



Industry

Hospitality

Services

Pre-Opening

Asset Management

Date of Service

March 2019 – September 2020

Case Study

Pre-Opening Journey to Post-Opening Support

Situation

A newly built resort located on the small island of Kurimajima – located halfway between Japan and Taiwan – Seawood Hotel, Miyakojima Kurima Resort needed support in its pre-opening journey. New to the hotel space, ownership engaged PTG Consulting to support all aspects of its pre-opening phase, as well as provide select services following the resort's launch.

Solution

PTG Consulting conceptualized and executed a comprehensive strategy plan to satisfy several areas of need for Seawood Hotel, Miyakojima Kurima Resort, which included:

- ✔ Brand concept development and positioning services: acting on behalf of the resort, PTG Consulting provided guidance and direction to the contracted branding company to ensure accurate representation and “voice” for the resort, as well as concept direction for website and creative assets
- ✔ Pre-opening services: creation of a pre-opening budget, development of a sales and marketing plan, strategic positioning, pricing, room types, and channel mix, organizational planning, and pre-opening checklist
- ✔ Post-opening services: includes, review and adjustment of operations and staffing, performance review, ongoing customer service training, social media recommendations and training, marketing recommendations, quality assurance benchmarking, and pricing and positioning recommendations
- ✔ Customer service training throughout the entire resort and creation of all training manuals and SOPs



Results

PTG Consulting's engagement resulted in many pre-opening, training, branding and post-opening activities that are proprietary to the client, and satisfied the client's goals by producing the following deliverables:

- ✔ Successful opening of the resort. The Chairman hosted a VIP group as part of a soft opening event, which received stellar reviews, and Seawood opened its doors to the public a few weeks later.
- ✔ Detailed pre-opening and operating budgets
- ✔ SWOT Analysis
- ✔ Training manuals and SOPs in both English and Japanese
- ✔ Organizational recommendations and set up
- ✔ Job descriptions
- ✔ Onsite customer service training support for both pre-and-post opening
- ✔ Positioning and pricing structure and recommendations
- ✔ Package recommendations
- ✔ Sales and marketing partner recommendations
- ✔ Associate performance appraisal process and goal alignment recommendations
- ✔ Ongoing monthly reports with specific recommendations
- ✔ The client was so happy with PTG Consulting's support, collaboration, and partnership, they engaged us to help open another hotel in the United States.