

Luxury - Lifestyle - Travel

PRESS TRIPS

ARTHOUSE PR
AUTUMN 2020 - SPRING 2021

INTERNATIONAL PRESS TRIPS

Arthouse PR works closely with influential travel journalists, freelance writers and editors, communicating and delivering unique marketing experiences to high profile press and B2B contacts.

In addition to our traditional retained PR work and the organisation of individual press visits, we also arrange small exclusive groups. These select groups consist of 8-10 press contacts who contribute to or write for leading publications read by your target clients.

We are now organising several elite press trips with internationally acclaimed journalists, travel writers, editors and contributors for Autumn 2020 and Spring 2021.

PREVIOUS PRESS TRIPS

VIP Sardinia - Italy

Coast to Country Sardinia - Italy

Gourmet Wine Tours - Tuscany

Boutique Chic Retreats - Tuscany

Destination Weddings - Tuscany

Spa and Wellbeing - Italy

Country House Living - UK

Winter Wonderland - Iceland

Ice Adventure - Iceland

VIP Retreats - Iceland

Castles and Villas - Italy



FUTURE PRESS TRIPS

During our press visits we will be showcasing all that is good about a property: the location, landscape, history, architecture, climate, cuisine, leisure activities etc. The objective being, to give our press contacts a condensed and memorable experience where they can truly soak up the vibrant and unique atmosphere of each venue.



TESTIMONIALS

"It has been very giving and pleasant to work with Sharon and Gary. Their team is responsive, creative and willing to listen to us as a client, which I always appreciate. They got us in contact with interesting media outlets which resulted in good coverage of Hotel Rangá. Furthermore, they planned events that we participated in. The most giving part of our collaboration with Sharon and Gary is their personal touch and their understanding of our needs and capability to delivering exactly that." Friðrik Pálsson, owner, Hotel Ranga, Iceland.

"I and my editorial staff put our complete trust in Arthouse PR. By working with them, they have given us the ultimate account of the very best experiences and authentic aspects that Italy has to offer. We have thoroughly enjoyed working with Gary, Sharon, and their entire team as they go above and beyond to be accommodating. Every detail has been meticulously thought of from organizing itineraries to arranging translators, transportation, accommodation, to dietary requests. Arthouse PR is without hesitation, our favourite PR company we work with. Their hotel and property clients are truly some of the best in Italy." Christine Philip, Managing Director, Global Glam Magazine, USA

"Arthouse PR are true experts in the luxury travel industry. They use their in-depth knowledge and understanding of their clients'needs to facilitate meetings and experiences valuable to all. These encounters have resulted in some fantastic business opportunities that would otherwise be missed. Gary & Sharon are incredibly professional, personable and a pleasure to work with." Nadia Wood, Wedding & Events Planner, Amulet Weddings & Events, UK

"Arthouse PR have an enthusiasm for their clients which is unlike the rest. I'm used to receiving generic press releases and media pitches that are sent out en-masse but it's clear that Arthouse put real thought into each one, tailoring it to suit my needs and interests. In this way they've created a genuine and trusting relationship. With years of media experience between them Sharon and Gary understand the business inside and out. They bend over backwards to satisfy journalist needs, are immediately responsive to requests and do everything they can to provide all the information and materials needed to craft great stories." Caroline Hamilton, International journalist, The Telegraph

TARGET PRESS

EXAMPLES

Food and Travel Magazine - UK

CN Traveler Magazine - USA

Forbes - USA

Travel and Leisure Magazine - USA

Modern Living - USA

Telegraph Travel - UK

The Times Travel - UK

Departures Magazine - UK

Robb Report - USA

Tatler - UK

House & Garden - UK

CN Brides - USA

Food & Wine - USA

TESTIMONIALS II

"I am a Luxury Travel advisor who was invited on an incredible FAM to Iceland with Arthouse PR. What an experience I will never forget! I know Iceland in a very special way thanks to their connections with Hotel Ranga, and the incredible suppliers in Iceland curating specially tailored tours for the Luxury Market. They clearly understand Iceland and helped me experience off the beaten path adventures my clients will love." Catherine Davis, Luxury Travel Advisor, Zebrano Travel, USA

"An important part of my role as a Private Travel Designer, is visiting properties in person, understanding the region in which they are located and the activities on offer. Doing so ensures that I can match my clients with the right property, vouch for the level of service and even suggest particular rooms and the best spot to enjoy the sunset. Sharon at Arthouse PR understands the need for attention to detail and as a result her FAM trips are meticulously well organised, from start to finish, and are some of the best FAM trips I have been on." Janet Mactavish, Travel Designer, UK

"I had one of the most beautiful experience traveling with Arthouse PR. Apart from the incredible destination that is Sardinia, I really appreciated the professionalism and kindness of the team prior/during and post experience! A real pleasure to work with! Hoping to travel again with you very soon again!" Kenza Salahdine, Lifestyle Writer, The Resident Magazine, USA

"I joined a FAM trip organized by arthouse PR and one of their clients (Hotel Rangá) on Iceland. The trip was very well organized with fabulous highlights and we received lots of info about the hotel and of course of this very unique place. Also, after the trip they kept contact and provided all info I needed about their hotel client to push sales. Thanks to Gary and his great team!" Jenifer Loch, Berner Travel, Munich-Germany

Arthouse PR





PRESS TRIPS

PROPOSED AGENDA

Hotel / Venue to provide:

- Transfers to and from venue
- 1 x 2 night complimentary stay
- 2 x dinners with 2 x different themes
- 2 x Picnics or brunch
- 2 x authentic activities

PRESS TRIP

EXAMPLE ITINERARY:

DAY 1

- Arrival from 2pm onward
- Meet and greet, tour of hotel
- 7.30 pm drinks
- 8.30 Introductions by press
- Gourmet dinner - meet chef

DAY 2

- 8am Breakfast
- Local activity
- Gourmet picnic or light lunch
- Local sightseeing tour
- 7.30 Drinks
- 8.30 pm Tasting Menu

DAY 3

- 10 am Brunch
- In-house morning activity
- Leisure time, use of facilities
- Departure and Transfers



Arthouse PR

COSTS

PRESS TRIP FEES

6 days PR work to include project management, organisation of invites, planning of press travel, onsite management and follow-up evaluation.

Supplying of images and information for editorial features, provision of press cuttings.

Arthouse PR daily rate €640.00 x 6:

TOTAL COST per property/venue €3,840.00

TOC: Subject to a minimum of three properties per regional tour. Plus return travel expenses from our offices in Volterra, Tuscany





Arthouse PR

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