



Public Relations Specialists for Hotel and Destinations

WHAT WE DO

Bp-pr is boutique PR consultancy with team members in Frankfurt and London. We provide public relations services in the luxury hotel and tourism both in the UK and Germany/Austria/Switzerland as well as Europe-wide.

Bp-pr advises leading brands using strategic communication methods and marketing tools to position them with target audiences.

Bp-pr understand that clients do not have limitless resources and that good communications need to add value, be measurable and provide excellent return on investment.

We are passionate about what we do and offer a strategic and tailor-made **approach to our clients' PR requirements.**

With our extensive network of international media contacts we ensure that the right press coverage appears, in the right publication, at the right time.

CURRENT CLIENTS

The Royal Portfolio, South Africa

Gondwana Game Reserve, South Africa

Stellenbosch Wine Region, South Africa

White Pearl Resorts, Mozambique



CLIENTS THAT WE HAVE WORKED WITH

Cape Grace in Cape Town, South Africa

Angama Mara, Masai Mara, Kenya

South Beach All-suite Hotel, Cape Town, South Africa

Oldenburg Vineyards, Stellenbosch, South Africa

The Marly Hotel, Cape Town, South Africa

Kove Collection, South Africa

Medjumbe Private Island, Mozambique

Lugenda Wilderness Camp, Mozambique

Royal African Travel

Samara Game Reserve, South Africa

Nooitgedacht Estate, Stellenbosch, South Africa

LISA - www.luxuryinsouthernafrica.com

The Robertson Small Hotel, South Africa

White Pearl Resorts, Mozambique

Camps Bay Beach property development in Cape Town

Ecolux Hotels

Cape Active Pilates Retreats, South Africa

The Royal Portfolio, South Africa

Marazul Villas, Uruguay

Iconic Santorini, Greece

Kurà Design Villas, Costa Rica

Grand Hotel Bellevue, Switzerland

Grandhotel Les Trois Rois, Switzerland

The Rockwell, London

5-star The g hotel, Ireland

Rocksresort, Switzerland

Destination LAAX, Switzerland

Hotel Monte Mulini, Croatia

Hotel des Academies et des Arts, Paris



WHO WE ARE

Established in 2010, bp-pr is managed by Beate Pechmann, a seasoned media relations professional with 15 years experience working with travel and tourism media around the world. With a gift for creating the stories that connect business with media, Beate is committed to working with clients strategically to raise their local, national and international profile through public relations and communications.

With a passionate interest in tourism and hospitality, Beate first began her career in hotel management working for 7 years in Germany, USA, Hong Kong and Shanghai.

An accredited public relations practitioner since 2003, Beate holds a BA (Hons) in Public Relations from University College Kensington in London (UK). The combined expertise of working both in hotel management and the communications sector gives her the ability to understand the needs of her clients as well as the media.

Beate built an impressive track record in launching and promoting luxury hotels, travel companies and destinations. In London, she worked as an Account Director for seven years at various leading PR agencies, gaining extensive experience and managing successful PR campaigns for numerous high-profile clients. The continuous work for travel clients has ensured that at bp-pr we have comprehensive and most up-to-date media contacts covering key national, consumer and trade publications, both in the UK, in Germany and across all of Europe.

bp-pr team members:

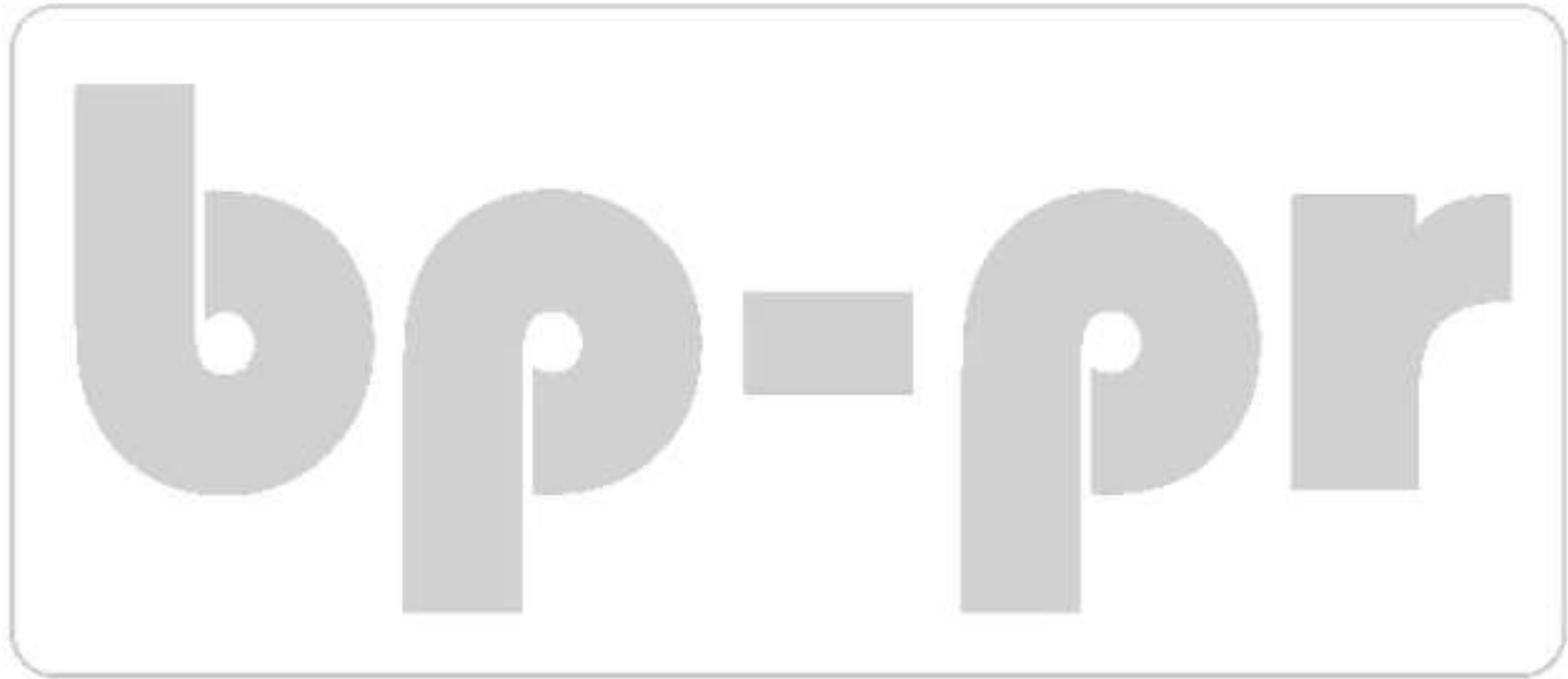
Beate Pechmann - Senior PR Director based near Frankfurt, works with UK, German and all international media

Maartje Remmers - PR Consultant based in Netherlands, works with media in the BeNeLux countries

Carolin Prasmo - PR consultant based in London, works with the UK media

Michelle Stark - based in Germany, office support and German media relations





Case Studies

CAPE TOWN, SOUTH AFRICA



The Brief:

The creation of an icon: to plan and execute a launch campaign in the German-speaking markets for the opening of The Silo, a new ultra-luxe hotel which is located above the Zeitz MOCAA museum, Africa's first museum for African contemporary art. The Silo opened in March 2017 and the brief has now been widened out to include the four sister properties that are part of The Royal Portfolio, a collection of iconic hotels opened and managed by the Biden family.

Tactics:

- Compiling a phased media strategy targeting travel press in Germany, Austria and Switzerland
- Creating German-language press material
- Targeting specific media outlets that cater to high net worth individuals (i.e. Robb Report Germany); arranged an exclusive preview press trip before opening
- Targeting selected design and architectural press in Germany to ensure correct positioning of the property
- Targeting only the best luxury travel bloggers in order to build online presence
- Ongoing PR: Placing news and feature articles in a broad range of newspapers, lifestyle media and luxury consumer magazines as well as digital media
- Arranging German and Swiss group press trips in collaboration with South African Tourist board, in time for the opening of the Zeitz MOCAA museum in September 2017



Results:

- Many main features in key national German newspapers, design and travel magazines as well as TV coverage
- AVE of the coverage produced by BP-PR (March 2017 – March 2018): ZAR 22.5 million / ca. €1.8 million
- 86 features appeared so far in print, online and social media



Oben Aussicht, unten Kunst

Die V&A Waterfront in Kapstadt bietet neue Attraktionen in einem alten Getreidesilo. Im September eröffnet hier das Zeit Museum of Contemporary Art Africa, ein Museum von Weltklasse. Schon jetzt sind im dazugehörigen Hotel erste Werke zu sehen.



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Die Silo ist nicht nur Afrikas Hotelöffnung des Jahres, sondern auch die Umsetzung eines grandiosen Kulturprojekts. In der Stadt Kapstadt, Südafrika, ist das Silo ein Wahrzeichen geworden. Das Hotel ist ein Meisterwerk der Architektur, das die Geschichte der Stadt in sich trägt. Es ist ein Ort, an dem Kunst und Kultur lebendig werden.



© BUSINESS TRAVELLER 2017 www.diesilohotel.co.za



Auf einen Blick

Zahl der Zimmer & Suiten: Das Hotel bietet 28 Suiten für 17 Suiten und insgesamt 34 Zimmer.

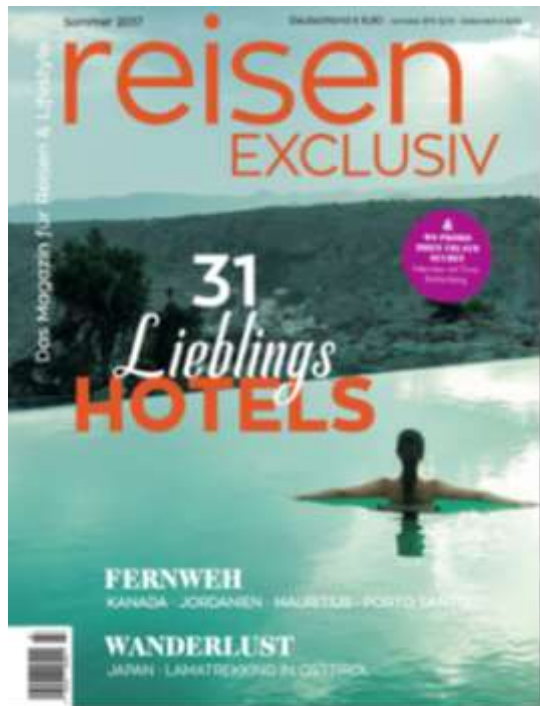
Wohnfläche: 11.000 m².

Wohnfläche: 11.000 m².



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Schlummern IM SPEICHER

von Patrick van Dongen

In der F & A Wanderausgabe Kapstadt wurde der neue Hotel-Offizier vorgestellt. Wo früher Getreide lagerten, stehen heute die besten Unterkünfte der Stadt. Einmal umher zu schlafen, ist ein Erlebnis. Von Patrick van Dongen

Das Silo Hotel in Kapstadt ist ein wahrer Traum. Die Zimmern sind in alten Getreidesilos untergebracht, die in den 1930er Jahren für den Export von Getreide gebaut wurden. Die Silos sind heute in eine luxuriöse Unterkunft umgewandelt worden. Die Zimmer sind groß und hell, mit hohen Decken und großen Fenstern. Die Ausstattung ist modern und hochwertig. Die Silos sind ein Wahrzeichen der Stadt und ein Muss für jeden Besucher.



Die Silo Hotel

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Luxus und Lifestyle gedeihen in alter Industrie-Ästhetik.

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German National TV Production
Channel ZDF - Hallo Deutschland
„The Silo + Liz Biden Interview“

The screenshot shows the ZDF website interface. At the top, there is a navigation bar with the ZDF logo, 'Rubriken A-Z', 'Live-TV', 'Sendung verpasst', 'Suche', and 'Mein ZDF'. Below this, the main content area features the 'hallo deutschland' logo and the title 'Luxushotel in Kapstadt' by Jessica Martin. A large video player shows a hotel room with a bed and a balcony. A play button is centered over the video. Below the video player, there is a small text box that reads 'BRUNNEN Kapstadt' and 'BILD: hallo deutschland vom 16. November 2017'. The video player interface at the bottom of the screenshot shows the ZDF logo, 'Rubriken A-Z', 'Live-TV', 'Sendung verpasst', 'Suche', and 'Mein ZDF'.

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STELLENBOSCH REGION, SOUTH AFRICA

Destination campaign: STELLENBOSCH EXPERIENCE

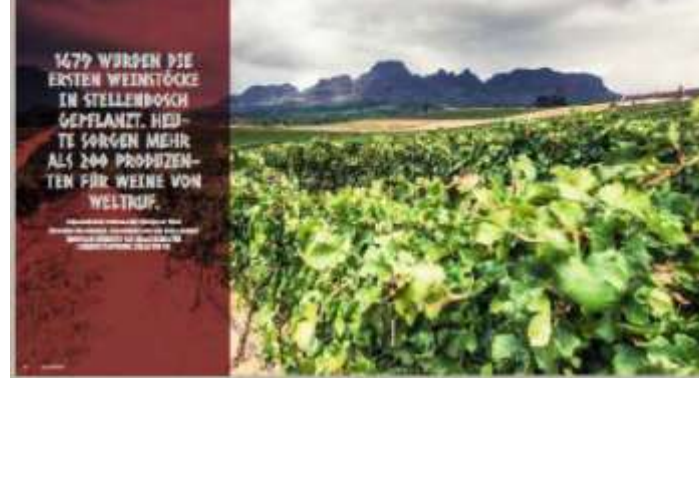
Overview:

A 3-year destination campaign in Germany and UK for the Stellenbosch region in South Africa (from 2015 - 2017). Positioning of Stellenbosch as South Africa's gourmet and wine capital and promoting its rich wine tourism offering to specific audiences i.e. gourmet and wine lovers, family travel, honeymooners, sports enthusiasts, art and design lovers.

Activities:

- A programme of regular press releases and quarterly destination news in English and German
- Strategically targeting media outlets and bloggers catering for specific market segments
- Organising individual press trips and **3-day itineraries that include the region's various accommodations, restaurants and tourism activities**
- Cooperating with the South African tourist board and airlines on press trips
- Conducting media briefings and organising media events at ITB Berlin and WTM London





Example of a 12-page in-depth destination feature on Stellenbosch

GARDEN ROUTE, SOUTH AFRICA



The Brief:

To plan and execute a communications campaign in the UK and German-speaking markets for the launch of Gondwana Game Reserve (www.gondwanagr.co.za) and to position the property as the leading safari destination on South Africa's Garden Route. In addition to promoting Gondwana's tourism side we are also working on a property PR campaign in order to attract international buyers and investors for Gondwana's safari residences. Gondwana has been a client since 2012.

Tactics:

- Compiling a phased media strategy targeting travel and overseas property press in the UK and German markets.
- Creating multi-lingual and attractive press material, image library and media target lists
- Approaching journalists who are travelling to South Africa with an invitation to review the property. Since the start of the campaign bp-pr has arranged close to 50 individual press trips to Gondwana
- Targeting only high-profile German, UK and American travel media to ensure correct positioning of the property
- Ongoing PR: Placing news and feature articles in a broad range of newspapers, lifestyle media and luxury consumer magazines as well as digital media
- **Arranging reader's competitions and holiday prizes with suitable media outlets**
- Social media support and targeting international top bloggers and online influencers
- To generate exposure for the Gondwana Safari Homes targeting carefully selected top property media outlets such as the Sunday Times, New York Times and the Financial Times and organising individual press trips with some of the **world's most reputable property journalists**



Results:

- extensive press coverage in over 100 online and print publications in the UK, German markets and globally
- Gondwana was featured by the UK Sunday Times as one of the “Hottest Hotels for 2013” and has received numerous awards
- The Gondwana Safari Homes received extensive coverage in the UK Sunday Times, Financial Times and the International New York Times, significantly boosting the sales and marketing efforts of the residences
- A 45-minute interior design show featuring the Gondwana bush villas was featured on French national TV
- Gondwana’s eco camp (launched in November 2015) featured in the New York Times as one of Africa’s best new properties



Gondwana Game Reserve am Westkap in Südafrika Ein Game Reserve für Abenteuerler mit Stil

Ein neues Wildreservat auf der Garden Route bei Kapstadt hat vor Kurzem seine Tore geöffnet: Das Gondwana ist ideal gelegen für all jene, die ihren Kapstadterlebnis mit einem „Big Five“-Safaribesuche abenden möchten. Das Reservat liegt nur 15 Minuten von der Garden Route entfernt und auf halbem Weg zwischen Kapstadt und Port Elizabeth. Die Anfahrt auf der Garden Route kann nicht entspannter oder landschaftlich reizvoller sein.

Gondwana ist das größte Reservat am Westkap und umfasst die „Big Five“ (Löwe, Gepard, Elefant, Büffel, Nashorn) sowie viele andere Tiere wie Gaurien oder Nilpferd. Nebenbei ist es ein Naturerlebnis, die mit der mediterranen Region und karibischen „Fynbos-Vegetation“ gemischte und von den Irrstrahlung „Oribosus“ (Bergbambus) umgebene Landschaft. Dabei stehen die ersten Tiere vor Ihnen: Individuele „Cheetah“ (Panther) oder „Leopard“ sind nur eine halbe



MEIN WILDTIER-REISEFIEBER
Goldener Herbst im Dreierpack
Dänemark, Italien & Österreich
WÄRMELIEBE
Kontingenztour der Inselgruppen
SQUATS
Hauptreise mit dem Bushbuck
NORWEGEN
Exposition zum Gletscherpark
ISLAND
Insel-Hopping
AUSTRALIEN
Die Bushbuck-Kontingenztour

INFOBOX
Gondwana Game Reserve
Garden Route • Südafrika
PO Box 1572 • Mossel Bay 6500
Tel.: +27(0)44 697 - 7077
Fax: +27 (0)86 513 - 2359
E-Mail: info@gondwanagr.co.za
www.gondwanagr.co.za
Mehr Information und Reservierungen:
Tel.: +27 44 6977 002
E-Mail: reservations@gondwanagr.co.za



PANORAMA- BLICK
Von Süda bis Benguela
aus greifender Höhe der
„Karoo Lodge“ eine 360-
Grad-Ansicht in die Wildnis
der südafrikanischen
Garden Route. Ein Bett aus
schönen Holz liegt mitten
im Wald. Und schaut sie vor die
Tür treten, fällt der Blick
auf Lösser und Büffel und
Zebras. Schöner kann die
Welt nicht sein. Rangfolge für
zwei Personen ab 190 Euro (ab
inkl.). www.gondwanagr.co.za

TRAVELNEWS

Die schönsten Trends rund ums Reisen

<p>SCHLAF GUT! Wer gern reist, ist stets auf der Suche nach dem schönsten Unterkommen am Seilstrümpfen. „Hotel zum Staunen“ ist dabei der perfekte Begleiter. Der Betreiber von mehr als 60 außergewöhnlichen Hotels – vom ländlichen bis zur Dachstuhl-Lodge, Demant, 2009/10</p>	<p>BETÖREN! Die romantische Leidenschaft „Lodging“ macht nicht nur die kulinarischen Angebote und Küchen, sondern auch die schönsten Dachterrace. Der Beweis ist die neue Kollektion von Karten mit den Namen Paris, London, New York und Tokio, ab 48 Euro, www.lodging.com</p>	<p>ESSEN & FEIERN München hat eine neue In-Adresse: Im berühmten Leubach Palais ist nach altem Vorbild ein „Tilman No. 6“ eingezogen. Ein glanzvoller Mix aus Gastronomie, Bar und Entertainment – um in späteren Stunden DJs und Shows für Stimmung sorgen. www.ihano.net</p>
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Condé Nast Traveller
Guides | Recommended | Photos | Magazine | News | Advice | Bookings
Home | Travellers | 2012 | August | Game on in South Africa



Game on in South Africa

Running along South Africa's south-eastern coast, the Garden Route is as green and beautiful as it sounds. But this is no unspoiled landscape; the scenery is, in contrast to the one island, lush and diverse, with lakes and lagoons, rich vegetation and forests, sandy coves by headlands, mountains and vineyards.

ion is popular not just for its scenery but for its beaches, exceptional hotels and wine tours, some of the greatest wines in the world. And now a whole new private-game reserve opening near hot-spot Mossel Bay, a scenic drive along the coast from Cape Town, adds the further attraction of the Big Five on a safari holiday: an oasis.

South Africa's crusaders

an design and residential projects reflect social progress. By Zoe Durr Half...
Buying guide
The Cape Town market has advanced significantly, with property prices up 15%...
The market has a definite upward trend...
The market has a definite upward trend...
The market has a definite upward trend...

REISEfieber
Goldener Herbst im Dreierpack
Dänemark, Italien & Österreich
WÄRMELIEBE
Kontingenztour der Inselgruppen
SQUATS
Hauptreise mit dem Bushbuck
NORWEGEN
Exposition zum Gletscherpark
ISLAND
Insel-Hopping
AUSTRALIEN
Die Bushbuck-Kontingenztour

GOLF
"I Lost 8 Strokes With My Same Old Swing"
HOW YOU CAN THINK—AND PLAY—LIKE A CHAMPION
AUSTRALIAN PREMIUM GOLF MAGAZINE

FT
FINANCIAL TIMES

ABTA magazine
FLYING TOGETHER
GOING GREEN
CARNIVAL TIME
DOWN UNDER
The complete guide to Australia, from the Top End down to Tasmania
DON'T MISS THIS MONTH'S GUIDES
HOTELS • INDIA

SOUTH AFRICA
Winsor Dobbie, clad in khaki, explores all that is out there in South Africa.
The market has a definite upward trend...
The market has a definite upward trend...
The market has a definite upward trend...

HOTELS
NEW OPENINGS
MIDDLE EAST & AFRICA

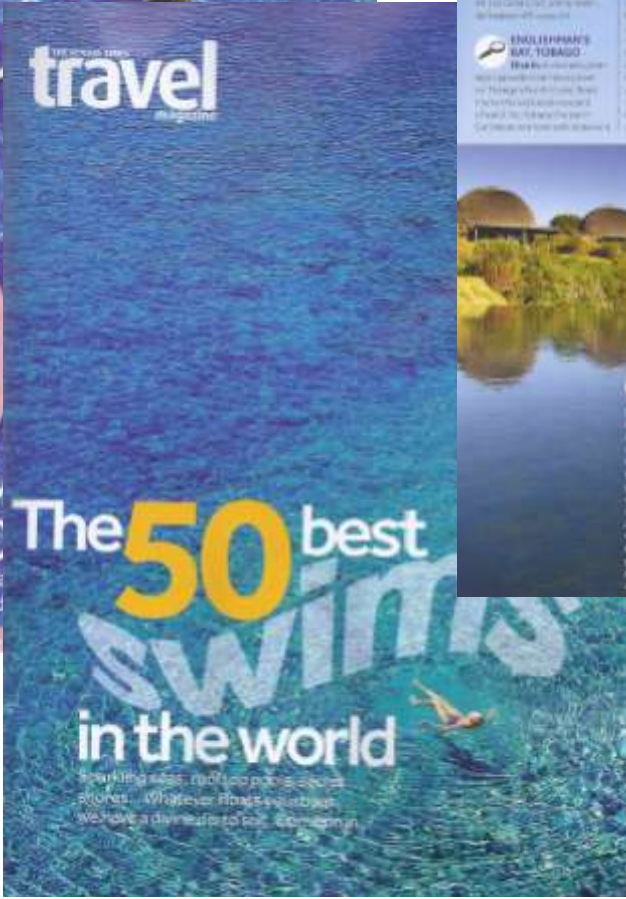
THE JUMERAH DUBAI HOTEL, DUBAI, leading in the business district of Old Dubai, the property has a suitably strong business aesthetic, with 200 rooms and suites, 25 meeting rooms and eight restaurants. However, differing only slightly in the acoustic interior design approach, bolstered by the central hub-and-spoke piece of Middle Eastern modern art on display. www.jumeirah.com

GONDWANA GAME RESERVE SOUTH AFRICA
In the heart of the Garden Route lies the most magnificent landscape in the world...
The market has a definite upward trend...
The market has a definite upward trend...



Insider's Italy
No chaos. No crowds.
How to live la dolce vita:
30-page Total Guide

THE
50
BEST SWIM
IN THE WC
Cool pools, secret coves, great
& hip hotel dips... Strip off and
Plus: How to fish a great fish



The 50 best
swims
in the world
Swimming pools, rooftop pools, secret
spots... Whatever floats your boat,
we have a dive into the sea for you.



50 swims
Cool pools, secret coves, great
& hip hotel dips... Strip off and
Plus: How to fish a great fish



REVEALED IN THE RITZ
THE READER AWARDS



SUN & SAFARI IN SOUTH AFRICA

Every once in a while we stumble across a travel destination that is so exceptional, it takes our breath away. We had one such moment recently when news of the newly opened five-star malaria-free Gondwana Game Reserve came to light.

The perfect honeymoon destination is an easy one to find. From top-notch, all-inclusive resorts to the intimate charm of a boutique hotel, there's a honeymoon destination for every couple. One couple's dream destination is a malaria-free game reserve in South Africa. The newly opened Gondwana Game Reserve is a five-star malaria-free game reserve in South Africa. The newly opened Gondwana Game Reserve is a five-star malaria-free game reserve in South Africa.

ROOMS AND INCHES
The newly opened Gondwana Game Reserve is a five-star malaria-free game reserve in South Africa. The newly opened Gondwana Game Reserve is a five-star malaria-free game reserve in South Africa.

Gondwana, Game Reserve
This 11,000-hectare safari park near the
Indian Ocean is the world's only safari
(The bush or savanna) reserve where
the big five roam freely. Overlooking
the Indian Ocean, being married with
mountainous views (Lush Deck
picnic) are inspired by traditional
KwaZulu architecture. Stay in the
KwaZulu Lodge or an individual villa.
031 231 1111, www.gondwana.co.za

Wallpaper*



Travelista
71
Agenda
Gepäck
Gebackt
Wohr's Next

Süd-Afrika
Garden Road
INDISCHER OZEAN
SEYCHELLEN
LA RÉUNION
RODRIGUES
NAMIBIA
SKELETTKOSTE
PER ALLRAD
HOTELS & LODGES
PILANESBERG NATIONALPARK

INTERNATIONAL PROPERTY & Travel

COMPLIMENTS OF THE AIRLINE. THE FINEST HOMES, TRAVEL AND LIFESTYLE

Major International Property Magazine
The Only Magazine in South Africa
July 2014

The New York Times



SALES OF HOUSING PLOTS ALLOW HUSBAND AND WIFE TO FINANCE WILDLIFE PARK

ROSEMARY SOUTH AFRICA

Over the last few years, a husband and wife have been able to finance a wildlife park in South Africa. The couple, who live in New York, have managed to secure a large plot of land in the Western Cape region. The park is now under development and is expected to be completed by the end of the year.

The couple, who live in New York, have managed to secure a large plot of land in the Western Cape region. The park is now under development and is expected to be completed by the end of the year.

10 | FRIDAY, JUNE 6, 2014 INTERNATIONAL NEW YORK TIMES

PROPERTIES

How to build a game reserve? Add a housing development

ROSEMARY SOUTH AFRICA

With a trip to a safari game reserve, Mr. and Mrs. van der Horst, who live in New York, have managed to secure a large plot of land in the Western Cape region. The park is now under development and is expected to be completed by the end of the year.

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THE SUNDAY TIMES

They're a game bunch

It might be the world's most costly property syndicate. It owns a 1,000-acre farm in South Africa, but the real story is how it works.

INLAND OF THE WEEK

WATER OF THE WEEK

THE BEST OF THE WEEK

DEAL OF THE WEEK

4* SKI APARTMENTS SAINTE FOY, FOR SALE

From €114,810

Best Low Property

Deal & Co.

Island of Santorini, Greece



The Brief:

A 5-month PR Blitz-campaign in the German markets to support the launch of the Iconic Santorini, a luxury boutique cave hotel in Greece. After 2 months the brief was extended to include a global outreach.

Tactics:

- Writing attractive launch releases in German, aimed at high profile consumer media
- Targeting selected high-profile media
- Timing the media launch with needs of the media
- Negotiating with German airlines to set up a cooperation for press trips to Santorini and arranging individual press trips with carefully selected top travel journalists
- Arranging barter deals with German travel magazines
- Liaising with tour operators in Germany to brief on new property



Results:



- Within a short space of time the hotel was featured in Germany's best travel and luxury lifestyle media
- Iconic Santorini featured on the cover of the German Holiday & Lifestyle magazine
- The 5-month campaign produced coverage worth more than €200,000
- For every €1 spent with BP-PR we delivered media coverage worth €53 (based on AVE).



INFOBOX
Iconic Santorini Boutique Cave Hotel
 Telefon: ++30 - (0)22860 - 28950
 E-Mail: reservations@iconicsantorini.com
www.iconicsantorini.com
<http://www.facebook.com/IconicSantorini>
[@IconicSantorini](https://twitter.com/IconicSantorini)

Bilder von oben nach unten: Jeder Zimmer hat eine private Panoramaterrasse, teilweise sogar mit Pool. Hier wird täglich das Frühstück serviert. Der Infinity-Pool sorgt zugleich für willkommene Abkühlung. Die luxuriöse COCO-MAT® Betten und die High-Tech-Ausstattung der Zimmer und Suiten sorgen für ultimative Gemütlichkeit. Die Iconic Santorini Spa ist vor allem für Paare der ideale Platzspott an einer spektakulären Aussicht.

BAZAAR

BAZAAR HOME READ SHORT SOCIAL

LIFESTYLE NEWS
POOL GALAXY
Abtauchen ins kühle Nass und dann — ins Universum! Die neuen Badehandtücher von Schönstaub machen's...
LERNEN

LIVING KOLUMNE
DER STIL VON... SANTORIN

LIVING KOLUMNE
ZEIT ZUM ABHEBEN

BAZAAR HOME READ SHORT SOCIAL

OUTDOOR TOP 10

BBQ DELUXE

LIVING KOLUMNE
DER STIL VON... SANTORIN

LIVING KOLUMNE
DER STIL VON... SANTORIN
Kolumne Alle Hotel-Style des Jahr...
Erstmal von der...
Erstmal von der...
Erstmal von der...

DEUTSCH

FOOD and TRAVEL

22-Seiten-Extra
VEGGIE
Rezepte & Tipps

Biergartenführer 2014
BAYERISCHE SCHMANKERL

Österreich & Schweiz
7 GENIESSER-ROUTEN

Vegetarisch kochen
COUSCOUS



Hotelszene

Weltweit spüren wir für Sie neue und ganz besondere Hotels auf. In diesem Monat gibt's Premieren unter anderem in Thailand, Griechenland, London und der Steiermark.

THAILAND **PRUKIT INALA BEACH HOUSE**
Wer sich mit Klatsch und Tratsch amüsiert, der weiß, dass Lady Lada als Kim Kardashian Single mit ihrem Clap in diesem neu eröffneten, exklusiven Resort am Halbi Beach nördlich von Phuket Urlaub. Kein Wunder, schließlich bietet es nur das Beste vom Besten: bis zu 1000 Quadratmeter große Villen mit Whirlpools im Südsitzraum, Meeresbädern und Outdoor Pool. Außerdem eine zeitgenössische Kunstgalerie sowie das Gourmetrestaurant „Acanthos“, in dem der spanische Sternkoch Unico Alonso baskische Küche mit Thai Food kombiniert. Zum Rundumangebot gehören natürlich auch Butler, Fitness- sowie Ernährungsbetreuer. Über „art of travel“, Tel. +49-09-2113760. Preis: z.B. Villa für vier Personen ab ca. 4750 €/Tag inkl. Limousinen-Service und VP sowie täglich 6 Stunden Spa-Anwendungen, artoftravel.de, inala.com —>



GRIECHENLAND **SANTORINI KOM SANTORINI**
Ein Ausblick wie von Adonis, dem Gott der Schönheit, göttlich-musisch: Am höchstgelegenen Punkt von Santorin, im Dorf Fierroglí, schmiegt sich das kleine, neue Hotel an die Steilfelsen und bietet eine atemberaubende Sicht auf das Meer sowie die Klüfte eines mächtigen Kliffs. Wegen seiner herrlichen Lage und der Verbindung von traditioneller Höhlenarchitektur mit modernster Ausstattung ist das „Kom Santorini“ schon jetzt ein beliebter Zufluchtsort für Honeymooners. Die können am Ihre privaten Panoramaterrassen, mit der jedes der 22 Luxus-Zimmer ausgestattet ist, ganz vornehmlich den Sonnenuntergang erleben — und das 1100 q-Meter im Hotelrestaurant „Pergola“, das durch ein orange-rotes Licht getaucht ist, fortsetzen. DR-54750 Santorini, Inselnagel, Tel. +30-22850-299 95, DZ ab ca. 395 €, kom.santorini.com



ÖSTERREICH **ALPENBERGMARK VINCENT HOTEL**
An der Grenze zu Slowenien, eingebettet in die schiffligen Weinberge der Südburgenland, gibt es einen neuen Ort zum geistigen Nachdenken: In dem 12-Zimmer Boutique-Hotel kann man dank Langschiffelstisch bis mittags seinen Gedanken im Besonderen mit nachdenken, sich dann zum Beispiel mit einer Kitzbühner Ganspase stärken, um anschließend Musikanten in der behaglichen Lese- und Hörbar oder in der Sauna zu verbringen. Wer einen Gang mehr anstreben möchte, kann dies auf einem der vielen Wanderwege tun, beim Schwimmen im Hotelpool oder bei einem Kulturausflug nach Graz. AT-8461 Sulzthal an der Weinstraße, Sulzthal 13, Tel. +43-664-2011027, DZ ab ca. 139 €, vincent-hotel.at



SLOWENIEN **LJUBLJANA FOUR POINTS BY SHERATON**
Für den 2000-jährigen Slowenien vom Ljubljana mit die Starwood-Gruppe das urbane Hotel mit seinen 114 Zimmern unter seiner Flagge eröffnet. Ein guter Standort, um Sloweniens reiche Kultur- und Naturerfolge zu genießen. SI-1000 Slowenien, Pot za Brdom 4, Ljubljana, Tel. +38-61-470 27 00, DZ ab ca. 90 €, starwoodhotels.com



*** READY FOR CHECK IN *** READY FOR CHECK IN *** READY FOR CHECK IN *** READY FOR CHECK IN ***

Bayside Hotel, Schanbeitz
Die Architektin Madras Thun hat ein neues Hotel in der Strandpromenade des 4-Sterne-Superior-Hotel eröffnet. Hier gibt es Doppelzimmer schon ab ca. 50 €. bayside-hotel.de

pentahotel, Schottland
Die Architektin Madras Thun hat ein neues Hotel in der Strandpromenade des 4-Sterne-Superior-Hotel eröffnet. Hier gibt es Doppelzimmer schon ab ca. 50 €. pentahotel.com/hotels/ireland/everything/

Hessischer Hof, Frankfurt
Nach 17 Jahren, in denen sie renoviert und ausgebaut wurde, eröffnet das Grand Hotel (500 q) jetzt mit neuer Dachterrasse, Plaisanterie und einem Fitness-club. hessischer-hof.de



CAPE TOWN, SOUTH AFRICA



The Brief:

An ongoing international PR campaign with a focus on the UK and German markets for the 5-star **Cape Grace Hotel in Cape Town** (www.capegrace.com), Cape Town's leading luxury hotel on the famous V&A Waterfront. A client since 2013, the 121-room hotel has an award-winning restaurant, whisky bar and spa.

Tactics:

- Compiling an on-going international media strategy within a limited budget
- Tying in the communications strategy with events and activities in Cape Town such as World Design Capital 2014
- Putting together English-language and German press materials, image library and media target lists
- Establishing close relationships with South African Tourism and other tourism bodies for collaborations on press trips
- Inviting only selected high-profile travel journalists to ensure positioning of the hotel as a luxury destination
- Liaising with international journalists based in Cape Town who are working as correspondents for top media in Europe and the USA to arrange reviews
- Arranging press trips for UK, German and French travel and style journalists who are travelling to Cape Town to review the hotel
- **Using the hotel's chef Malika van Reenen to promote the culinary side of the hotel as well as the hotel's unique interiors to target international design media**
- Working with the client to develop and promote accommodation packages that tie in with seasonal events



Cape Grace: Cape Town's Leading Romantic Hideaway



With its views, Table Mountain, golfing courses and dramatic coastline, Cape Grace is the perfect Cape Town hideaway for a romantic getaway. With the Special Marriage Act, the hotel is the perfect Cape Town hideaway for a romantic getaway.

Located on the V&A Waterfront, the award-winning Four Seasons Hotel Cape Grace is the perfect Cape Town hideaway for a romantic getaway. With the Special Marriage Act, the hotel is the perfect Cape Town hideaway for a romantic getaway.

An international boutique resort leader, Cape Grace holds an A++ award made by Travel + Leisure magazine, the world's leading authority on luxury travel. The hotel is the perfect Cape Town hideaway for a romantic getaway.

Forget the standard view from a hotel. Cape Grace is a romantic getaway. With the Special Marriage Act, the hotel is the perfect Cape Town hideaway for a romantic getaway. With the Special Marriage Act, the hotel is the perfect Cape Town hideaway for a romantic getaway.

Every room has a view of the Table Mountain. The hotel is the perfect Cape Town hideaway for a romantic getaway. With the Special Marriage Act, the hotel is the perfect Cape Town hideaway for a romantic getaway.

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To reach the top of the mountain, guests can take a glamorous sunset cruise around Table Bay or enjoy the views from the hotel's rooftop terrace. The hotel is the perfect Cape Town hideaway for a romantic getaway.

Special Moments Offer for Honeymoons & Wedding Anniversary includes:

- An aerial airport transfer to the hotel's luxury B&B
- Bottle of chilled sparkling wine and two main courses in the room
- A romantic dinner at Signal Restaurant to the value of £100 per person (for a couple of 2) special anniversary gift every night

The offer applies to minimum stay of 2 consecutive nights.



TRAVEL
 The high fliers of luxury travel

The 2014 Ultratravel 100 awards commended the brands defining luxury travel, while the Ultratravel forum suggested significant change is in store

BY JOHN O'CALLAGHAN
 16 OCT 2014 16:32

Voted for by the readers of Ultratravel, the Telegraph's luxury travel magazine, the Ultratravel 100 awards celebrates the people, places, operators and services that are leading the way in premium travel today. Held on Monday night in The Dorchester in London, the Ultratravel 100 awards ceremony celebrated the companies defining standards of luxury travel this year.

Most lauded at the event was Four Seasons Hotels and Resorts. The Toronto-based company was named the best luxury hotel chain in the world and picked up further honours as the night progressed. Four Seasons Hotel New York was named best hotel in the Americas, while Four Seasons Hotel George V in Paris was chosen as the best hotel in Europe. Among the extravaganzas that were victorious at the latter property is its abundance of flowers; the hotel spends over £1 million on fresh blooms each year and is swash in fresh roses and orchids.



Cape Grace in Cape Town was named best hotel in Africa and the Indian Ocean

Dubai's Burj Al Arab, the soaring sail-shaped hotel that also serves as an internationally recognised landmark, was voted both the best hotel in the Middle East and the best hotel in the world. The immense 200-room property - there are no standard rooms here - straddles much of its appeal to its high levels of service. A reception area stands on each of the building's 28 floors, check-in can be completed within the suite and, with over 1,600

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The 2014 Ultratravel 100 awards



Flourish at Four Seasons George V



Home - Spending - The best places to stay in Cape Town

The best places to stay in Cape Town

By Ruth Jackson
 27/07/2014
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Discreet retreat for high-flyers

Another option is the Dock House Rooftop Hotel and Spa, also on the V&A Waterfront. The hotel is a "discreet retreat in an elegant, 18th-century building with many original features", says Guide Nast Traveler.

"A former residence of the hibernian, the hotel consists of just five rooms and one suite, in soothing beige and grey; chandeliers and antiques break up the clean-line aesthetic." It also has a garden with pool.

The hotel has the approval of those in the know: "the fashion world makes a bee-line here, at drinking digestives and executive high-fliers".

Prices from £247 (Dockhouse Rooftop Hotel and Spa, 02 21 421 9326)

Stateroom chic at Cape Grace

With its stylish streets, shops and views to Robben Island, and proximity to all the main sights of Cape Town, Cape Grace on the V&A Waterfront is a perfect place to stay if you're planning a trip to South Africa, says The Sunday Times Travel Magazine.

It's a favourite with celebrities - Leonardo DiCaprio and Bill Clinton have stayed here - but you're more likely to meet families and older couples. In the bedrooms, a combination of nautical stripes, chandeliers and French windows with harbour views make it feel as if you're sleeping on a luxury cruise liner.

It's "stateroom chic minus the seasickness". Leave your curtains open at night and let the sea breeze in the morning you'll glimpse the sun rising over Table Mountain.

Prices start from £210, B&B, for a harbour-facing room. Rooms with views of Table Mountain cost an extra £30 a night (Cape Grace, 020 27 21 400 7000).

Best beds: Cape Town

Location, wherever? Whatever you want, we've got it sorted. Here's the how and why

<p>The classic one: Cape Grace</p> <p>From £210 B&B, breakfast included for the room. £250 for breakfast. Table Mountain views, sea views, and more. View details</p> <p>It's ideally located on the V&A Waterfront, with the hotel's views, sea views, and more. View details</p> <p>Close to Table Mountain, it's a perfect location for a romantic getaway. View details</p> <p>With its views, Table Mountain, golfing courses and dramatic coastline, Cape Grace is the perfect Cape Town hideaway for a romantic getaway. View details</p> <p>The hotel is the perfect Cape Town hideaway for a romantic getaway. View details</p>	<p>The buzzy one: Athenes</p> <p>From £180 B&B, breakfast included for the room. £220 for breakfast. Table Mountain views, sea views, and more. View details</p> <p>It's ideally located on the V&A Waterfront, with the hotel's views, sea views, and more. View details</p> <p>Close to Table Mountain, it's a perfect location for a romantic getaway. View details</p> <p>With its views, Table Mountain, golfing courses and dramatic coastline, Cape Grace is the perfect Cape Town hideaway for a romantic getaway. View details</p> <p>The hotel is the perfect Cape Town hideaway for a romantic getaway. View details</p>	<p>The designer one: Atlantic House</p> <p>From £250 B&B, breakfast included for the room. £300 for breakfast. Table Mountain views, sea views, and more. View details</p> <p>It's ideally located on the V&A Waterfront, with the hotel's views, sea views, and more. View details</p> <p>Close to Table Mountain, it's a perfect location for a romantic getaway. View details</p> <p>With its views, Table Mountain, golfing courses and dramatic coastline, Cape Grace is the perfect Cape Town hideaway for a romantic getaway. View details</p> <p>The hotel is the perfect Cape Town hideaway for a romantic getaway. View details</p>
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Over thousands of miles of the world's most exotic and exciting resorts will make your first getaway a truly unforgettable one to remember

THE ROMANTIC HIDEAWAY IN SOUTH AFRICA

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Filter | Cape Town

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UNSER TIPP Cape Grace: Kapstadts schönstes Flitterwochen-Hotel

SCHON SEIT EINIGEN JAHREN GILT DIE METROPOL ALS SCHWELTITEL FÜR KREATIVE UND DESIGNER. AUS ALLER WELT BRÄUT & BRÄUTIGAM MAGAZIN HAT SICH IN KAPSTADT IN EIN GANZ BESONDERES FLITTERHOTEL VERLIEBT: DAS CAPE GRACE DIRECT AN DER BAHNSTATION & A WATERFRONT.



Das Cape Grace Hotel ist ein perfektes Beispiel für ein modernes Flitterwochen-Hotel.



Wohnt auf den Veranden
 Umgeben von der Natur
 Der Cape Grace ist ein perfektes Beispiel für ein modernes Flitterwochen-Hotel. Die Zimmer sind geräumig und modern eingerichtet. Die Veranden bieten einen herrlichen Blick auf die Stadt und die Bucht.

Wir können festhalten: Cape Grace ist ein perfektes Beispiel für ein modernes Flitterwochen-Hotel. Die Zimmer sind geräumig und modern eingerichtet. Die Veranden bieten einen herrlichen Blick auf die Stadt und die Bucht.

- Cape Grace
- Lage
- Zimmer
- Service
- Spezial



Stilvoll durch Südafrika



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Die Südafrikaner sind stolz auf ihre Kultur und ihre Landschaften. Die Natur ist wunderschön und die Menschen sind herzlich. Die Südafrikaner sind stolz auf ihre Kultur und ihre Landschaften. Die Natur ist wunderschön und die Menschen sind herzlich.

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Cape Town's Cape Grace to unveil new function area

OCTOBER 2015 BY WIN EDWARDS. BE THE FIRST TO COMMENT

Cape Grace hotel, located on Cape Town's waterfront in South Africa and part of the Leading Hotels of the World, is opening a new pool and entertainment area for rooms.



Designed to resemble a yacht deck, the outdoor space overlooks Cape Town's yacht basin and Table Mountain. Complete with a sunken lounge, swim pool and bar, the new space will provide an exclusive and private area for events. Work on the area started in June.

Nautical elements will heighten the experience of 'being at sea', with unique maritime design features and furniture having been commissioned by some of Cape Town's leading craftsmen and designers.

The property, located on the Victoria & Alfred Waterfront, offers 107 rooms and also has a boardroom for up to 14 people.

Visit GRIT's South Africa Destination Guide here



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ENDORSEMENTS

“Beate has proved to be hard working, flexible and committed to the project, as well as great fun to work with. The results of the campaign far exceed our expectations. Coverage gained had an immediate impact on our bookings.”

Steve Jordan, Cape Active

„A huge thank you for a really wonderful campaign. I will certainly not hesitate in recommending you to industry colleagues. Promise you will be in touch when you next come to JHB – I will cook dinner for you.“

Nicky Fitzgerald, owner, Angama Mara in Kenya

“Brilliant job, thank you for all your efforts. Within just one year of appointing bp-pr we were able to increase the number of international guests by more than 22% with an average length of stay at 3.5 nights”

Riaan Kruger, General Manager, The Robertson Small Hotel

“You have generated impressive results within only a few weeks. I will recommend you to any tourism company looking for great media coverage in the UK and Germany.”

Barbara Lenhard, Opulent Living / Royal African Travel

“Bp-pr was an important part of the team during the opening of Gondwana. Without a doubt their management of the press throughout this period helped to build the hotel’s reputation and boost its success. Gondwana has appeared in prominent titles throughout the world and everywhere I go people comment on the quality of the coverage achieved.”

Wendy Rutherford, owner, Gondwana Game Reserve