



PHG CONSULTING

Toscana Resort Castelfalfi Case Study

FULL-SCALE PR PROGRAM

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Overview

Set on 2,700 acres of vineyards, olive groves, and lakes in Tuscany, Toscana Resort Castelfalfi comprises Hotel Il Castelfalfi - TUI BLUE SELECTION, a member of the Preferred Hotels & Resorts L.V.X. Collection; Hotel La Tabaccaia; and luxury villas and farmhouses to purchase or rent. Launched in 2007 by TUI Group, the eco-sustainable resort built around a medieval village includes the region's largest championship golf course, wildlife reserve, state-of-the-art wellness facilities, and restaurants in the Tuscan tradition.

The resort's extensive offering had been popular with travelers from neighboring European countries, and counted the United Kingdom as its fourth biggest market, but there was significant opportunity to increase media visibility and generate bookings in the United States - a key feeder market for Italy. As such, Toscana Resort Castelfalfi engaged PHG Consulting in 2019 to manage its public relations strategy and outreach in both the United States and the United Kingdom with the goal to expand awareness of the resort across the wellness, golf, sustainability-focused, and luxury travel media segments.

PHG Consulting was initially tasked to carry out a six-month transatlantic media awareness campaign between April and September 2019, which, after considerable success, was rolled into a full annual retainer starting in October 2019.

Action

PHG Consulting was tasked with the following deliverables to achieve Toscana Resort Castelfalfi's awareness goals in the United States and the United Kingdom:

- Develop a strategic action plan that focuses on securing coverage in top-tier publications across the United States and the United Kingdom
- Craft all key messaging material on behalf of the resort, including a digital press kit, press releases, and tactical pitches to appeal to targeted audiences and niche segments in the United States and the United Kingdom
- Arrange approximately eight deskside meetings and/or interviews with key editors, freelance travel writers, and content creators based in London
- Arrange approximately eight deskside meetings and/or interviews with key editors, freelance travel writers, and content creators based in New York City
- Plan, facilitate, and execute three group press trips from both markets – two from the United Kingdom and one from the United States with each group made up of approximately five journalists from approved consumer and travel trade publications. The first U.K. trip took place in October 2019; a second U.K. trip and the first U.S. trip are scheduled for September 2020





Action

- Identify, evaluate, and support opportunities to host opinion-forming journalists and influencers from the United States and the United Kingdom through tailored, individual visits
- Position Toscana Castelfalfi Resort as a must-visit idyllic destination for travelers from the United States and the United Kingdom seeking eco-friendly wellbeing retreats, food and wine breaks, and active holidays
- Spotlight the resort's diverse accommodation offerings as the ultimate Tuscan retreat for luxury travelers, second home owners, couples and honeymooners, multigenerational families, groups of friends, and incentive travel groups seeking a one-stop destination steeped in local culture
- Implement creative promotions and unique hotel packages focused on an immersive exploration of Castelfalfi and leverage current travel trends to provide additional news angles
- Serve as Toscana Resort Castelfalfi's representative in the United States and the United Kingdom functioning as the in-house office and primary information resource

Results April 2019 to Present

Since taking over the management of Toscana Castelfalfi Resort's public relations efforts in the United States and the United Kingdom, PHG Consulting has exceeded expectations in terms of quality and volume to accomplish the following results:

- Generated a total of 34 million editorial media impressions across both markets with an approximate ad value in excess of \$150,000
- To date, secured 50+ media placements across both markets through strategic media outreach, incorporating press releases and tailored pitches; pending coverage includes features in *New York Times*, *Ultratravel* from *The Telegraph*, and *HERE* magazine (U.S.)
- Secured six top-tier journalists and content creators to attend the first U.K. group media FAM in October 2019 in exchange for dedicated reviews in publications such as *Country and Town House*, *Tatler*, *Psychologies*, and *The London Economic*; second U.K. group media FAM scheduled for September 2020
- Confirmed interest from key travel and lifestyle journalists to attend the first U.S. group media FAM scheduled for September 2020 in exchange for dedicated reviews, titles currently lined up include *Travel + Leisure*, *Food & Wine*, *Men's Journal*, and *Well + Good*
- Secured eight appointments with targeted New York City-based editors and writers for deskside meetings in February 2019. Publications included *Women's Health*, *Condé Nast Traveler*, *Business Insider*, *Travel + Leisure*, *CNN Travel*, and *Marie Claire*
- Secured nine media appointments with targeted London-based editors and writers for deskside meetings in March 2019. Publications included *Condé Nast Traveller*, *Abode2*, *Mayfair Times*, *Women & Golf*, and *The London Evening Standard*

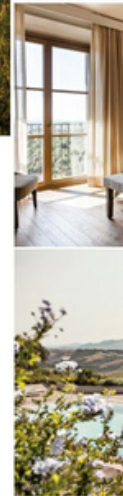
Press Coverage Highlights



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

Castellalfi, Tuscany
It's hard to understand the concept of self-care long before we did. They call it *il dolce far niente* – the sweetness of doing nothing. And where better to bliss out than in 2,700 acres of lush green vineyards, olive groves, lakes and a wildlife reserve? A speedy 45 minutes from Pisa airport finds you deep in the Tuscan hills at the Castellalfi estate, an impressive conservation project in one of the region's medieval borgos. With self-sufficiency at its core – it has its own irrigation system – there's also a zero-toothpaste at Il Castellalfi, a member of Preferred Hotels & Resorts, where guests find many a self-care moment in deeply comfortable beds, as well as at the table. Farm-to-fork dining is the concept, and the finest organic produce grown on the estate is served up in the kitchen in mouthwatering dishes like tender veal stuffed with pulled veal or red wine-marinated wild boar leg in olive oil, beetroot, mushrooms and pickled spring vegetables. Luckily, you can work it off with strolls through rolling woodlands spotting wildlife on the way, e-biking through vineyards, unwinding with sunrise yoga, or truffle hunting with Bianca the dog. The concept of doing nothing never felt so good.
BOOK IT: Doubles from £255. castellalfi.com

128 | COUNTRY AND TOWNHOUSE CO. UK | April 2020



Forbes

4,889 views | Jan 17, 2020, 01:54pm EST

The Best Villas In Tuscany



Katie Kelly Bell Contributor @
ForbesLife
I cover what's interesting in wine, spirits, food and travel.



1 Bianchi Villa at Toscana Resort Castellalfi | MARCO AVERBUCH

Today In: Lifestyle

Toscana Resort Castellalfi

Everything from golf and tennis to a new range of wellness programming (guided hikes, organic facials) is on offer at this sprawling Tuscan retreat. Book one of the many villas (several are located along the golf course) for the ultimate in privacy. Consider, I Bianchi, a 6,000-foot artfully restored farmhouse with 5 bedrooms, pool and pool house as well as a fitness center and lavish garden. Three restaurants are on-site as well as the resort's winery and olive orchard. Guests can even "adopt" a vineyard row or olive grove and partake in harvest.

TATLER

TRAVEL

Is this the most glamorous estate in Tuscany?

Castellalfi has it all

By FRANCISCA CARINGTON
TUESDAY 22 OCTOBER 2018



Picture an Aperitivo like no other: you're cocooned in blankets on a hilltop castle, watching the sun set mistily behind blue Tuscan picking at truffle crisps and toasting La Futura – a poetically named wine left on the yeast for 88 months. This is Castellalfi: the village which, like La Futura, one of the wines produced in its vineyards, was abandoned and forgotten, rediscovered and revitalised.

The result is 1,100 hectares of exceptional beauty: encompassing two hectares of vineyards and olive groves, the medieval Borgo with its restored castle perched above it all. The flagship hotel is Il Castellalfi, a mix of old and modern, which spreads along the top of the hill, following natural undulations of the land. The 120 rooms are simple and elegant with giant beds and Travertine marble-bedecked bathrooms. The real view down into the valley, broken only by the odd picturesquely dilapidated farmhouse. It's best enjoyed, Aperol spritz in hand, from a bean bag in a pretty garden, or from a lounge after a bracing dip in the pool.

Cast Away to Castellalfi

A medieval village in the heart of Tuscany, where centuries-old ruins have been brought back to life, is becoming renowned for its eco-conscious luxury and unspoiled, sweeping views

by Cheryl Coira



Castellalfi's castle and the hills beyond

Whisper the words, "I'm off to Tuscany" and most people will stare at you with barely concealed jealousy. Blessed with dreamy topography and on the top of every foodie's list, the central Italian region stretching from the Apennines to the Tyrrhenian Sea needs little introduction.

Beautiful locations are hardly slim pickings here, so settling on somewhere that's both stunning and tranquil-feeling can take some time. Step in then, an all but abandoned medieval hamlet, which has been zestily reanimated to its former Tuscan glory.

Perched on a hill in a ravishing bucolic setting, with a castle looking out over reams of swaying cypress trees, vineyards and olive groves, Castellalfi's almost uninterrupted views are a rare find within the region. When mass movement to the cities started in the second half of the 20th century, Castellalfi's population followed suit. The 800-year-old estate, once owned by the Medici dynasty, lay untouched by tourism for decades, until Anglo-German company TUI bought and restored the dilapidated village in 2007.

Just about equidistant from Florence and Pisa, with the also lovely Montaione village nearby, Castellalfi's handsome castle was built in the 8th century, presiding over the valley of the river Roglio. It was completely renovated in 2014, with its petite but perfectly formed borgo also revived. Beginning at the Romanesque church of San Floriano, the main walkway leading to the castle is lined with shops and taverna opportunities: a purchase of truffle oil and local delicacies here, a glass of chianti there, and suddenly the Tuscan afternoon has flown by.

You'll see the curvaceous artwork of Italian sculptor Franco Mauro Franchi as you wander through the borgo, leading to



The five-star Il Castellalfi



Outdoor dining at La Rocca

an exhibition of more of his pieces (until January 2020) in the castle's cellars, which until recently had been under lock and key. They were briefly reopened when Roberto Benigni chose Castellalfi as the setting for his 2002 *Pinochio* film.

An even more recent arrival, five-star hotel Il Castellalfi has been a one-of-a-kind for the area. Opened in 2017 and blending into the landscape with a design that prioritised

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?

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 mindful exercises. But one luxury retreat in Tuscany is taking it to the next level by providing brain training as a spa amenity.

Press Coverage Highlights

Golfdom

Tee off on Tuscany's finest sustainable golf course at Toscana Resort Castelfalfi



Toscana Resort Castelfalfi, an eco-resort encompassing 2,700 acres of protected terrain, is set for a summer 2020 launch of its new luxury golf clubhouse as the latest development a

As Tuscany's finest and largest championship golf course, widely recognized as a golfers of all abilities, the new clubhouse design will uphold the resort's commitn and immersive experiences, elevating the golf offering to a new level of luxury fo and residents who have purchased apartments, villas and farmhouses on the estate

Since its opening in 2007 by **TUI Group**, Toscana Resort Castelfalfi is a beacon of the rolling hills of Tuscany, committed to promoting sustainability through its sup community endeavors, recycling water on the estate, reconstructing historic local environmental impact and producing organic wine and olive oil.

BOE
THE BUSINESS
OF EVERYTHING

LUXURY IN TUSCANY – HOTEL IL CASTELFALFI



Looking for a unique escape that plunges you into the heart of idyllic Tuscany? Look no further than the wonderful experience to be found at Il Castelfalfi...

Undulating hazy hills, a myriad of greens, and scenery punctuated by the glamorously slender shadows of Cypress trees... these beautiful elements of nature seem like they should be a given in Tuscany. After all, it's part of the appeal when visiting this popular region in central Italy. And yet, when you're looking out over a valley in the fading light – the golden afterglow of sunset picking out an emerald slope while plunging the other side into darkness – it still has an awe-inspiring, mystical quality all of its own. Add to this the fact we were snug on beanbags, with a fizzing glass of Franciacorta at our elbow during aperitivo hour, and the moment was nothing short of heavenly.

Welcome to Il Castelfalfi – a stunning luxury hotel located in the Toscana Resort Castelfalfi. The aim? To help you completely unwind, relax, and be able to appreciate the true beauty of Tuscan life and hospitality, all within one sprawling estate.

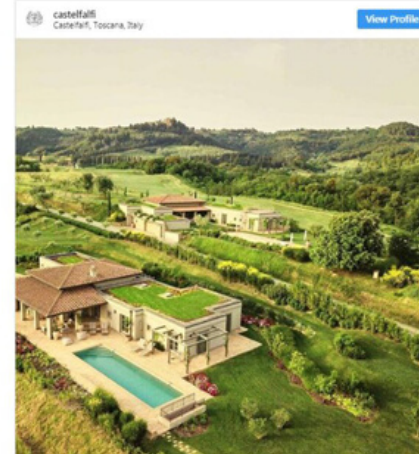
SHAPE

8 Active Road Trips That Are Actually Active

Planning a vacation around a beautiful driving route gives your trip spontaneity and adventure.

The Historical Expedition

Where: Toscana Resort Castelfalfi, Tuscany, Italy



ded by 2700 acres of vineyards, olive groves, lakes and lush [Toscana Resort Castelfalfi](#) (rooms start at \$391 a night) we d to give you luxe comfort in an historic setting. (There's ever e a delicious dinner in.) And they did it all sustainably to pro venance philosophy and ensure benefits to the health of their ronment. Mentally, you'll travel back in time, while physically e four pools, take a yoga class, bike, play tennis, learn to co do some wine tasting and hike or run the trails. For even mor drive to Lucca (35 miles away), Pisa (34 miles away) and Sa s away). (Related: [How to Stay Healthy While Traveling With jr Vacation](#))

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 organic, grape-based bespoke facial and body treatments. Created locally in Tuscany, the vinotherapy products are made from the byproducts of wine produced at the Bocelli family vineyards and blended with Tuscan plants and essential oils. Helping to reduce the signs of aging, boost circulation and promote brighter skin, these products can be enjoyed by guests during treatments on property or purchased for use at home.

BlueFit Activities

Through the new BlueFit program, guests can engage in fitness classes and relaxation techniques, such as fascia and autogenic training, meditation exercises and high intensity interval workouts, created to enhance strength, endurance and flexibility. Program experts are available to coach guests through indoor and outdoor exercise sessions, pending weather, while providing nutritional and motivational advice.

JETSETTER

You'll Never Want to Check Out of These 12 Magical Hotels in Tuscany

From a working vineyard in Montalcino wine country to a thermal spa overlooking the valley, the best hotels under the Tuscan sun are as magical as they sound.



Hotel Il Castelfalfi

A sprawling, 2,700-acre estate once owned by the Medici family is its own village, complete with a clutch of stone farmhouses for rent. A five-star resort with rooms overlooking the valley, a 27-hole golf course (Tuscany's largest), a restaurant so good it could convince you never want to leave the grounds, and an 11,000-square-foot spa with its own bio sauna, hammam, and salt and ice cave.

Check Prices for Hotel Il Castelfalfi in Montalcino, Italy