



H U N T L E Y
SANTA MONICA BEACH

Industry

Hospitality

Service

Sales

Date of Service

November 2021 – present

Case Study

Managing Group Leads

Situation

The Huntley Santa Monica is a sophisticated hotel with 204 rooms and 16 suites, ideally situated close to Santa Monica's acclaimed beaches, the Santa Monica Pier, and the Third Street Promenade. As with many of its peers, the hotel was experiencing staffing issues and struggled to respond to group sales leads. Not wanting to risk losing out on any group activity, the hotel turned to PTG Consulting for help.

Solution

PTG Consulting assigned a sales expert to handle all of the hotel's group inquiries, with a focus on the following activities:

- Evaluate and review all group inquiries, responding to all appropriate and relevant incoming group leads
- Collaborate with hotel's revenue director to evaluate the group information and assess the details of the hotel's offer including rate quotes, dates, stay pattern, terms and conditions
- Negotiate contractual terms with client for each appropriate group
- Facilitate the group contracting process



Results

- The hotel immediately saw an increase in its group conversions
- With so few hotels able to respond to group leads due to staffing, group planners started sending more leads to Huntley due to its ability to respond
- The hotel's revenue director was able to remain focused on driving revenue to the hotel overall versus trying to respond to group leads
- The hotel's group index increased

+52%

Increase in group
sales leads

+34%

Conversions on
group sales leads

+37%

Increase in the hotel's
group index

“PTG Consulting jumped in and helped during a time in need by providing me with an amazing individual quickly. I am so appreciative of their quick response and expert support!”

— Shiva Aghaipour | *Executive Vice President, The Huntley Hotel Santa Monica*