



Industry

Hospitality

Service

The Calliope Collective

Sales Representation US Market

Case Study

The Europe Hotel & Resort

Situation

The Europe Hotel & Resort is a luxurious, 5-star resort on the shores of Lough Léin, Killarney's largest lake. A study in luxury, the resort provides relaxation and bliss with its full and half day Spa Rituals. For those who wish to include activities, the resort provides fitness classes on the "Active Level", complimentary horseback riding, fishing on the lake and more. Nearby Killarney, County Kerry golf courses, and iconic Ireland sites such as Dingle Peninsula, Gap of Dunloe, and Killarney National Park provide a stunning variety of sites, shopping and activities.

Historically, The Europe Hotel & Resort focused on attracting the local Irish market as well as group and incentive business. This was often price sensitive business. The hotel realized it needed assistance in expanding its business, and obtaining its fair share of the market.

Solution

PTG Consulting provided an onsite evaluation which led to the property engaging The Calliope Collective team to assist in its effort to obtain its fair market share of the luxury leisure market. During the review, PTG Consulting found that the resort did not participate in any luxury leisure programs. An action plan to introduce the resort to this market was developed to include:

- ✓ Educating the resort staff on the luxury leisure market
- ✓ Evaluating the roomtype offering to ensure it meets the needs of the luxury leisure guest
- ✓ Increasing awareness in the Travel Advisor community

- ✓ Participating in appropriate leisure programs
- ✓ Creating marketing materials



The first focus was to educate the resort's sales staff on the luxury leisure market and the important role that travel advisors play in that sales process. The Calliope Collective team provided introductions for the resort to some key travel advisors and developed marketing materials to generate interest from travel advisors and luxury guests.

Because of the fabulous views and local attractions available to guests, the move to increase awareness among travel advisors included hosting FAM trips where they could experience the property first hand, and team developed sample itineraries that incorporated local attractions and activities to encourage longer lengths of stay.

In addition to education and FAM trips, PTG Consulting developed and implemented a social media strategy that boosted their online presence.

Results

As a result of these actions, the resort,

- ✓ Increased luxury leisure market share
- ✓ Was accepted into Virtuoso, Select, and Frosch programs
- ✓ Educated sales staff in selling to luxury travel advisors
- ✓ Increased awareness in the leisure market
- ✓ Increased ADR

