



PR PUNDIT



WILDFLOWER HALL IN THE HIMALAYAS

Overview

Introduce Wildflower Hall in the Himalayas to the discerning traveller and to showcase the exotic property set amidst natural beauty.

Situation Analysis

Wildflower Hall in the Himalayas, located at an altitude of 8,500 ft, is a 45 minute drive from Shimla city. The Oberoi Group that rebuilt and refurbished the property after a fire gutted it down, converted it into a idyllic resort with a world class spa by Banyan Tree. With views of the magnificent snow capped Himalayas the resort is ideal for a summer sojourn or a cosy winter retreat.

The luxury resort, though recognized as a breathtaking hotel, was widely believed to be difficult to access – the shortest time taken from Delhi being 8 hours. The discerning traveller is unwilling to undertake an arduous journey to reach the resort. The Oberoi Group introduced the Oberoi Air Charter to make the resort a 45 minute flight from Delhi.

The Challenge

The challenge was to earn media endorsements for a hotel that had been launched and covered by the media earlier as well. The aim was to establish the resort as a ideal getaway that offered guests a range of activities, making it a destination in itself.



Strategy
Organise a familiarisation trip comprising of key media persons to enjoy the resort and the activities at the hotel.
Create a fun-filled itinerary enabling the media to experience a range of activities available at the hotel.
Showcase the splendour of the hotel in a fashion photo shoot



CASE STUDY

Execution & Tactics

PR Pundit recommended publications that reached out to the discerning traveller and invited only editors or senior writers who appreciated luxury and the good life. The journalists were invited in small groups of 3-4 to the resort with an itinerary that included rafting on the Sutlej, nature walks in the dense pine forests, horse riding, archery, picnics, yoga and pampering spa treatments. A walk with the in house naturalist who explained the flora and fauna along with the history of the area was much appreciated. A cocktail & dinner hosted by the General Manager drew the trip to the end.

Hosted the L'Officiel fashion team led by Anaita Shroff Adjanina for photo shoot that earned the hotel 21 pages in L'Officiel in September 2006

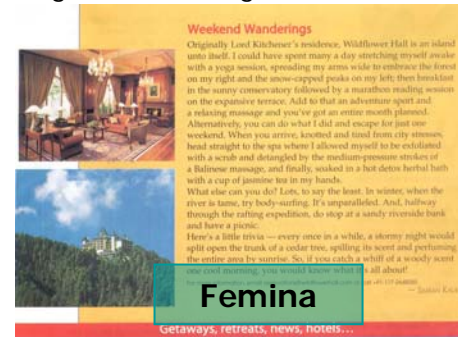


Outlook Life & Style

Results and Impact

Media endorsements in key publications such as HT City, India Today, Femina, L'Officiel, Outlook Traveller, India Today Travel Plus, Outlook Life & Style, etc. TV channels such as CNBC, NDTV, CNN-IBN also visited the property and showcased its facilities to their viewers.

The focused and sustained media reports over one year helped position Wildflower Hall in the Himalayas as a luxury destination in itself. With easy accessibility by the Oberoi Air Charter and a host of activities guests visited the hotel for longer periods of time. Guests chose and booked for leisure activities prior to arrival and requested for the naturalist to be present. Conferencing business at the resort increased with companies choosing to enjoy the soft adventure facilities while conducting brainstorming sessions.



PERFECT STRANGERS



Fashion takes a leaf out of Fall's sensuousness, as the look gets soft, colours merge subtly, and the atmosphere is charged with a touch of wildness. Enter the fairytale, at the Wildflower Hall, Shimla in the Himalayas. PHOTOS DHIRUJ SINGH



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Bloc Notes
Fashion Photo Shoot by L'Officiel



THE ALPINE EXPERIENCE
 Perched high up in the mountains, the Wildflower Hall, Shimla in the Himalayas-An Oberoi Resort, pampers the senses and offers one of the most breathtaking panoramic vistas. Welcome to Paradise.



of old world temporary elements of community in the modern world. It used to be the residence of the British Commander-in-Chief, Lord Kitchener, Wildflower Hall, Shimla in the Himalayas-An Oberoi Resort is today a luxurious resort property that reflects the rich history of the British Raj era, from the gleaming wood paneling and looming fireplaces to the original artworks on display. To fully experience the grandeur of Wildflower Hall, check into the Lord Kitchener Suite which overlooks the surrounding snow-capped mountains, lush valleys and dense pine forests of Mashobra. Wake up in the spacious master bedroom to the irresistible call of birds and pine-scented air. To drive away any lingering chill or just for the sake of creating a wonderful ambience, build a roaring fire in the living room fireplace as you get dressed in the cosy powder room. It may be difficult to leave the plush comforts of the L'Officiel-spread-out suite but the rest of the resort awaits discovery. As you walk by the lobby almost all the arched picture windows offer splendid views of the dense cedar and pine forest with the awe-inspiring snow peaks looming in the distance and realisation dawns: This is why the British chose Mashobra to build their country home getaways. The oriental rugs muffle the click of stilettos on the polished parquet floors as you make your way to L'Officiel-The Indian Restaurant, to sample a fusion of traditional Raj and Himachali delicacies. Should you choose to indulge in mid-day cravings, The Restaurant and The Conservatory offer all-day dining with a selection of continental and coffee shop specialties. After lunch, it's time to unwind and what better place to do so than the quaint card room and library that not only offer an extensive collection of books but also a hearty fireplace to complete the atmosphere of the quintessential English den. If reading is too sedate for you, head to the Billiards

room, or embark on an exhilarating adventure rafting through the Sutlej River, trekking through various mountain trails, exploring on mountain bikes, or horse riding. Wildflower Hall also offers activities like archery, day-camping experiences, equestrian, ice-skating during winters and even an indulgent gourmet outdoor picnic in the forest. Come evening, The Cavalry Bar beckons with its British Cavalry artifacts and an extensive array of wines, spirits and cigars. Before you retire for the night, book an appointment for the following day at the Oberoi Spa by Banyan Tree, where you can choose from an extensive menu of treatments, based on Western, Thai and Ayurveda techniques. Do request for a Spa pavilion located in the midst of the forest—a treat for all the senses. As you climb into the four-poster bed of your suite, you feel relaxed and stress-free and wonder if its the mountain air that seems to have worked its magic on you or if Wildflower Hall has you captivated by its charm. We'd think the latter.



TRAVEL
 ANEESHU GARA
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THE BEGINNING
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