



PHG CONSULTING

# Villa Copenhagen Case Study

FULL-SCALE PR PROGRAM IN THE U.S. AND U.K. MARKETS

P·H·G  
CONSULTING



# Overview

A grand dame for the 21st century, Villa Copenhagen offers 390 thoughtfully designed rooms and suites set in the city's century-old Central Post and Telegraph Head Office, adjacent to the famed Tivoli Gardens and the Meatpacking District. As the latest independent venture by Nordic Hotels & Resorts, the hotel upholds the group's commitment to eco-sustainability through a variety of meaningful on-property practices, amenities, and services, including the luxurious Earth Suite made solely from sustainable materials and interior green spaces created to promote calm, wellbeing, and sociability along with a variety of carbon-free, zero waste dining outlets.

In October 2019, PHG Consulting was tasked with targeting U.S. audiences before the remit was expanded to the U.K. market in January 2020. Leveraging Villa Copenhagen's positioning as a leading light in conscious hospitality, PHG Consulting captured the attention of targeted media and secured quality coverage on both sides of the Atlantic, ahead of the grand opening on July 1, 2020 and over the opening period through September 15, 2020.





# Action

PHG Consulting was tasked with the following deliverables to achieve Villa Copenhagen's awareness goals in the U.S. and the U.K. markets:

- Develop a strategic action plan that would result in wide-ranging awareness of the property and generate top-tier consumer and trade coverage in both markets, ultimately positioning the hotel as one of the best luxury hotel openings of 2020
- Introduce Villa Copenhagen as the city's newest premier luxury hotel offering international appeal by publicizing the property's transformation from a historic central post office to a modern grand dame luxury hotel, with targeted media efforts focused on highlighting the hotel's commitment to sustainability including a spotlight on the Earth Suite; its thoughtful, compelling design; its unique amenities such as its interior gardens; its stellar executive team; and its partnerships with local companies to infuse an authentic mood throughout the entire experience
- Craft all key messaging material on behalf of the hotel, including a digital press kit, press releases, and tactical pitches regarding the opening to target audiences
- Arrange approximately 16 deskside meetings and/or interviews with key editors, freelance travel writers based in London and New York (approximately eight meetings in each region)
- Plan, facilitate, and execute two group media trips – one per market – with each group made up of approximately five journalists from approved consumer and travel trade publications
- Serve as Villa Copenhagen's representative functioning as the in-house office and primary information resource



# Results October 2019 - September 2020

Since taking over management of Villa Copenhagen's public relations efforts in the United States and the United Kingdom, PHG Consulting has exceeded expectations in terms of quality and volume. During the 11-month timeframe, PHG Consulting achieved the following results:

- Generated a total of 469 million editorial impressions across both markets with an approximate ad value in excess of \$1.1 million – **resulting in an ROI of 20:1**
- Secured 100+ media placements across both markets including prominent features in *The Financial Times*, *The Telegraph*, *Condé Nast Traveler U.S. and U.K.*, *Harper's Bazaar*, *House & Garden*, *Monocle*, *Sleeper*, *Wall Street Journal*, and *The New York Times*
- Confirmed interest from key travel and lifestyle journalists to attend the U.S. group media FAM scheduled for May 2020 in exchange for dedicated reviews, including *Fodor's Travel*, *Departures*, *Travel Weekly*, *Observer*\*
- Confirmed interest from key travel and lifestyle journalists to attend the U.K. group media FAM scheduled for May 2020 in exchange for dedicated reviews, including *The Daily Telegraph*, *The Irish Independent*, *The London Economic*, *Tatler*\*
- PHG Consulting secured 11 individual media visits, including two American journalists who were based in Copenhagen, including *Tatler Travel Guide*, *City A.M.*, *ES Magazine*, *Monocle*, and *L.A. Style*, to name a few
- Secured 10 media appointments with target global media at ILTM Cannes roundtables in December 2019
- Secured nine media appointments with targeted New York City-based editors and writers for deskside meetings in January 2020. Publications included *FT – How to Spend It*, *Departures Magazine*, *The New York Times*, *Condé Nast Traveler*
- Secured six media appointments with targeted London-based editors and writers for deskside meetings on behalf of Villa Copenhagen in March 2020. Publications included *DesignCurial*, *Business Traveller Magazine*, *TTG Luxury*, *Daily Telegraph*

*\*Both FAM trips were ultimately cancelled due to COVID-19 travel restrictions*



# Press Coverage Highlights

## AFAR

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

By Annie Fitzsimmons 12.19.19



Courtesy of ILTM Media  
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 Cam this month.

#### Villa Copenhagen

Launching in April, Villa Copenhagen (a [Preferred hotel](#)) will see the city's 108-year-old post office transformed into an eco-focused luxury hotel with renewable energy, and an Earth Suite made entirely of sustainable materials (and I'm guessing a lot of plants). What caught my eye is that it will be a traditional Danish bakery on-site, a delicious addition, especially at a time when it is increasingly common to find frozen dough shipped to bakeries daily across Europe. The hotel complements Copenhagen's aim to become the world's [first carbon neutral city by 2025](#)—the city investing heavily in sustainable infrastructure and clean energy, even as the population grows.

## Hotel News Now

### Q&A with a GM: Denmark hotel opening delayed by crisis

The GM of the Villa Copenhagen details the challenges the pandemic has presented and how it has led to several delays in opening the property.



The Villa Copenhagen in Copenhagen had to push back its opening date due to the COVID-19 pandemic. (Photo: Villa Copenhagen)

By Danielle Hess  
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@HNN\_Danielle

COPENHAGEN, Denmark—The Villa Copenhagen hotel was slated to open on 1 April and was ramping up staffing before the Prime Minister of Denmark started implementing restrictions in response to the COVID-19 pandemic.

Peter Høgh Pedersen, GM of the hotel, said the property had signed "the last of 180 employment contracts" the week before Prime Minister Mette Frederiksen issued the first coronavirus precautions to the country, and the hotel had 40 people working in the hotel in early March right before Frederiksen closed Denmark's borders.

## CONDÉ NAST Traveler



### 20 Best Places to Go in 2020

*These are the destinations we're most excited about in the new decade.*

It's always an exciting time when we put together our list of destinations for the new year. Our list of the best places to go in 2020 by surveying our well-traveled staff, and then our 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 Dubai are two major ones. 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 a traveler, whether you'll fly for unparalleled stargazing, gorilla spotting in the wild, or something tangier. We know that you're using this list throughout the year to plan your trips (from now), so we vary the types of destinations on here, from summer escapes like western Norway to ar-flung locales like southeastern Australia. If your 2020 goal is to only travel to sunnier places, we've got you covered with [this list](#).

Need more inspiration on a month-by-month basis? Check out our recommendations for [January](#). After all, the best 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 world.

## TRAVEL+ LEISURE

### These Innovative Hotels Are Leaders in Sustainable Travel

By building sustainable hotels and developing robust human-resources programs for staff members, these Global Vision Awards honorees are improving the hospitality industry.

#### Villa Copenhagen





# MONOCLE

ELLE  
DECORATION

the rear of the building is via large stone archways beneath which horse-drawn mail carriages once passed.

Peter Høgh Pedersen, the architect, drew the building in the style of Vilka Copenhagen's style as "new vintage" setting the buildings corridors, which are painted a shade of grey inspired by the palette of 19th-century Danish artists. The building was completed in 1912. Furniture is a mix of custom-made and Danish modern classics by Carl Hansen.

"The designers, Universal Design Studio, have used a lot of the original fittings and materials, such as the stucco ceilings and oak parquet floors, and given them a twist," says Pedersen. He points to the brown leather straps with buckles that form a ceiling in the 1937 bar and echo the straps of the postmodern bar. "We wanted to create something timeless, that looked like it had always been here, because that is how the building

A modern hotel room featuring a large window with a view of a city, a desk with a chair, and a bed with white linens. The room is decorated with contemporary lighting and a minimalist aesthetic.

A woman with long brown hair, smiling, stands with her arms crossed in a restaurant setting. She is wearing a tan trench coat. In the background, there are tables and chairs, and a sign that reads "Wine Bar".

# BAZAAR

A photograph of a restaurant interior. The room features long tables with red upholstered chairs. A large, modern chandelier with multiple white globe lights hangs from the ceiling. The ceiling has a grid pattern. The floor is covered with a patterned rug. In the background, there is a bar area with a counter and stools. The overall atmosphere is warm and inviting.

At 390 rooms, the neo-eclectic Villa Copenhagen was always set to make a splash in the compact capital. Style and sustainability are the Danes do best – doing it at this scale is no different altogether, though. The building has a handsome facade, but the 1912 Telegraph Cement Post Building could have been more than match such grand ambitions, it belied an interior that had been comprehensively stripped and reworked. The architect, a young architect named Jørn Utzon, and his partner, McKendry, had been working on the building since 1960, when McKendry was at London from Imperial Design Studio, who were brought in to bring the vision of life while maximising reclaimed and local resources. They began by removing the old building's surrounds, including the paneling, corridors, and flooring and architraves.

The 'quiet beauty' of paintings by Danish master Vilhelm Hammershøi inspired a palette of grey-greens, blues, and greys. The interior is a series of rooms with a soft light. Lower floors have embraced their four metre-high ceilings, while rooms within the converted attic feature cosy proportions and timber floors. The building is a series of rooms with a soft light. There are always solutions, says Jo Littleford of Goddard Littlefield, whose hospitality offshoot Epicurean designed public spaces including zero-waste brasserie Central, a rooftop pool and spa. The building was a series of rooms with a soft light. The building was a series of rooms with a soft light. The building was a series of rooms with a soft light.

During breakfast stop Public from the copper cladding of the old roof, while the Earth Suite, designed by Danish architect Eva Hård, utilised recycled materials and sustainable shade.

Natural materials – namely linen, marble, oak and brass – were selected throughout for their tactile qualities, explains McKendry. 'They're a bit like a building' From £160 per night (villapenguen.com)

The New York Times  
**TRAVEL**

[illegible]

THE TEMPLE OF APOLLO AT DELPHI

**SHAPE**  
LUXURY  
*eco escapes*

Take a trip that restores you and the planet. The newest green getaways meet every travel style, so you can reconnect with nature or get a hit of city culture, all while protecting the environment.

on travel has never been more popular. Almost one-third of the people in a Booking.com survey favor responsible travel choices, and 70 percent say they are more likely to pick an accommodation if it's environmentally friendly. "Travelers are eager to experience the world in a more sustainable way, and the industry is responding," says Arjan Dijk, the chief marketing officer at Booking.com.

Increasingly, trips are designed to prevent over-tourism and leave less of a footprint on local communities. And they're healthier for travelers too. More organic, locally-sourced, plant-based foods are available at hotels, restaurants and bars. You have a deeper, more meaningful connection with your surroundings, whether it's in the wilderness or a city; and you go home with the satisfaction of having traveled in a responsible, respectful manner.

No matter what type of trip you're looking for, we found five green options that will energize and inspire you, while doing good along the way.

*DuFine Cycling  
& Adventure Co.*  
U.S., EUROPE,  
LATIN AMERICA, AFRICA, ASIA

These small, custom-tailored luxury cycling trips through wine country let you experience your destination like a local. DuFine focuses on bringing tourism into small towns rather than major cities, and with a guide from the region, you'll bike on backroads, stay in small inns, eat at family-owned restaurants, and visit independent artisans. For example, in Alentejo, Portugal, you'll ride through olive groves, stay in a renovated 15th-century convent, and cook with a local chef. (From \$2,700 for 4 days, includes gear, accommodations, meals, and activities. [dufine.com](http://dufine.com))

**Villa Copenhagen**  
COPENHAGEN

Copenhagen's goal is to come, by 2025, the world's first carbon-neutral city, and it has already been named one of the world's most eco-friendly cities. That's a incentive enough to book a room in this chic brand-new hotel. The building, however, is as new as it started as post office – over 100 years old.

The refurbish design is part modern Nordic and part neo-baroque, and it offers a lush, sustainable experience in the city's cultural center. The hotel's sustainability efforts include using new technology to convert food waste to green energy, working with ethical suppliers to preserve the environment, and using recycled materials in its design. Room rates start from \$250. [villacopenhagen.com](http://villacopenhagen.com)

haps Scandinavia's Branson. Although strawberry seller in now famed for his Scandinavian flamboy-  
porting a sleeveless

is open year-round  
vintage charm with  
Breakfast supervisor  
lobby (5) Brasserie  
er boardroom of the  
ed for private events  
tter Stordalen

**DEPLAR FARM, ICELAND**  
Encircled by the mountains of northern Iceland, miles away from its nearest town, Deplar Farm is renowned as one of the world's most remote hideaways. Originally part of an 18th-century estate, the lodge has a turf-covered roof that blends into an otherworldly landscape – a perfect backdrop for adventures such as heli-skiing, kayaking and horse-riding. Inside, there is a superb gym and a bar with a fireplace, filled with mid-century furniture. At night, dine on delicious wild-caught fish, roast lamb, then go for a tranquil float in the outdoor hot pool under the glow of the Northern Lights. **Deplar Farm** ([www.elevenexperience.com](http://www.elevenexperience.com)) is open all year, a room a night.

# NORDIC NEVERLANDS

Experience the magical pleasures of Scandinavia,  
from marvelling at the rippling aurora borealis in Iceland  
to sipping cocktails in a buzzing Swedish city

**VILLA COPENHAGEN**  
**DEMARK**  
One of this year's most anticipated openings, Villa Copenhagen has emerged as the epitome of conscious luxury. The city's former Central Post & Telegraph office has been transformed into a magnificent residence, with interiors inspired by the 19th-century Danish painter Vilhelm Hammershøi (except painted tones, gold accents and herringbone floors). Soothing bathroom products in refillable bottles come courtesy of the fragrance brand Skandinavisk, and the 50-square-metre Earth Suite has been designed using sustainable materials. In addition, guests can enjoy the use of the city's free green spaces and a rooftop garden filled with herbs that contribute to the hotel restaurant's farm-to-fork ethos. ALICE CROSSLY  
*Villa Copenhagen ([www.villacopenhagen.com](http://www.villacopenhagen.com)), from about £245 a room a night.*

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Molise, Italy

Never heard of Molise? Don't be embarrassed. Even many Italians haven't been to this region in south-central Italy, and those who make it there are usually looking for the most spectacular parts of the country and its youngest region: a complex of Abruzzo-Molise inland valleys (a part of Abruzzo-Molise itself is called Molise della Matese, after the town like Susevium (a walled town) and a forum that rival those in Italy's capital, but without the pomp and circumstance). The region is known to the Romans as *Apulia*, the Latin term like *Trinopolis*, overlooking the Adriatic, with a Swabian castle, and mountains like the Matese. The region is a wide network of small towns, villages, and hamlets, and it is a place the roots of transhumance, the centuries-old tracks, along which sheep and oxen were moved from the mountains to the plains of Puglia in the colder months. The festivals here are essential to the region's culture. In the towns, the *palio* is a festival of the *palio*, torches are lit in towns like Agnone; the Curious festival in the spring features an equestrian festival, the *palio*, and the *palio* of the landscapes by train. Called the Trans-Siberian Italy because of its remote and spectacular landscape, the region is a place to visit for passengers from the Abruzzi's Salomina to Molise's, part forests and mountain villages.

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Copenhagen

A green city gets even more sustainable and connected.

A slew of innovative developments are nudging Denver's capital city closer to a carbon-neutral 2025 goal. The world's first waste-to-energy plant topped by a ski slope, Copenhagen opened its time for the 2020-2021 season. The ski slope, which is the world's longest, is located in the city's emerging ReXhoburn neighborhood. This year sees the opening of the five-star hotel, which is the world's first green hotel. The hotel is the first to be built in the city's new ReXhoburn neighborhood. The hotel is the first to be built in the city's new ReXhoburn neighborhood. The hotel is the first to be built in the city's new ReXhoburn neighborhood.

ADAM HARTNEY GRAHAM

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Richmond, Va[illegible]

**A GREENER TRIP**  
More and more travelers are actively seeking out ways to reduce their environmental impact, research shows.



# Press Coverage Highlights

## Robb Report



The pioneering Nordhavn waterfront development (right) is part of a network that is jump-starting the city's renewable energy program: the courtyard at the eco-friendly Villa Copenhagen (below).



### Suite Dream

Sleeping green isn't as easy as hanging on to your towels and bedsheets for an extra day. Villa Copenhagen, a new luxury hotel that opens this month in a historic building near Central Station, is showing just how sustainable tourism can actually be. Book the hotel's Earth Suite for the full experience: The 100 percent sustainable room features only recycled materials and textiles. The same care for the environment is evident throughout the hotel, from the kitchen—where food waste is converted into green energy for a "carbon-free dining" experience—to the conference rooms, which are furnished with 800 chairs that Danish manufacturer Mater Design constructed entirely from recycled ocean waste.

Villa Copenhagen has also partnered with Denmark's greatest (and greenest) creators: The Danish fragrance brand Skandinavisk developed the eco-friendly in-room amenities; the fashion brand Sur le Chemin designed the staff uniforms; and Bybø, a Danish social enterprise that manages beekeeping programs, will maintain a beehive on the rooftop garden.



TOP RIGHT: COURT

### If You Bui

Copenhagen's green push is texture and design. Case in point: innovative waste-to-energy marvel—it's a good time to slope, hiking trail and climb which looms over Noma, has a rational landmark, incinerators with acres of outdoor space. Nordhavn, a rejuvenated CPH City & Port Develops efficient urban improvement electricity grid, making it possible to build out the network heating supply system uses a combined heat and power substantially reducing CO2 developments, like the UN Climate Change Conference (COP27) in Copenhagen at the forefront

MUSE 1



COPENHAGEN'S HOTTEST NEW HOTEL ALSO HAPPENS TO BE ONE OF THE CITY'S GREENEST. VILLA COPENHAGEN, A MEMBER OF PREFERRED HOTELS, HAS TAKEN OVER THE OLD POST OFFICE HQ, A GRAND 1912 PILE SET AROUND A COURTYARD. THE HOTEL HAS GONE ABOVE AND BEYOND—FROM USING THE HEAT GENERATED BY THE COOLING SYSTEM TO WARM THE OUTDOOR POOL, TO BANNING ALL PLASTICS. THE EARTH SUITE WILL SHOWCASE SUSTAINABLE DESIGN, WHILE THE CONFERENCE ROOMS HAVE CHAIRS DESIGNED BY MATER AND MADE FROM RECYCLED PLASTIC, WHICH INCLUDES 1 KILOGRAM OF OCEAN WASTE PER CHAIR. VILLACOPENHAGEN.COM

## HOUSE & GARDEN

Hotels by Design



### MOUNTAIN GREEN

Spas are not usually known for their eco credentials, but Lefay Resort & Spa Dolomiti, the second opening from Lefay in northern Italy, is blazing a new trail. Located in Pinzolo, the hotel offers skiing, hiking and biking, plus a long list of beauty and wellness treatments. The green ethos includes the sustainable construction, while all carbon emissions are offset, and the spa treatments and in-room toiletries are organic and vegan. lefayresorts.com



### THE RIGHT TRACK

The clever folks at Original Travel have launched a series of luxurious flight-free train journeys, including a 12-day trundle through Germany and Sweden to the Norwegian fjords. The itinerary includes a bike tour of Oslo, the scenic Flam Railway (left), and boat trips across the magnificent Naeroyfjord and Sognefjord. From £4,490 per person, including all transport and accommodation. originaltravel.co.uk/itineraries/fjords-by-train

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## Forbes

### 20 Exciting New Hotels Opening In 2020 Around The World



Eric Rosen Contributor @ Travel

Beautiful hotels debuted across the globe last year, including fabulous finds in Europe, Asia and beyond. This coming year looks to be no less exciting, as gorgeous venues throw open their doors in the U.S. and abroad. Here are 20 of the most exciting new international hotels to check out in 2020 as you plan your travels and start making your reservations.

Villa Copenhagen, Denmark: April 2020



The Villa Copenhagen will open in the old post and telegraph office. VILLA COPENHAGEN

## WHAT'S ON

CULTURE · EVENTS · TRAVEL  
by COUNTRY & TOWN HOUSE

### Hot New Hotels You'll Want to Check in to in 2020

Check in to one of the chicest new hotels on the planet, before anyone else does...

#### Best New Hotel Openings 2020

In this year's roundup of hot new hotels we run down Europe's most exciting openings, from the UK to France (where the Airiesles Château de Versailles, Le Grand Contrôle is making waves) and Warsaw for the 75th anniversary of the end of WWII. Elsewhere you can sleep under the stars in Namibia, check out The Westbund Hotel, Shanghai or opt for a rainforest adventure in Borneo. Our edit of 2020's biggest hotel openings is something you must check out before you check in...



Villa Copenhagen, Copenhagen, Denmark

Opening: April 2020

Located next to the famous Tivoli Gardens and the Meatpacking District, Villa Copenhagen is an architectural landmark turned luxury hotel, which will offer 290 guestrooms and suites. As well as offering the highest levels of comfort and service, this Nordic Hotels & Resorts property is also continuing the group's environmental commitments with sustainable initiatives and practices.

preferredhotels.com



**For any questions for this case  
study, please contact:**

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