for the hotel's managing director with New York City-based editors and freelance journalists representing publications such as The Financial Times – How to Spend It, Departures, The New York Times, and Condé Nast Traveler
- Orchestrated and led six deskside media appointments on behalf of Villa Copenhagen with London-based editors and freelance journalists representing publications such as DesignCurial, Business Traveller Magazine, TTG Luxury, and Daily Telegraph

**100+**

Articles secured

**469 million+**

Media impressions

**\$1.1 million+**

Advertising value

**20:1**

ROI

*Although we were hit by the pandemic in the midst of our launch, PTG Consulting's PR efforts were incredibly valuable. PTG Consulting provided both a tailor-made plan and a dedicated team who took every step possible to maximize the visibility of Villa Copenhagen internationally, making sure we were reaching the right audiences and getting the most impactful coverage. I was especially impressed with PTG Consulting's network of top-tier media, the doors they opened for us in terms of awards and features, and, above all, their personalized engagement.*

— Peter Høgh Pedersen | *Managing Director, Villa Copenhagen*

