



Case Study



Toscana Resort Castelfalfi

Industry

Hospitality

Service

Sales

Date of Service

January 2022 – present

Luxury Leisure Sales

Situation

Toscana Resort Castelfalfi is a jewel set in the heart of Tuscany, a land that is historically rich in art, beauty, and culinary traditions. A member of the Preferred Hotels & Resorts L.V.X. Collection, it is the perfect destination for travelers who want to get away from the bustle of life and enjoy a marvelous interlude of pleasure as well as those looking for a more relaxed and peaceful lifestyle. Toscana Resort Castelfalfi is a leisure-focused hotel, historically very strong in the German and Swiss markets that make up about 40 percent of its business, with groups being another major component of the hotel's business mix.

The United Kingdom and United States are within Tuscany's top 10 feeder markets; however, Toscana Resort Castelfalfi is not receiving its fair share of this business. New ownership had a vision to reposition to a five-star luxury resort and penetrate the U.K. and U.S. markets. Toscana Resort Castelfalfi engaged PTG Consulting for sales representation services to engage more effectively both of these markets.

Solution

With a new focus and product enhancements, there was opportunity to visit some of the exclusive partnerships with Virtuoso and American Express. Today, approximately 24 hotels within Tuscany are members of Virtuoso, and many are part of the American Express Fine Hotels & Resorts program. This means that the hotel needed to focus efforts on creating the awareness with key travel advisors to ensure it can capture its fair share of both markets by 2024. PTG Consulting created an aggressive relaunch plan, which included a leisure sales action plan, aggressive travel schedule, and two FAM trips.



Results

Only two months into the representation engagement, PTG Consulting is starting to see some interest and potential results.

- Two travel advisor webinars and two potential bookings over \$10,000 each have been confirmed
- PTG Consulting met with Virtuoso, and the organization has agreed to visit the resort in August 2022 to review the property for its program
- PTG Consulting has opened discussions with six luxury DMC's on behalf of the resort