

PHG CONSULTING

Villa Copenhagen Case Study

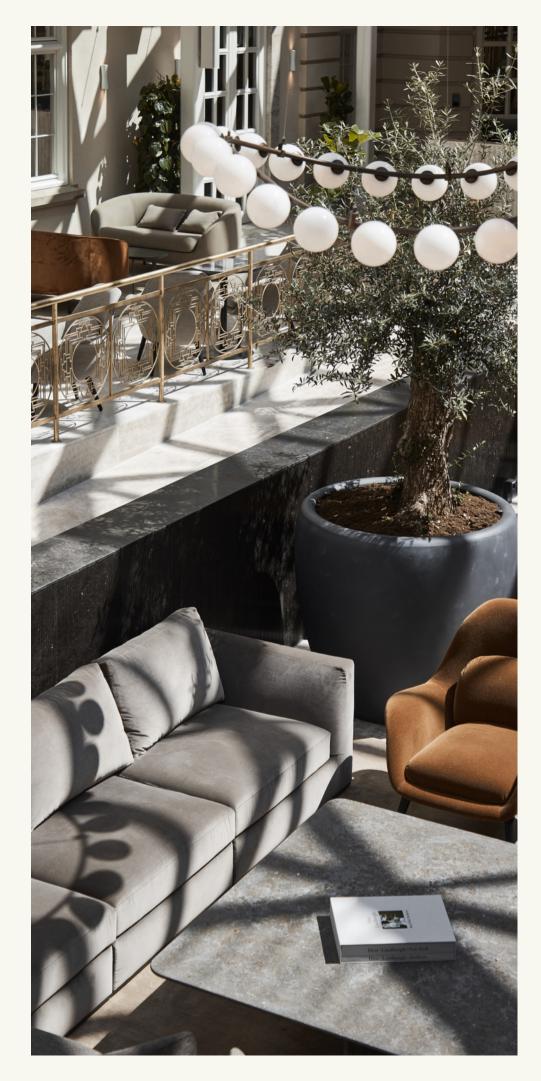
FULL-SCALE PR PROGRAM IN THE U.S. AND U.K. MARKETS



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



The Legian, Sire on Lombok will open in April 2

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 othe important brands are up to, highlighted at ILTM Canithis month.

Villa Copenhagen

Launching in April, Villa Copenhagen (a <u>Preferred hotel</u>) will see the city's 108-year-old post ofl 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 ti 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 <u>first carbon neutral city by 2025</u>—the cit 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.



By Danielle Hess

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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.

Traveler



t's always an exciting time when we put together our list of destinations for the new year list of the best places to go in 2020 by surveying our well-traveled staff, and then o onnected network of writers based all over the world. We look for the big reasons to v lestinations: The Olympics in Japan and the World Expo in Dubai are two major ones at there are also smaller, surprising ones, such as the 800th birthday of a stunning G athedral 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 raveler, whether you'll fly for unparalleled stargazing, gorilla spotting in the wild, or s 'angier. We know that you're using this list throughout the year to plan your trips (fra oo), so we vary the types of destinations on here, from summer escapes like western Mar-flung locales like southeastern Australia. If your 2020 goal is to only travel to sunn ye've got you covered with this list.

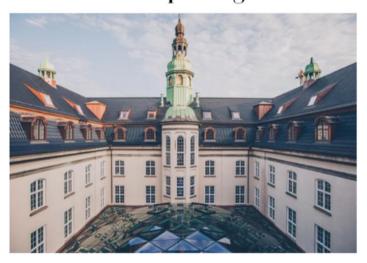
Veed more inspiration on a month-by-month basis? Check out our recommendations f to in January. After all, the best part of starting a new year might just be the endless part travel—where you'll go, whom you'll go with, and how those trips will change the whee world.

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



Press Coverage Highlights

MONOCLE

Room for all

The Danish capital's latest hotel venture pays homage to its past life as the city's central post office. It gets

our stamp of approval.



"It wasn't so much that I saw a gap in the market in Copenhagen," anys Petter Stordalen in the atrium lobby of his latest venture, Villa Copenhagen. "It was more that as soon as I saw this building, I knew we could make something unique – something that you could never create from scratch."

For more than 100 years, the gargantuan neo-baroque building overlooking Tivoli Gardens on one side and the city's central station on the other, was Demmark's Central Post and Telegraph head office. Stordalen has spent DKKLT/5bn (€235m) over four years transforming the 25,000 sq m building into a 390-room hotel with a 25-metre rooftop lap pool, restuants, bars and meeting spaces.

Despite the transformation, many original features remain, including the wavy glass in the windows (now also soundproofte, of course), marble pillars and floors, and extensive wood panelling. The former general manageer's office has been transformed













DECORATION

The new ADDRESS



TRAVEL

The New York Times







NORDIC

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



Press Coverage Highlights

Robb Report





Suite Dream

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 fall experience: The 100 percent sustainable room features only recycled materials and teatiles. The same care for the environment is evident throughout the hotel, from the kitchen—where food waste is converted into gene nergy for a "carbon-freed lining" experience—to the conference rooms, which are furnished with 800 chairs that anish 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;



If You Bui





MEMBER OF PREFERR HOTELS, HAS TAKEN OVER THE OLD POST OFFICE HQ, A GRAND I COURTYARD. THE HOT HAS GONE ABOVE AN BEYOND - FROM USIN THE HEAT GENERATE THE HEAT GENERATE! BY THE COOLING SYSTE
TO WARM THE OUTDOO
POOL, TO BANNING AL
PLASTICS. THE EARTH
SUSTAINABLE DESIGN
WHILE THE CONFERENC
ROOMS HAVE CHAINS
DESIGNED BY MATER
AND MADE FROM
RECYCLED PLASTIC,
WHICH INCLUDES





THE RIGHT TRACK

The clever folks at Origina ncluding a 12-day trundl the scenic Flam Railway and Sognefjord. From £4,490 per person, including all transport and accommodation. originaltravel.co.uk/

Forbes

20 Exciting New Hotels Opening In 2020 Around The World



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 eservations.

Villa Copenhagen, Denmark: April 2020



MHAT'S ON 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 rundown of hot new hotels we run down Europe's most exciting openings, from the UK to France (where the Airelles 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 ou



Villa Copenhagen, Copenhagen, Denmark

For any questions for this case study, please contact:

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