



Industry

Hospitality

Services

Sales

Date of Service

June 2021 – December 2021

Case Study

Luxury Leisure Sales

Situation

Located in Farmington, Pennsylvania, Nemacolin is a four-season playground nestled within 2,000 acres offering diverse lodging options including distinctly different hotels, villas, homes, and an impressive offering of restaurants, activities and amenities. The resort is part of the Preferred Hotels & Resorts L.V.X. Collection. Traditionally, Nemacolin focused primarily on group business. However, during the pandemic, the property made the decision to pivot and target luxury leisure travelers through high-end travel advisors. Resort ownership hired PTG Consulting to provide recommendations for repositioning and operational changes to attract the luxury leisure guest.

Solution

PTG Consulting started with a full onsite evaluation of the resort, which included assessment of the current guest experience utilizing the Preferred Hotels & Resorts' L.V.X. Collection Criteria; a review of all services and operational department processes; evaluation of agent- and consumer-facing marketing including the website, GDS, and hotel detail; review of sales and marketing plan; and review of participation in travel programs such as Preferred Platinum. Following the assessment, PTG Consulting delivered a detailed and highly actionable report with feedback and recommendations for changes in product and services, which included an action plan for luxury leisure programs, recommended targeted marketing, consortia and travel advisor program recommendations, and updated collateral for travel advisors. Finally, PTG Consulting executed its sales mentorship program, working side-by-side with the resort's new director of leisure sales to ensure she was set up for long term success, which included making key introductions for the new Director of Leisure Sales, constructing the annual action plan, and planning five weeks of sales calls.



Results

- ✓ Travel advisors now understand the resort and are excited to sell it to the leisure market
- ✓ Due to the relationships and reputation of the PTG Consulting team, the resort quickly gained trust among the travel advisor community who began booking the resort
- ✓ Agents now call the resort's new director of leisure sales directly
- ✓ The resort made the short list for the American Express Fine Hotels & Resorts program
- ✓ Nemaocolin has now converted to PTG Consulting's sales representation offering for 2022 to extend its reach within the luxury travel advisor community

+124%

Leisure ADR increase

+75%

Leisure bookings

+256%

Leisure revenue

“PTG Consulting has been a great partner helping provide visibility and connectivity to clients that we could not have reached on our own. The value they bring with industry knowledge, personal relationships and proven history of success make them the best in their field. Their professional team has been a dream to work with and we consider them part of our family.”

— Christopher Baran | *Vice President of Sales and Marketing, Nemaocolin*