



POST EVENT REPORT

A PARISIAN AFTERNOON
6 JUNE 2019



SOFITEL
HOTELS & RESORTS



KEY OBJECTIVE



Key Objective



- Create greater exposure of newly launched sponsorship activations around the Archibald Prize 2019
- Showcase the hotel's French cuisine to food & lifestyle media & bloggers
- Demonstrate our advocacy to being linked to the Sydney's arts & cultural scene and longstanding support of the Archibald Prize and the Art Gallery of NSW
- Reward corporate clients for their loyalty and bring us on top of mind for future business opportunities
- Increase links to the website to improve SEO and website conversions through InstaStories and post event media coverage



KEY MESSAGE & MEDIA RELEASES



Key message

- Reinforce new direction 'Living the French way' with a Parisian afternoon and promoting a number of Parisian focussed offers
- Defend title as Hotel of the arts as the main sponsors of the Archibald Prize for the 15th year now
- Promotion of Archibald High Tea currently on offer publicly
- Promotion of new French inspired winter menu and its signature dishes available now at Garden Court Restaurant
- Announcement of new spirit partner Archie Rose with an exclusive pop up bar and offering of newly curated cocktail 'The Archibald'



PRESS RELEASE

6 June 2019

Feel like a Parisian at Sofitel Sydney Wentworth



Credit: Destination NSW



For High Resolution images, [click here](#).

Following the completion of a stylish multi-million-dollar makeover, Sofitel Sydney Wentworth invites all Francophiles to indulge this Winter, with the launch of a new range of magnifique Parisian experiences; perfectly timed to enjoy as the weather continues to cool.

From exquisite French cuisine, arts and culture, to shopping experiences, Sofitel Sydney Wentworth, located in the heart of Sydney's CBD, highlight the best of their French-inspired activities to enjoy this Winter.

Dine like a Parisian

Dine like a Parisian in the European style surrounds of Garden Court Restaurant and allow French Native Executive Chef, Boris Cuzon, and his team to present their newly launched French-inspired Winter delights as part of the dinner-a-la-carte selection. Indulge in Cuzon's signature entrée dishes such as Beef Tartare, Spanner Crab or start your culinary journey with the Artisan Charcuterie Board. Guests are spoilt for choice with mains such as the poached Rock Cod (celeriac, lemon, saltbush) or Dry Aged Hawkesbury Duck (apricot mostarda, fennel, braised leg) are Chef's recommendations this season. Guest with a sweet tooth won't pass the Raspberry Mille-feuille (rose cream, fresh raspberry, raspberry sorbet, puff pastry) or the Hazelnut Soufflé (blueberry compote, ricotta sorbet).

To read more about the newly launched menu, visit www.sofitelsydney.com.au/en/food.html

Alternatively, guests are invited to indulge in a French Winter Buffet in Garden Court Restaurant, for a limited time only until 15 August 2019. Priced at \$45* per adult and \$25* per child, warm up with a range of hearty gourmet soups, Raclette cheese, tasty artisan cheeses, condiments and homemade French baguettes and desserts are on offer to truly spoil guests this Winter.

To read more about the French Winter Buffet, visit www.sofitelsydney.com.au/parisianonline

French culinary enthusiast aiming to warm up before or after their Sydney adventure, Soirée at the Wentworth offers two choices of Traditional French Style Cheese Fondues, priced from \$25* per person.

Available daily from now until 15 August 2019

To read more about the Sofitel's Traditional French Style Cheese Fondues, visit www.sofitelsydney.com.au/parisianonline

Shop like a Parisian

Sofitel Sydney Wentworth launches *Parisian Chic*, the essence of true French indulgence.

Parisian Chic has been curated to perfection to enjoy some of life's simply pleasures this Winter. Guests are invited to treat themselves and/or their friends and family to a luxurious experience in the heart of Sydney's shopping district, from \$496 per night* featuring the below inclusions for a perfect weekend away:

- Overnight accommodation in a Superior Room or upgrade to a Club Room or Suite to enjoy access to Club Sofitel
- Two French Martinis on arrival
- French afternoon Tea for two, *Café Gourmand*
- French Manicure for two
- \$130 Westfield Shopping Voucher

- Late check out at 12pm

To read more about *Parisian Chic*, visit www.sofitelsydney.com.au/parisianchic

Be Cultured like a Parisian

Sofitel Sydney Wentworth collaborates with the nearby Art Gallery of NSW to bring arts enthusiasts *The Essential Duchamp Exhibition*, running until 11 August. Renowned for breaking down the boundaries between works of art and everyday objects and as a pioneer of the Dada movement, Marcel Duchamp is one of the 20th Century's most original and influential artists.

Uncover Sydney's vibrant arts and culture scene with an overnight stay at Sofitel Sydney Wentworth priced at \$333* per night, featuring the below inclusions:

- Overnight accommodation in a Superior Room
- Café Gourmand for two in Soirée Bar
- Two cocktails on arrival
- In-room French breakfast
- Late checkout at 12pm
- Two tickets to The Essential Duchamp at The Art Gallery of New South Wales

To read more about Sofitel's Essential Duchamp Exhibition accommodation packages, visit www.sofitelsydney.com.au/culturallythefrenchway

*All offers are subject to availability and bookings are essential. For all terms and conditions, please visit sofitelsydney.com.au

ENDS

Sofitel Sydney Wentworth: @sofitelsydney | www.sofitelsydney.com.au

Sofitel Melbourne on Collins: @sofitelmelbourneoncollins | www.sofitel-melbourne.com.au

Accor: @accorhotelsaus | www.accor.com

About Sofitel

Sofitel Hotels & Resorts is an ambassador of modern French style, culture and art-de-vivre around the world. Established in 1964, Sofitel is the first international luxury hotel brand to originate from France with over 120 chic and remarkable hotels in the world's most sought after destinations. Sofitel exudes a refined and understated sense of modern luxury, always blending a touch of French decadence with the very best of the locale. The Sofitel collection includes such notable hotels as Sofitel Paris Le Faubourg, Sofitel London St James, Sofitel Munich Bayerpost, Sofitel Rio de Janeiro Ipanema, Sofitel Washington DC Lafayette Square, Sofitel Sydney Darling Harbour and Sofitel Bali Nusa Dua Beach Resort. Sofitel is part of Accor,



PRESS RELEASE

Celebrate the Archibald Prize 2019 with two Archie offerings at Sofitel Sydney Wentworth

Newly refurbished icon joins forces with Australia's most highly awarded distillery, Archie Rose, to launch Archie cocktails as part of its 15th anniversary campaign, supporting the Archibald Prize 2019



Images: <https://www.dropbox.com/sh/4715q37d9ec0ba/AACCY8WgaJfUo8ZrRiSkH8Pa?dl=0>

Sydney 20 May 2019

For the 15th year, Sydney's 'hotel for the arts' Sofitel Sydney Wentworth is proud to be the Official Hotel Partner of the 2019 Archibald Prize, now on at the Art Gallery of NSW until 8 September 2019.

This year, Sofitel Sydney partners with another famous Archie, Australia's highly awarded distillery Archie Rose, to celebrate Australia's most extraordinary art event.

For the first time, new partner Archie Rose has curated two art-inspired cocktails, available in Soiree Bar until 31 July 2019.

In addition, for the fifth year, the hotel is offering its popular Archibald High Tea in the Hotel's Tea Lounge. Also art inspired, this year's High Tea showcases the culinary and artistic skills of Executive

Chef Boris Guzon and his pastry team. Featuring a contemporary black & white creation of sesame and coconut macaron, panna cotta and black pearls, truffle & goat cheese in a black bun and smoked salmon, avocado, crème fraîche, caviar in a charcoal cone.

As part of Sofitel Sydney Wentworth's latest cultural accommodation experience, guests receive two tickets to the 2019 Archibald Prize exhibition at the Art Gallery of New South Wales and two Archie Rose cocktails, served in Soiree Bar. Priced at \$333 per night guests stay in a newly refurbished Superior Room and indulge in a French Café Gourmand and a French in room breakfast, all priced at \$333 per night.

Archie cocktails by Archie Rose

For the first time, new partner Archie Rose curated two Archie cocktails available in Soiree Bar from now until 31 July 2019.

Experience a creative, art inspired range of gin-based cocktails including the light, fresh and clean 'The Archibald' featuring Archie Rose Signature Dry Gin, dry sherry, soda with a lemon twist; a perfect start to your Archibald Prize experience.

Find out more www.sofitelsydney.com.au/archiecocktails

Archibald High Tea

Priced from \$75 per person including Dilmah Tea, the Archibald High Tea is available for a limited time at Sofitel Sydney Wentworth's Soiree Bar. The offer also features one ticket to the Archibald Prize 2019 at the Art Gallery of New South Wales. The curated High Tea is available in the Tea Lounge from now until 31 July 2019.

Find out more at www.sofitelsydney.com.au/archiehightea

Culturally the French Way

For those in need of additional indulgence, extend your ultimate Archibald experience and stay in the luxurious comfort of a newly refurbished guest room with elegant French styling. Discover the ultimate cultural escape in the heart of Sydney, only steps away from the Art Gallery of NSW. Admire the spectacular works displayed in this iconic gallery and indulge in the below inclusions:

- Accommodation in a Superior Room
- French Café gourmand for two
- Two Archie Rose cocktails served in Soiree Bar
- Two tickets to the Archibald Prize 2019 and late check out at 12pm

Find out more and visit <https://www.sofitelsydney.com.au/archieescape>



INVITATION & GUEST LIST



Invitation



A PARISIAN AFTERNOON



Hosts of the Arts, Sofitel Sydney Wentworth, together with Archie Rose, invite you to an unforgettable experience of art, cocktails, cuisine in Sydney's CBD.

Join us for a lunch in Garden Court Restaurant as you dine like a Parisian with a selection of French winter delights. Be welcomed with a gin & rose arty cocktail by the night's orange new partner Archie Rose.

Dressed in couture like a Parisian and get the chance to meet 2019 Australian Print Winner Tony Costa, Mauro Paggi, Deputy Director & Director of Collections and Anne Ryan, Curator of Australian Prints, Drawing & Watercolours from the Art Gallery of New South Wales. We complete the afternoon with a mini portrait class to learn the basic drawing techniques.

WHEN
Thursday 6 June 2019 | 1pm - 3pm

WHERE
Garden Court Restaurant, Lvl 5,
Sofitel Sydney Wentworth

RSVP
Please RSVP to Paula Czarinho
by 30 May 2019.

RSVP NOW

OFFICIAL DISTILLER OF
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EVENT IMAGES



6 June 2019





6 June 2019



GUEST FEEDBACK



Guest feedback

Good evening Paula,

What an absolutely marvellous lunch and afternoon we had! Sally and I are very grateful for the invitation. We had so much fun and felt very privileged having Philip join us at our table.

I still can't believe I won a prize and then also spending the afternoon at the tasting with Tony Costa and his lovely partner Jeanette.

Thank you so much.

Kind regards,
Catherine

Catherine Combes | Office Operations Manager

T [+61 2 8249 2605](tel:+61282492605) **M** [+61 411 320 840](tel:+61411320840) **E** catherine.combes@whitecase.com

White & Case | Level 50, Governor Phillip Tower, 1 Farrer Place | Sydney NSW 2000

Hi Paula

Thank you so much for inviting us to this event. It was lovely and I thoroughly enjoyed. Have a great day! Desserts was a hit!!

Regards

Yung

Yung Duong | Senior Co-ordinator – Advice Office

Level 17, 33 Alfred Street, Sydney NSW 2000

P: 0412 304 805 | E: yung_duong@amp.com.au | W www.hillross.com.au

| www.amp.com.au

Hi Paula,

Thank you for having me at your Parisian Afternoon. It was a delightful experience.

Kind regards,

Stephanie Vercoe
Events Marketing Manager
Forum Group Events & Marketing

111 Flinders Street, Surry Hills, NSW, 2010

Phone 02 8302 5523 **Mobile** 0419 419 306 **Web** forumgroupevents.com.au



MEDIA COVERAGE



[illegible]

Instastories



Instastories



Instastories



Total reach:

- 316 views/story

Total average views:

- 29x stories = 9,164 views

Total Value: \$11,913.20

(average cost/view @ \$1.30)



Online features

<http://www.eglobaltravelmedia.com.au/sofitel-sydney-wentworth-launch-a-new-range-of-parisian-experiences-this-winter/>

The Holiday and Travel Magazine

Exciting News! The 2,600,000th person read this Magazine mid 2018. An innovative new way of promoting tourism in the Hunter Valley region of New South Wales in Australia, selected Australian cities, and featured overseas countries. Featuring MICE and Corporate Travel news, destinations and events. On the right hand side of the page you will find an index of articles by date, by travel location, and by popularity. Happy reading!

THURSDAY, 13 JUNE 2019

Sofitel Sydney Wentworth Launch a New Range of Parisian Experiences This Winter

Following the completion of a stylish multi-million-dollar makeover, Sofitel Sydney Wentworth invites all Francophiles to indulge this Winter, with the launch of a new range of magnificent Parisian experiences, perfectly timed to enjoy as the weather continues to cool.

From exquisite French cuisine, arts and culture, to shopping experiences, Sofitel Sydney Wentworth, located in the heart of Sydney's CBD, highlight the best of their French-inspired activities to enjoy this Winter.

Dine like a Parisian

Dine like a Parisian in the European style surrounds of Garden Court Restaurant and allow French Native Executive Chef, Boris Cuzon, and his team to present their newly launched French-inspired Winter delights as part of the dinner a-la-carte selection. Indulge in Cuzon's signature entrée dishes such as Beef Tartare, Spanner Crab or start your culinary journey with the Artisan Charcuterie Board. Guests are spoilt for choice with mains such as the poached Rock Cod (celery, lemon, saltbush) or Dry Aged Hakebass/Duck (apricot mostarda, fennel, braised leg) as Chef's recommendations this season. Guests with a sweet tooth won't pass the Raspberry Mille-feuille (rose cream, fresh raspberry, raspberry sorbet, puff pastry) or the Hazelnut Soufflé (blueberry compote, ricotta sorbet).

To read more about the newly launched menu, visit www.sofitel-sydney.com.au/en/sga.html

Alternatively, guests are invited to indulge in a French Winter Buffet in Garden Court Restaurant, for a limited time only until 15 August 2019. Priced at \$457 per adult and \$227 per child, warm up with a range of hearty gourmet soups, Ratatouille cheese, baby artichokes, condiments and homemade French baguettes and desserts are on offer to truly spoil guests this Winter.

To read more about the French Winter Buffet, visit www.sofitel-sydney.com.au/parisianindulging

French culinary enthusiasm aiming to warm up before or after their Sydney adventure, Soirees at the Wentworth offers two choices of Traditional French Style Cheese Fondue, priced from \$25* per person.

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Sofitel Sydney Wentworth Launch a New Range of Parisian Experiences This Winter

June 13, 2019 Hotel News No Comments Email

THIS STYLE HOSPITALITY IN THE CITY OR ON THE BEACH

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To read more about the Sofitel's Traditional French Style Cheese Fondue, visit www.sofitel-sydney.com.au/parisianindulging

<http://europe.etbtravelnews.global/383103/sofitel-sydney-wentworth-launch-a-new-range-of-parisian-experiences/>

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Sofitel Sydney Wentworth launch a new range of Parisian experiences

ETB Travel News > Africa > Sofitel Sydney Wentworth launch a new range of Parisian experiences

June 13, 2019 Africa, America, Asia, Australia, Europe, Hospitality News, India, Middle East, New Zealand No comments

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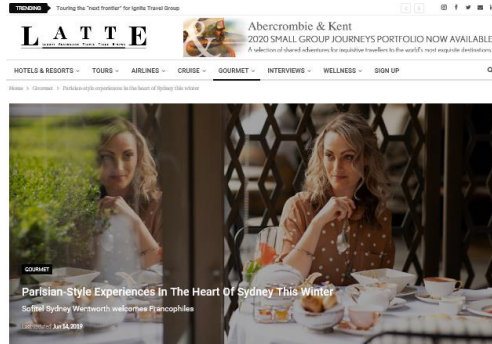
Reach AU: 3,562
Value: \$800



Reach AU: 9,000
Value: \$1,500

Online features

<https://latteluxurynews.com/2019/06/12/parisian-style-experiences-in-the-heart-of-sydney-this-winter/>



Following the completion of a six-day multi-million-dollar makeover, **Sofitel Sydney Wentworth** invites all Francophiles to indulge this winter, with the benefit of a new range of megapopular Parisian experiences, perfectly suited to enjoy as the weather continues to cool.

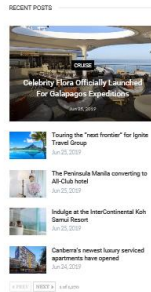
From exquisite French cuisine, arts and culture, to shopping experiences, **Sofitel Sydney Wentworth**, located in the heart of Sydney's CBD, highlight the best of their French-inspired activities to enjoy this winter.



Dine like a Parisian

Dine like a Parisian in the European style surrounds of **Garden Court Restaurant** and allow French Native Executive Chef, **Berlin Curren**, and his team to present their newly launched French-inspired Winter delights as part of the dinner's exclusive selection. Indulge in Curren's signature creative dishes such as Beef Tartare, Spiced Crab or start your culinary journey with the Artisan Charcuterie Board. Guests are spoils for choice with mains such as the poached Rock Cod (scallops, lemon, shallots) or Dry Aged Haremsbury Duck (spiced mustard, fennel, brandy) and Chef's recommendations this season. Guest with a sweet tooth won't pass the Raspberry Mille-feuille (crème anglaise, fresh raspberry, raspberry sorbet, puff pastry) or the Blazebud Soufflé (blackberry compote, cream soufflé).

To read more about the newly launched menus, see www.sofitelsydney.com.au/en/sgn/latte



French culinary enthusiasts dining to warm up before or after their Sydney adventure, indulge at the Wentworth offers indulgences of Traditional French Style Cheese Fondues, priced from \$35* per person.

Available daily from now until 15 August 2019

To read more about the Sofitel's Traditional French Style Cheese Fondues, see www.sofitelsydney.com.au/parisianindulging

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- Two French Martinis on arrival
- French afternoon Tea for two, Café Gourmand
- French Menu for two
- \$50 Wentworth Shopping Voucher
- Late check out at 12pm

Additional details about Parisian Chic here www.sofitelsydney.com.au/parisianchic



Be Cultured like a Parisian

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Discover Sydney's vibrant arts and culture scene with an overnight stay at Sofitel Sydney Wentworth priced at \$335* per night, featuring the below inclusions:



<https://www.travelweekly.com.au/article/hotel-wrap-ovolos-dog-friendly-rooms-ihgs-new-brand-pan-pacifics-expansion/>

Sofitel Sydney Wentworth partners with Archie Rose Distilling Co. to celebrate 2019 Archibald Prize

For the 15th consecutive year, Sofitel Sydney Wentworth is official hotel partner of the 2019 Archibald Prize, now on at the Art Gallery of NSW until 8 September 2019.

This year, Sofitel Sydney Wentworth has partnered with the award-winning Archie Rose Distilling Co. to celebrate the art event with art-inspired cocktails and the ever-popular Archibald High Tea.



Archie Rose Distilling Co. have curated two Archie cocktails available in Soiree Bar from now until 31 July 2019.

Priced from \$75 per person including Dilmah Tea, the Archibald High Tea is available for a limited time at Sofitel Sydney Wentworth's Soiree Bar.

The offer also includes one ticket to the Archibald Prize. The curated High tea is available in the Tea Lounge from now until 31 July 2019.

Those who need more excuses to indulge can extend their Archibald experience and stay in the luxurious comfort of a newly refurbished guest room with elegant French styling at Sofitel Sydney Wentworth.

The package includes accommodation in a Superior Room, French Café gourmand for two, two Archie Rose cocktails served in Soiree Bar, two tickets to the Archibald Prize 2019, and late check out at 12pm.

Online features

<http://hotelmagazine.co.nz/2019/05/21/sofitel-sydney-wentworth-continues-partnership-with-art-exhibition/>



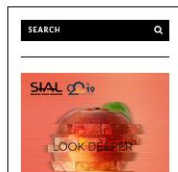
For the 15th consecutive year, Sofitel Sydney Wentworth is the official hotel partner of Australia's Archibald Prize.

Sofitel Sydney Wentworth has partnered with the award-winning Archie Rose Distilling Co. to celebrate the art event with art-inspired cocktails and the Archibald High Tea.

As part of the partnership, Archie Rose has also curated two cocktails at the hotel's Soiree Bar, available from now through to 31 July 2019.

Since its inception in 1921, the Archibald Prize exhibition features portraits of notable figures in Australian culture, including everyone from politicians to sporting heroes and artists.

The prestigious portrait and painting award's exhibition is now on at the Art Gallery of NSW until September 2019 and expects to attract over 100,000 visitors.



<http://www.eglobaltravelmedia.com.au/sofitel-sydney-wentworth-partners-with-archie-rose-distilling-co-to-celebrate-the-archibald-prize-2019/>



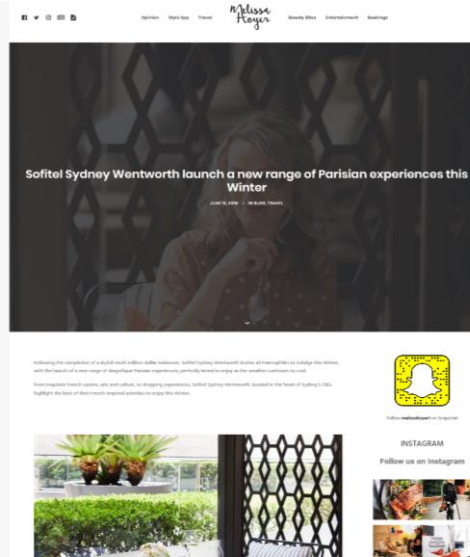
Reach: 1,090
Value: \$450



Reach AU: 3,562
Value: \$800

Online blogs

<http://www.melissahoyer.com/sofitel-sydney-wentworth-launch-a-new-range-of-parisian-experiences-this-winter/>



Dine like a Parisian in the European style surrounds of Garden Court Restaurant and allow French Native Executive Chef, Boris Cuzon, and his team to present their newly launched French-inspired Winter delights as part of the diverse à la carte selection. Indulge in Cuzon's signature entree dishes such as Beef Tartare, Spiced Crab or start your culinary journey with the Artisan Charcuterie Board.

Guests are spoils for choice with mains such as the poached Rock Cod (potatoes, tomato, cauliflower) or Dry Aged Newbury Duck (grapes, mustard, tomato, basil, fig) are Chef recommendations this season. Close with a sweet tooth won't pass the Raspberry Mille-Feuille (pate cream, fresh raspberry, raspberry sorbet, puff pastry) or the Hazelnut Soufflé (blueberry compote, cotti's sorbet).



Sofitel Sydney Wentworth launches Parisian Chic, the essence of true French indulgence.

Parisian Chic has been carefully curated to provide the very best of Paris in the heart of Sydney. Guests are invited to treat themselves and their friends and family to a luxurious experience in the heart of Sydney's shopping district, from \$488 per night* featuring the below inclusions for a perfect weekend away.

Overnight accommodation in a Superior room or upgrade to a Club Room or Suite to enjoy access to Club Sofitel.

Two French breakfasts on arrival.

French afternoon Tea for two, Club Signature.

French Macarons for two.

Spa treatment (shopping voucher).

Late check-out at 1pm.



Sofitel Sydney Wentworth collaborates with the leading art gallery of NSW to bring you an exclusive the essential Sydney art collection, featuring over 100 pieces of art from the collection of the National Gallery of Australia, including the works of J.M.W. Turner, Vincent van Gogh, and many other world-famous artists.

Overnight accommodation in a Superior Room.

Reach: 1,040
Value: \$400



Total Value

Instastories

Total reach:

- 316 views/story

Total average views:

- 29x stories = 9,164 views

Total Value:

- **\$11,913.20**

(average cost/view @ \$1.30)

Other online coverage

Total reach:

- 45,977

Total Value:

- **\$10,100**



Total reach:

- 55,141

Total Value:

- **\$22,013**

