



**Industry**

Hospitality

**Service**

The Calliope Collective Sales Representation  
US Market

**Case Study**

# The Hermitage Hotel

## Situation

The Hermitage Hotel has been a stalwart in Nashville business, politics and music since it was built and opened by a group of Nashville businessmen in 1910. Boasting a Beaux Arts style that blends Italian and French Renaissance features, this grand hotel was a hub for the women's suffrage campaign, a speak easy known as the "Jack Daniel's Suite", and many icons of the Nashville music scene.

Nonetheless, the hotel had become worn and was not a property that guests or travel advisors were not frequently considering when shopping Nashville. Their historical story had become lost and rate offerings were not of interest to guests. In addition, four new competitive properties opened in Nashville in 2022. The Hermitage Hotel invested in a renovation and engaged with PTG Consulting's The Calliope Collective sales representation team to increase awareness of the hotel, review rate offerings, and mentor the sales team.

## Solution

PTG Consulting completed a thorough evaluation and identified areas of opportunity for the property including:

- Analyzing the competition and creating new packages
- Focusing on history and the uniqueness of the hotel when talking to potential guests and luxury travel advisors
- Arranging for travel advisors to visit the hotel and post about their experience on social media
- Hosting a reception for Travel Advisor Trips to experience the property
- Assisting the hotel with Consortia and RFP processes
- Providing ongoing strategic guidance



Much of the focus of this plan was to recreate and renew the reputation of the property. New packages were created that were designed to encourage guests to take advantage of the downtown location, and the hotel's history and uniqueness was brought to the fore in marketing and website materials.

Local travel advisors were invited to the property and receptions hosted for Travel Advisor trips to Nashville to ensure they visited the hotel to experience the beautiful results of the renovation themselves. They were encouraged to post their experience on social media, and provided with marketing material of the amenities and activities available at the hotel that they could easily forward to their clients.

The Calliope Collective team also provided strategic guidance, lending their expertise with the Consortia and RFP process, budgeting, and planning travel schedules. They also introduced the property to luxury leisure programs and contacts with those programs.

## Results

- The new packages were successful in selling and increasing awareness of the property's downtown location
- The work to introduce the newly renovated property to Travel Advisors was successful in changing their perception of the hotel
- Leisure business increased 30% year-to-date over the previous year
- The hotel sees Calliope Collective as an extension of their sales team and has continued to work with PTG Consulting in ongoing partnership
- The hotel now participates in an increased number of sales programs and has a more robust presence on social media. Overall, The Hermitage Hotel has successfully increased the awareness of and improved the perception of their property in the minds of Travel Advisors which resulted in a YOY 30% increase in leisure sales



*"We credit Natalie Payne , Vice President Hospitality Sales at Calliope Collective, for playing a pivotal role in building our leisure market segment. As Nashville's market evolved and the luxury hotel supply surged by 23%, Natalie's strategic guidance and unwavering sales efforts have been instrumental in preserving our position as the market ADR and RevPAR leader. The Hermitage Hotel experienced a 30% YOY growth in leisure business, surpassing the hurdles posed by market conditions and the supply growth."*

— Dee Patel | *Managing Director, The Hermitage Hotel*

