



Industry

Hospitality

Service

The Calliope Collective

Sales Representation US and UK Markets

Case Study

Castelfalfi

Situation

Castelfalfi is a 5-star hotel situated in an historic Borgo in Tuscany, one of Italy's most celebrated regions. Also gracing this village are a medieval castle, a golf club, an organic agricultural estate, and wonderful villas.

Previously owned by a German company, the hotel was 3-star quality and focused on a German and Russian client base. With new owners and a €200 million renovation underway, the hotel reopened as a 5-star property in April 2022 for the summer season. They completed the renovation the following winter, and reopened in 2023 as a year-round luxury hotel.

Despite its renovation, the hotel suffered from a lack of awareness, not only of its existence, but also its elevation to luxury status. The owners engaged PTG Consulting and The Calliope Collective team to determine how to overcome their obscurity.

Solution

Through PTG Consulting's branded service, The Calliope Collective, the team quickly identified that they needed to increase awareness of the property, what they have to offer, and the experiences available to guests. The action plan included:

- Creating an awareness in the US market
- Increasing visibility in the luxury travel advisor community
- Representing the property during in-person regional sales calls
- Training the property reservations team on leisure sales



Because the markets on which the hotel had historically focused were more price conscious and lower rated, the hotel sales team needed assistance breaking into the luxury travel advisor community as well as the US and UK Markets. The Calliope Collective team provided assistance and guidance with a number of programs such as:

- Virtuoso, SELECT, Frosch, Serandipians, AMEX FHR
- Hotel Collection
- Fine Hotels & Resorts
- New destination management companies such as Celebrated Experiences
- Luxury Leisure operators throughout the UK

Participation in these programs and working with these companies increased the resort’s visibility and as a result, interest in Castelfalfi increased.

The Calliope Collective team not only helped refocus the property team’s direction, they also educated the team on how to identify and join programs appropriate for a 5-star location. They set appointments and traveled with the hotel staff to make sales calls, opening many doors to the hotel team, especially in the United States.

Results

Castelfalfi experienced the following results in their first year of The Calliope Collective representation:

- Outstanding growth in revenue, ADR and room nights
- Growing the US market as the hotel’s #1 business source
- Increased awareness amongst the luxury travel advisor markets

No longer a “hidden” gem, but one that has visibility, Castelfalfi shifted market share to a higher margin market, increased awareness, and gained contacts and expertise in making sales calls. These efforts resulted in the following increases from the US and UK markets in their first year of partnership with PTG Consulting:

	US	UK
Revenue Increase	€ 1,380,000	€ 500,000
ADR Increase	€ 87.20	€ 84.00
Room night Increase	3,400	1,556



€1,380,000

Increased revenue from the US market by almost €1.4 million in one year

3,400

Room night increase in the US market

€84.00

Increased ADR from the UK market by €84.00 in one year



"It's been a pleasure working with The Calliope Collective and we really appreciate Natalie and Dan's contribution in making Castelfalfi the success it is today. They have been instrumental in increasing and achieving the ambitious targets we have set out. The team is very knowledgeable of both US and UK markets and instrumental in opening doors and making the right introductions to advisers and bookers for us. We are positive that the hard work and dedication they gave us were key to the success of our partnership and results to date"

— Dario Iaquinto | *Director of Sales, Castelfalfi*

