



PHG CONSULTING

Amerikalinjen Case Study

FULL-SCALE PR PROGRAM

P·H·G
CONSULTING

Overview

An architectural landmark turned boutique hotel, Amerikalinjen officially opened its doors in Oslo, Norway, on March 15, 2019. While Amerikalinjen was in a prime position to launch due to increased visibility and promotion of Oslo in the travel media world, along with increased air flight options from the United States, there was difficulty in obtaining a unique independence in the increasingly competitive hotel market. In January 2019, Amerikalinjen tasked PHG Consulting with generating awareness of the hotel's prominent opening among target media and consumer audiences across the United States, with a goal of positioning the hotel as the number one new hotel destination to visit in 2019 through dedicated editorial coverage on the imminent opening.



Action

Amerikalinjen tasked PHG Consulting with the following deliverables to achieve its awareness goals:

- Arrangement and execution of 5-7 meetings and interviews between Commercial Director Martin Andersen and top editors, freelance writers, and content producers based in New York City
- Localization and distribution of press-approved materials to media secured for meetings, including the hotel press kit, background information and images
- Localization and distribution of a pre-crafted launch announcement press release to a comprehensive list of travel, lifestyle, design, food and beverage, family, wedding/romance and trade media contacts
- Reactive support in handling all incoming media queries and requests

Results

PHG Consulting exceeded the client's initial goals in many regards. Key results included:

- Arrangement and execution of seven meetings and interviews between Commercial Director Martin Andersen and top editors in New York City, including journalists from *Travel + Leisure*, *Shape*, *New York Observer*, *Luxury Travel Advisor*, *Hotel Management*, *TIME* and *Women's Health*
- Facilitation of a comprehensive press release distribution surrounding the grand opening on March 15, 2019, which was shared with more than 1,000 target travel, lifestyle, and trade media across the United States
- 12 media placements featuring Amerikalinjen in outlets including *TIME*, *Luxury Travel Advisor*, Forbes.com, MSN.com, PureWow.com, Domino.com, TravelAgentCentral.com, HotelBusiness.com, and HotelManagement.com, reaching an estimated audience of over 81 million with an approximate ad value exceeding \$419,000 for an ROI on the project of approximately 167:1
 - Coverage included selection of Amerikalinjen as one of *TIME* magazine's 2019 World's Greatest Places, due to conversations during and after desk-side meeting with the outlet's Editorial Director
- As part of this campaign, PHG Consulting also initiated conversations between Amerikalinjen and outlets including *HOTELS*, *Monocle*, *Travel Pulse*, for potential editorial coverage in the future; articles featuring Amerikalinjen on AFAR.com and in *Architectural Digest* were pending at the project's completion

Press Coverage Highlights

PureWow

14 Swanky as Hell New Hotels That Might Just Change Your 2019 Travel Plans

By LINDSAY COHN | MAR. 7, 2019

Love being at the foreground of what's hip and happening? You're in luck. We've compiled a list of the buzziest hotels scheduled to debut in 2019. From [urban hotels](#) to [mountain lodges](#), these are the hottest new properties we can't wait to book this year.



COURTESY OF SMALL LUXURY

QUINTA DA COMPORTA (CARVALHAL, PORTUGAL)

For a health-centric getaway, look no further than Quinta Da Comporta. Designed by Portuguese architect Miguel Cãncio Martins, this boutique wellness resort brings breezy minimalism and holistic pampering to the laid-back beach town of Comporta.

TIME

U.S. POLITICS WORLD IDEAS HEALTH ENTERTAINMENT TECH BUSINESS

World's Greatest Places 2019



To Stay

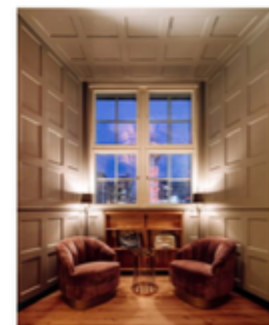


Photo: Robert A.

Amerikalinjen

Oslo, Norway

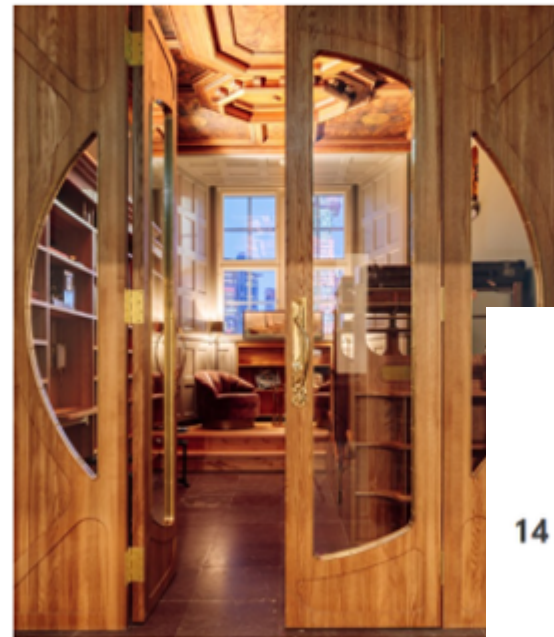


In the early 20th century, the now defunct Norwegian America cruise line carried thousands of Norwegians in search of new lives from Oslo to New York City. The company's old headquarters is now [Amerikalinjen](#), a new boutique hotel (part of Preferred Hotels & Resorts) that pays homage to the historic link between the two cities. The basement club is inspired by New York's jazz scene, while the lobby's marble, brass and velvet decor evokes the glamour of crossing the Atlantic on a steamship. At the bar, guests can sip from glasses designed by the same company that supplied Norwegian America's cruise ships in the 1950s. —Clara Nugent

domino

We're Getting Major Wes Anderson Vibes From This New Oslo Hotel

Brb, booking a flight.

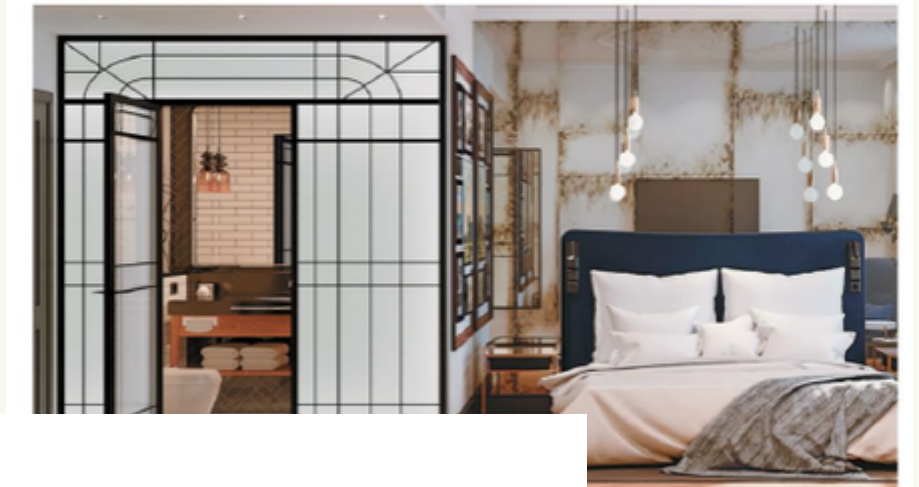


part of downtown Oslo, you'll find [Amerikalinjen](#), a modern revival. Formerly the headquarters of a company founded in the early 1900s—the newly reimagined space features thoughtful nods to its predecessor.

LUXURY
TRAVEL ADVISOR

Amerikalinjen: Oslo's New Digs Opens March 15

by Matt Turner | Mar 6, 2019 10:13am



occupies the original headquarters of the company for nearly 100 years. It is now home to

msn

14 Swanky New Hotels That Might Just Change Your 2019 Travel Plans

letters@purewow.com (Lindsay Cohn) 4 days ago



COURTESY OF SMALL LUXURY HOTELS OF THE WORLD

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