

# Anthouse PR

LUXURY . LIFESTYLE . TRAVEL



LUXURY

LIFESTYLE

TRAVEL

# Luxury . Lifestyle . Travel



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“NEVER FORGET THAT ONLY DEAD FISH SWIM WITH THE STREAM.”

Malcolm Muggeridge



## ABOUT ARTHOUSE PR

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Arthouse PR is a creative, fresh thinking PR agency specialising in the luxury, lifestyle and travel industries.

Founded by Sharon Finnigan-Kilby in 2001, Arthouse PR is a creative, fresh thinking PR agency specialising in the luxury, lifestyle and travel industries.

Based in Tuscany, Italy, the Arthouse PR team has over 20 years' experience of working with award-winning hotels, restaurants, golf clubs, spas, 5\* resorts, interior designers, architects and luxury property developers worldwide.

Arthouse PR has an excellent reputation for providing the highest quality PR and editorial services globally.

Our team of PR experts work with the world's leading travel writers, editors and journalists, offering our clients the very best level of international press coverage.

*"We are global connectors, we bring together exceptional brands with serious journalists - the results entirely speak for themselves."*

Sharon Finnigan-Kilby



# PUBLIC RELATIONS

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Public Relations is one of the most essential and influential elements of any marketing, business development or sales strategy.

A well-executed and innovative PR campaign can dramatically improve awareness and support sales. Specialists within the Luxury, Lifestyle and Travel industries, Arthouse PR has a proven track record for successfully assisting business development and raising brand awareness for its clients worldwide.

Arthouse PR is global leader in strategic PR for the hotel, property and interior design sectors. Our creative and inspiring PR activities elevate the visibility and credibility of luxury brands by generating high-profile editorial both in print and online.

## Our specialist PR activities include:

- PR Strategies - Effective campaigns
- Editorial - Effective communications
- Magazine Publishing - Luxury publications
- Award Applications - Management of entries
- Branding - Management, design & content
- Social Media - Content, planning and growth
- Press Trips - Travel & Lifestyle press tours
- B2B Fam Trips - Travel designers & planners
- Wedding PR - Site visits & wedding press
- Photography - Editorial photo-shoots for PR
- Press Reviews - Both in print and online



# EDITORIAL

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An essential tool within the world of Luxury, Lifestyle and Travel is undoubtedly the written word. Well written, beautifully designed, perfectly edited and inspiring communications open-up a world of potential revenue streams in various forms.

The highly skilled multi-lingual editorial team at Arthouse PR have written, designed and produced 100's of lifestyle brochures, hotel websites, luxury magazines and newsletters for clients around the world.

Website content, brochures, magazines, blogs, newsletters and social media channels all need to be written with the target audience in mind. At Arthouse PR we produce hi-end glossy publications for private clients such as: Boutique Hotels, Wineries, Private Clubs, Real Estate Agencies, Luxury Brands and Lifestyle Resorts.

## Our editorial expertise:

- PR Strategies - Effective communications
- Editorial content - Copy-writing & Editing
- Magazine Publishing - Luxury Publications
- Branded Communications - Visual content
- Press Releases - In English, Spanish & Italian
- Social Media - Planning & development
- Press Features - Both in print and online
- Award Applications - Management of entries



## MEDIA EVENTS

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Arthouse PR is one of Europe's leading boutique PR agencies specialising in luxury travel and media events.

The Arthouse PR team have hosted numerous highly successful press and media events in a variety of 5\* locations including Iceland, UK, Mexico and Italy.

We specialise in exclusive events where we showcase our client properties to international press and B2B travel contacts. Experiences include: Spa, Gourmet, Wine, Adventure, Luxury, Leisure and Well-being events.

Our press trips are unique and authentic and include cultural experiences such as gastronomic events and outdoor adventures.

From Snowmobiling on a glacier in Iceland to Scuba diving in Sardinia, Truffle-Hunting in Tuscany to Wine-tasting in a Venetian Palazzo, our press trips are fun-filled and truly memorable.

*"Joining one of our press trips will open-up a world of new travel inspirations."*

Sharon Finnigan-Kilby

# TESTIMONIALS

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"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 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, Italy

"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,  
Luxury 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 appreciate 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

# TESTIMONIALS II

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"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.

"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

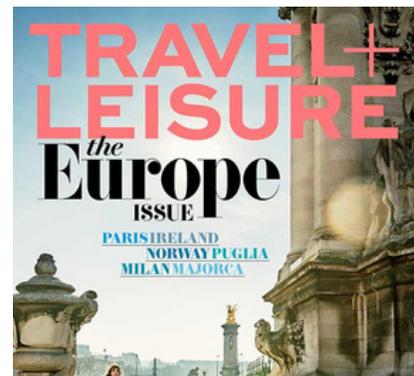
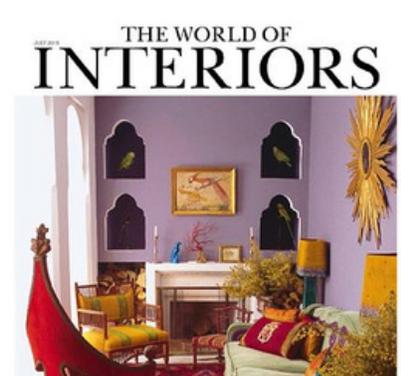
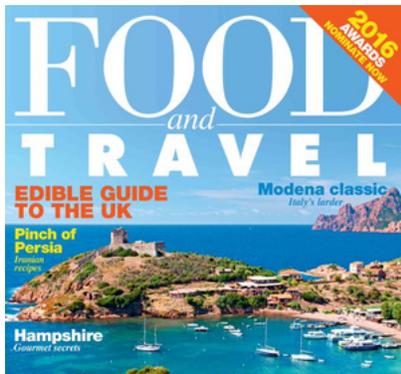
"I am a Luxury Travel advisor who was invited on an incredible FAM to Iceland with Arthouse PR. What an experience I will never forget! I know Iceland in a very special way thanks to their connections with Hotel Ranga, and the incredible suppliers in Iceland curating specially tailored tours for the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

Catherine Davis,  
Luxury Travel Advisor, Travel, 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,  
Bernier Travel, Munich-Germany

# International PR



” Sharing  
information in an  
inspiring and  
memorable way is  
what good PR is  
all about.”

Sharon Finnigan-Kilby – Creative Director  
0039 3345995702    editorial@arthouse-pr.com

Gary Kilby – Director of Development  
0039 3664558835    info@arthouse-pr.com

Arthouse PR  
Villa Miniera 17, Via Nera Volterra, 56048  
Company P. IVA: 02224690509