



PHG CONSULTING

Hotel Nikko Case Study

FULL-SCALE PR PROGRAM



Overview

In December 2016, Hotel Nikko was preparing to undergo a three-month, \$60 million renovation, and was seeking representation in France as part of its awareness mission to attract more European clientele with its new product and positioning. The hotel had attempted to research and identify agencies based in Paris who had experience representing hotels in the United States, but was running into complications finding an agency who had the right experience and was willing to manage a short-term project with specific inclusions. After consulting the hotel on its needs and discussing the division's capabilities, specifically the in-market and in-language experience of its team members, Hotel Nikko San Francisco contracted PHG Consulting to deliver a four-month media outreach campaign that would boost French travel consumer awareness of the property's renovation and subsequent March 2017 relaunch, as well as foster face-to-face engagement with targeted journalists, extend invitations for FAM trips to the property, and create visibility for both the property and San Francisco in key consumer travel, lifestyle, business travel and trade media outlets. Hotel Nikko's relaunch marked the property's 30th anniversary and coincided with the city of San Francisco's 50th anniversary celebrations of the Summer of Love, creating an additional news angle.



Action

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

- Organize a lunch event that would attract 8 top-tier media
- Organize and escort 3-4 one-on-one media desk-sides and introductory meetings in Paris, including Condé Nast France
- Translate, localize and distribute pre-approved press materials, including the hotel press kit and original relaunch consumer release, to French consumer and travel trade audiences
- Craft and strategically issue original pitches in French; follow-up accordingly
- Manage a pro-active press office, including ongoing media engagement, media stay inquiries and information requests
- Promote new packages to consumer and business travel media, including the 30th anniversary ‘Pearl Package’ and the pet-friendly ‘Buster package’
- Arrange update calls with San Francisco Travel (tourism board), to share leads and best practices for wider, more compelling outreach

Results

PHG Consulting created and fully executed a comprehensive campaign that incorporated all of Hotel Nikko's expected deliverables and exceeded the client's initial goals in many regards. Key results included:

- Securement and attendance from 13 top-tier consumer, business travel, and trade journalists at the media lunch – five more than the minimum required
- Securement and execution of four key consumer and trade journalist meetings for the individual desksides, including the features editor from AD – Architectural Digest France (Condé Nast) – one more than the minimum required
- Securement of 12 articles promoting Hotel Nikko San Francisco and the Summer of Love festivities in targeted print and online media before the project's end, reaching an estimated audience of almost 4 million with an approximate ad value exceeding \$21,000
- Organization of one high-profile media stay and another in progress before the project's end

Press Coverage Highlights

Etats Unis

Etats Unis / United States - San Francisco

HOTEL NIKKO SAN FRANCISCO




CHANGING IT INTO...
 The renovation of the hotel is a major project, involving the entire building. The hotel is a landmark in San Francisco, and its renovation is a major project. The hotel is a landmark in San Francisco, and its renovation is a major project. The hotel is a landmark in San Francisco, and its renovation is a major project.

ROOMS AND SUITES
 The hotel has a total of 400 rooms and suites. The rooms are modern and comfortable, with a view of the city. The hotel is a landmark in San Francisco, and its renovation is a major project. The hotel is a landmark in San Francisco, and its renovation is a major project.

RESTAURANTS AND BARS
 The hotel has a total of 10 restaurants and bars. The restaurants are modern and comfortable, with a view of the city. The hotel is a landmark in San Francisco, and its renovation is a major project. The hotel is a landmark in San Francisco, and its renovation is a major project.

INDOOR POOL AND SPA
 The hotel has a total of 10 indoor pools and spas. The pools are modern and comfortable, with a view of the city. The hotel is a landmark in San Francisco, and its renovation is a major project. The hotel is a landmark in San Francisco, and its renovation is a major project.


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 #nikko

Business Traveler

L'hôtel NIKKO de San Francisco célèbre le Flower Power

BUSINESS TRAVEL.FR / 14 MARS 2017

Le célèbre hôtel Nikko de San Francisco, ouvert en 1967 et qui vient d'achever une rénovation de 60 millions d'euros, sera en première ligne pour la célébration du 50ème anniversaire du Flower Power) San Francisco. Il est aussi membre de la collection Lifestyle de Preferred Hotels & Resorts.



Il y a 50 ans la ville de San Francisco vibrait au son de la génération hippie. Pour fêter le cinquantenaire du mouvement « hippie » la ville a programmé toute une série de festivités pendant l'été, l'occasion de redécouvrir l'hôtel Nikko après trois mois de travaux et 60 millions d'investissement.

VOYAGES D'AFFAIRES
 LE SITE DU VOYAGE ET DU TOURISME D'AFFAIRES

San Francisco : le Nikko nouveau ouvre ses portes



L'hôtel Nikko ouvre ses portes au cœur de San Francisco

Pour son trentième anniversaire, l'Hôtel Nikko San Francisco s'est gâté. L'établissement, qui fait partie de la collection Lifestyle de Preferred Hotels & Resorts, vient d'achever un plan de rénovation chiffré à 60 millions de dollars – un peu plus de 56 millions d'euros – pour moderniser l'ensemble du bâtiment. Implanté au cœur de San Francisco, à quelques pas d'Union Square, il pourra bientôt accueillir à nouveau les voyageurs d'affaires américains et étrangers. Car les responsables de l'enseigne japonaise ont pris le parti de fermer totalement l'hôtel pendant ce vaste relooking, qui aura donc duré trois mois, avant une réouverture fixée au 20 mars.