



**Industry**

Hospitality

**Service**

The Calliope Collective

Sales Representation US and UK

**Case Study**

# Nemaquin

## Situation

Nemaquin is a luxury resort situated in rural Pennsylvania that boasts diverse accommodations including butler-serviced suites, iconic rooms, homes, and estates. Dining options range from a seafood restaurant, bistro, to fine dining and more, while experiences include an adventure park, jeep off-roading, Segway tours, and wildlife encounters.

Nemaquin's business mix was 60% group/40% transient, which was not giving them the ADR or ancillary spend needed for long term success. In 2021, management determined that they needed to change direction and become a more luxury, guest-centric transient property no longer focusing as much of their attention on groups. PTG Consulting was engaged to guide Nemaquin through this transition, which ultimately led to providing sales management and leadership on behalf of the hotel.

## Solution

PTG Consulting completed a thorough onsite evaluation, creating an action plan for the property to follow. Through PTG Consulting's branded service, The Calliope Collective team assisted the property in implementing the action plan for the resort's sales process. This plan included:

- Creating marketing materials
- Mentoring the group salesperson in their transition to leisure sales
- Creating sample itineraries for Travel Advisors
- Adjusting staffing to support more transient business
- Training the reservations team on leisure sales



Because Nemaquin had historically focused on group business, the sales team didn't have marketing materials to help them intrigue travel advisors. PTG Consulting helped them create these documents which allowed them to increase awareness of the property within the travel advisor community.

As selling to travel advisors is very different from selling to groups, The Calliope Collective team mentored the group salesperson as she learned how to sell to the leisure transient market. Traveling together for sales calls, PTG Consulting introduced her to contacts, and worked on her presentation development and delivery skills so she could focus on those features that would engage the audience. After several months of traveling together, the salesperson was able to make her sales calls independently.

The Calliope Collective team created 15 three- and five-day sample themed itineraries for distribution to travel advisors, including itineraries for Girlfriend Getaways, Families, Romance, Golf, Art, and Winter Getaways.

Flipping from a predominantly group to a predominantly transient model requires some staff adjustments. In addition to having group salesperson transition to transient sales as previously noted, PTG Consulting also facilitated the development of an on-property Leisure Coordinator position. This person was trained to handle VIP requests, travel advisor requests, and provide reservation rate quotes as needed. Because the salesperson is remote, this person serves as the on-site liaison for the travel advisor.

The final part of the project was to train the property's reservation team so that they understood the importance of luxury travel advisors and could provide answers to their questions along with the sample itineraries.

## Results

- Shifted Market Share from 40% to 80% leisure transient business
- Increased Average Daily Rate (ADR)
- Increased ancillary spend

Nemaquin was pleased with their results, having achieved their goal of shifting market share to focus on leisure transient. Other results achieved with that shift were an increase in ADR since luxury leisure customers are willing and able to pay higher rates for their experiences, and an increase in ancillary spend because leisure guests are more apt to eat in the restaurants and participate in paid activities during their stay.

To ensure ongoing success, Calliope Collective continues to provide sales support, mentoring and strategic support to Nemaquin.



2x

Doubled  
ancillary per  
guest  
revenue

2x

Doubled ADR

80%

Transitioned from 40% to  
80% leisure transient  
business

*“The Calliope Collective team 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 the family.”*

— Dario Christopher Baran | VP of Sales & Marketing, Nemaquin Resort

