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CASA DI LANGA
PIEMONTE

REYA Communications and VIVA Lifestyle PR Appointed for the Global Launch of Casa di Langa, Italy's Newest Hotel to Debut in Piedmont in Spring 2021



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New York | Rome | (October 27, 2020) [Casa di Langa](#), a new sustainable luxury hotel opening Spring 2021 in the heart of northern Italy's Piedmont region, has appointed [REYA Communications](#) (REYA) and [VIVA Lifestyle PR](#) (VIVA) as their communications agencies for the global media launch.

With a deep respect for the natural world and its sustainable future, Casa di Langa is dedicated to creating a luxurious experience that cares for both its guests and environment. Set on 42 hectares (over 100 acres) of working vineyards and rolling hills, the 39-room eco-centric hotel combines traditional Piedmontese design with sustainable practices thoughtfully threaded throughout the guest experience. As a keyhole to the Langhe region, a UNESCO World Heritage site known for its cultural landscapes, Casa di Langa embraces tradition with a foot in the past, and an eye on the future. It is a testimony to winegrowing and winemaking traditions, in a location known for some of the best wines in the world.

“Showcasing a new five star standard of luxury through sustainability, is a unique concept and story. We feel confident that REYA can help us share this message of sustainable practices with the world. Knowing our commitment to sustainability is rooted in every aspect of the hotel experience and is matched by our agencies, ensures that we are both committed to preserving and enhancing the Piedmont region.” shares Eva Codina, Casa di Langa's General Manager.

Casa di Langa has partnered with REYA, which has garnered global recognition for its success with brands rooted in conservation, sustainability and social impact. Founded by Travel PR veterans Alexandra Avila and Julie Leventhal, REYA combines their passions for working with independent and family-owned hotels and operators, while promoting and safeguarding the people, wildlife and landscapes that make it so unique. Avila was honored in 2020 as a “Top Woman in PR” by PR News for leveraging her media expertise to support and drive sustainable tourism through storytelling.

“We position ourselves to work with travel brands providing the best in service to their guests, but also their communities and environments. Working with Casa di Langa allows us to continue to promote responsible tourism to our favorite destinations.” says REYA’s co-founder, Alexandra Avila.

While REYA will focus on the American and European markets, VIVA will take the lead in the domestic Italian market. Founded by Alison Sager, who is based in Rome, she is no foreigner to the culinary and travel landscape of Italy. With experience launching Castiglione del Bosco in Tuscany and servicing clients including Palazzo Parigi, The First Hotels, Palazzo Dama, D.O.M Hotel, AG Group, the Langhe Tourism Board and other high end independent properties throughout the Bel Paese.

About Casa di Langa:

[Casa di Langa](#) is a sustainable luxury hotel in the heart of northern Italy’s Piedmont region. This five-star property opening March 2021 sits on the doorstep of Le Langhe, a UNESCO World Heritage site, and is home to some of the finest wines and the highest quality of white truffles in the world. Overlooking 42 hectares (over 100 acres) of working vineyards and rolling hills, the 39-room eco-conscious hotel combines traditional Piedmontese design with sustainable practices thoughtfully threaded throughout the guest experience. At Fàula Ristorante, led by Chef Manuel Bouchard, guests can enjoy the finest expression of regional cuisine that blends an artisanal approach through a modern lens. At Sori Cocktail Bar, guests can indulge in wines from around the world and neighboring vineyards, including rare bottles from its sister wineries; Vietti and Enrico Serafino. Cooking classes, a wine academy, truffle hunting, and art tours are among the many immersive guest experiences available at the property debuting this Spring.

About REYA:

[REYA Communications](#) is a boutique communications agency for luxury travel brands navigating the media world with a commitment to conservation, sustainability and social impact. Founded by Travel PR veterans Alexandra Avila and Julie Leventhal, REYA combines their passions for working with independent and family-owned hotels and operators. They seek to work with travel brands providing the best in service to their guests, but also their communities and environments. They believe the power of public relations can generate quality media awareness, but also recognition and support for the social impact travel brands are making.

About VIVA:

[VIVA Lifestyle PR](#) is a boutique creative consulting agency specializing in integrated public relations, communications, marketing, and branding services for international clients in the travel, lifestyle and wellness industries. Drawing upon her 15+ experience with high profile clients in the hospitality, travel and tourism industries, Alison Sager founded VIVA to share authentic connections and impactful experiences with the world. VIVA curates long-lasting, personal relationships with industry pioneers, passionate start-ups, emerging destinations and sustainable developments to bring their incredible stories to life.

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