





Industry

Hospitality

Services

PR & Media Relations

Pre-Opening

Date of Service

November 2019 – September 2020 **Case Study**

Dynamic Media Relations Program Creates AwardWinning 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+ 469 million+ \$1.1 million+ 20:1

Articles secured

Media impressions

Advertising value

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.









Traveler



it is always an exeming time when we put together our list of needs instancis sort me new year, we star our list of the best places to go in 2020 by surveying our well-traveled stiff, and then our hyper-connected network of writers based all over the world. We look for the big reasons to visit destinations: The Olympics in Japan and the World Expo in Dubal are two major ones in 2020, but there are also smaller surprising ones, such as the 800th birthday of a stunning Gothic cathedral or a new museum dedicated to African American music.

We aim to compile a list that is geographically diverse but also has points of interest for every traveler, whether you'll by for unparalleled stargazing, gottlin aporting in the wild, or shopping in Tangier. We have with any owir using this list throughout the year to plan your trips draidly, we are took, so we vary the types of destinations on here, from summer escapes like western Michigan to far-flung locales like southeastern Australia. If your 2020 goal is to only travel to summy islands, we've got you covered with this line.

Need more inspiration on a month-by-month basis? Check out our recommendations for where to go in January. After all, the beer part of starting a new year might just be the endless possibilities for travel—where you'll go, whom you'll go with, and how those trips will change the way you see the world.



Where to stay in 2020: the most anticipated hotel openings

From top design in Paris, Copenhagen and Madrid to safari lodges in Botswana and

Villa Copenhagen, Copenhagen



The trend for repurposing municipal landmarks as hotels continues in Denmark where the imposing Central Post and Telegraph Office, built in 1912, is due to open as Villa Copenhagen on April 1. In contrast with the marble-and-parquet splendour of the public areas, its 390 rooms (from DKr1,940, about E220) will be decorated in a coolly Nordic style. And in addition to the usual facilities, there will be a winter garden with a glass roof, as well as a roof garden, where they'll grow vegetables and herbs for use in the informal brasserie, plus a 25-metre pool, heated, in accordance with the hotel's aspirations to be environmentally friendly, with excess heat from the building. villacopenhagen.com

AFAR

The 6 Luxury Hotels I'm Most Excited About in 2020

Annia Eltralmones 12 W W



County of Left Folia:
The Legian, Sire on Lombok will open in April 2020.

2020 shows no sign of slowing down when it comes to luxury hotel openings. Here are 6 openings that I am especially excited about, plus a rundown of what other important brands are up to, highlighted at ILTM Cannes this month.

Villa Copenhagen

Launching in April, Villa Copenhagen (a <u>Freferred hotel</u>) will see the city's 108-year-old post office transformed into an eco-focused luxury hotel with renevable energy, and an Earth side made entirely of sustainable materials (and I'm guessing a lot of plants). What caught my eye is that thece will be a traditional Danish bakery on-site, a delicous addition, especially at a time when it is increasingly common to find frozen dough shipped to bakeries duty across Europe. The hotel complements Copenhagen's sint to become the word of first carbon neutral city br 2025—the city is investing heavily in mutainable infrastructure and clean energy, even as the population grows.