



CalliopeSM
COLLECTIVE

Fly further with us



Meaning "*beautiful voice*," in Greek, Calliope is the ancient Muse who presided over *eloquence, poetry, and music*.

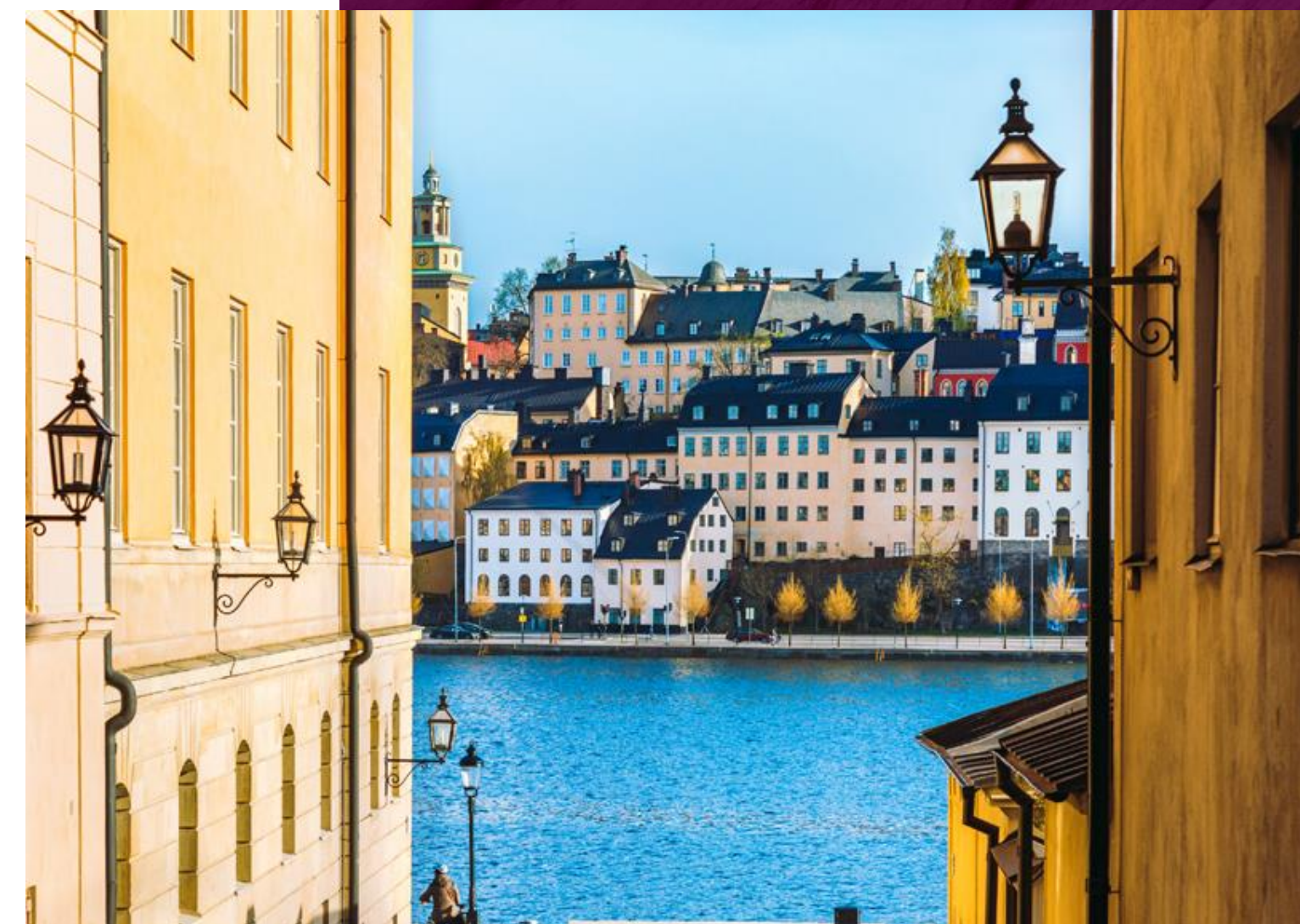
Her namesake, the Calliope *Hummingbird*, is one of the smallest migratory birds in the world, *traveling thousands of miles* between its summer and winter nesting grounds.

These two symbols of story and travel come together in Calliope Collective, a bespoke sales representation service for independent hotels.

Who We Are

Calliope Collective is a curated and exclusive branded service designed to complement the sales and marketing efforts of your property by targeting audiences in markets in the United States, South America, United Kingdom, and Europe, with a focus on independent, luxury properties seeking to expand their reach.

We offer clients a highly collaborative and customized approach with a range of expertise and services backed by a team with deep roots in sales, marketing, and public relations, and a proven track record of expanding revenues, putting destinations on the map, and providing direct access to key travel advisors worldwide, including the most exclusive, influential, and hard to reach individuals. We also offer best-in-class database access, providing you extraordinary exposure to only the most interested targets.



WHAT WE DO

What We Do

The following outlines our sales representation services, key elements, and approach to providing the ultimate support and exposure for our clients.



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Targeted Sales Calls, Tradeshows, and Showcases

- Ongoing and daily interaction with clients through proactive communication
- Sales call planning and execution with top accounts and travel advisors
- Dedicated representation at relevant Tradeshows, Roadshows, and Showcases
- Efficient and effective follow-up as appropriate to each opportunity
- Database growth and management strategies



Familiarization (FAM) Trips

- Organize relevant FAM trips for qualified and vetted advisors to be fully immersed into the property and destination experience



Renovation, Relaunch, and Openings

- Collaborate on strategic sales and marketing plans for relaunch, openings, and how to sell through renovations



Sales Collateral and Marketing

- Features an agreed upon number of features in monthly newsletters and on social media at no additional cost
- Assess and assist in creating tools (fact sheets, itineraries, landing pages, etc.) to help advisors sell your hotel more effectively
- Guide marketing spend to opportunities with the most ROI

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Agency Agreements and Consortia

- Guidance and strategy to qualify for luxury travel program acceptance (Virtuoso, American Express, Signature, Sarandipians, etc.)
- Support and recommendations for other consortia participation (ABC, BCD, Internova, GBT, etc.)



Annual Sales and Marketing Plan

- Contribute to your hotel's annual sales, marketing, and travel budgets and plans
- Mutually agree upon specific activities and budget for all relevant showcases, tradeshow, FAM trips, and sales calls



Guest Care and Mentoring

- Liaise with appropriate hotel constituent(s) to review internal processes to ensure optimal in-house communication and preparation for service delivery
- Collaborate with your hotel to determine the on-property "team" assigned to positively handle travel advisors, reservations, and VIP amenity requests
- Conduct training with the on-property reservations and front of house teams
- Mentor sales team on new markets and how to shift business



Client Communication

- Monthly meeting with hotel constituents to review activities and strategies
- Monthly activity report recapping all sales activities, pending contracts, and bookings



Special Events and Markets

- Consult on creating special events and packages to help fill need periods during the "off" and "shoulder" seasons
- Consumer direct and wholesale sales representation available for golf-focused properties

ANNUAL LUXURY TRAVEL ADVISOR ENGAGEMENT*

1,000+ Face-to face meetings through roadshows and sales calls

365+ Virtuoso Travel Week attendees

50+ Educational FAM trip participants

2,000+ Proactive email blasts and newsletters

**Activity volume relative to current client base, activities are expanded as new clients added*

WHY CALLIOPE COLLECTIVE?

WHY CALLIOPE MAKES FINANCIAL SENSE

As your partner, Calliope Collective is an extension of your sales and marketing team, but at a fraction of the cost of a traditional employee and with the added benefit of decades of combined professional experience and established business relationships:

Traditional Employee

Onboarding process

Annual salary - \$125K+

Additional expenses – benefits, retirement, etc.

Travel budget - \$60K+

Calliope Collective

Immediate start up – flip the switch

Annual retainer - \$48,000

Zero additional benefit expenses

Travel budget - \$10K+



HOW THE LANDSCAPE IS CHANGING



Very few brick and mortar leisure agencies still exist, more entertaining
vs. office visits

New travel advisors aren't using GDS

Most advisors work from home

They are traveling and selling on social promoting experiences

Advisors are busy and don't have time to visit just one hotel

INDUSTRY TRENDS SET OUR PACE

Advisors reported* an increase in multi-generational travel, LGBTQ+ travel, sober travel, senior/retiree travel, an increase in smaller/expedition cruises, an increased interest in Japan (and continued interest in Europe, Mexico and the Caribbean), women groups, and wellness experiences.

Advisors said their biggest challenges for 2024 are continued rising prices, global instability, keeping up with demand, and loyalty program changes.

*www.travelagentcentral.com/travel-trends-advisor-insight-report-q1-2024.



HOW WE ARE DIFFERENT

- Team has 20+ years each of on-property experience
- True educators and collaborators
- Asset development – we know what advisors need
- Virtuoso agency ownership
- 20K+ luxury advisor database with 39-42% open rate
- 12%+ engagement on social media (industry average is 5%)



“The team at Calliope Collective 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 our family.”

CHRISTOPHER BARAN

VP of Sales & Marketing

Nemacolin Resort



Seasoned

Team members include well-respected, experienced sales professionals knowledgeable in the nuances of independent hospitality sales alongside a keen understanding of the travel advisor's perspective.



Connected

Our team includes well-connected individuals with unmatched access to key travel advisors and data with a record of high-touch engagement and tangible production.



Diversified

Our unique and combined services create a strong advantage thanks to work in networks and segments such as luxury leisure, MICE, wholesale, and golf.



Strategic

Calliope Collective is focused on strategic and thoughtful growth, ensuring all clients receive the attention and ROI they deserve.

HOTEL ONBOARDING PROCESS



New Hotel Welcome

- Website listing
- Educational fact sheet
- Instruction video/recorded webinar
- Announcement through social media and advisor newsletter



In-Market Advisor Engagement

- Webinars
- Roadshows
- Tradeshows
- FAM trips
- Sales calls
- Email and social media campaigns



Strategic Plan Development

- Activity planning for 3/6/12 months and beyond
- Define budgets with in-market activations



Results Driven Feedback

- Monthly calls with hotel team
- Lead tracking
- Activity reporting

CALLIOPE COLLECTIVE SOCIAL MEDIA SAMPLES



The Calliope Collective
286 followers
3d • 🌐

[+ Follow](#) [...](#)

Nestled on Maryland's Eastern Shore, [Inn at Perry Cabin](#) is the gateway to understated American luxury and historic charm. Featured in the iconic film *Wedding Crashers*, our 26-acre estate offers sweeping views of the Miles River and i ...see more



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The Calliope Collective
286 followers
2w • 🌐

[+ Follow](#) [...](#)

🔍 Have you seen an uptick of clients trying to wind-down this summer? You're not alone! Pinterest's Summer 2024 Travel report addresses momentum for "quiet travel," evidenced by the significant rise in searches for "quiet places" and "calm p ...see more



 2



The Calliope Collective
290 followers
2w • 🌐

[...](#)

🌸 Summer is well underway in Europe! 🏰 🇬🇧

According to [USA TODAY](#) American trav ...see more



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2025 CALLIOPE COLLECTIVE EVENTS CALENDAR - US/CANADA

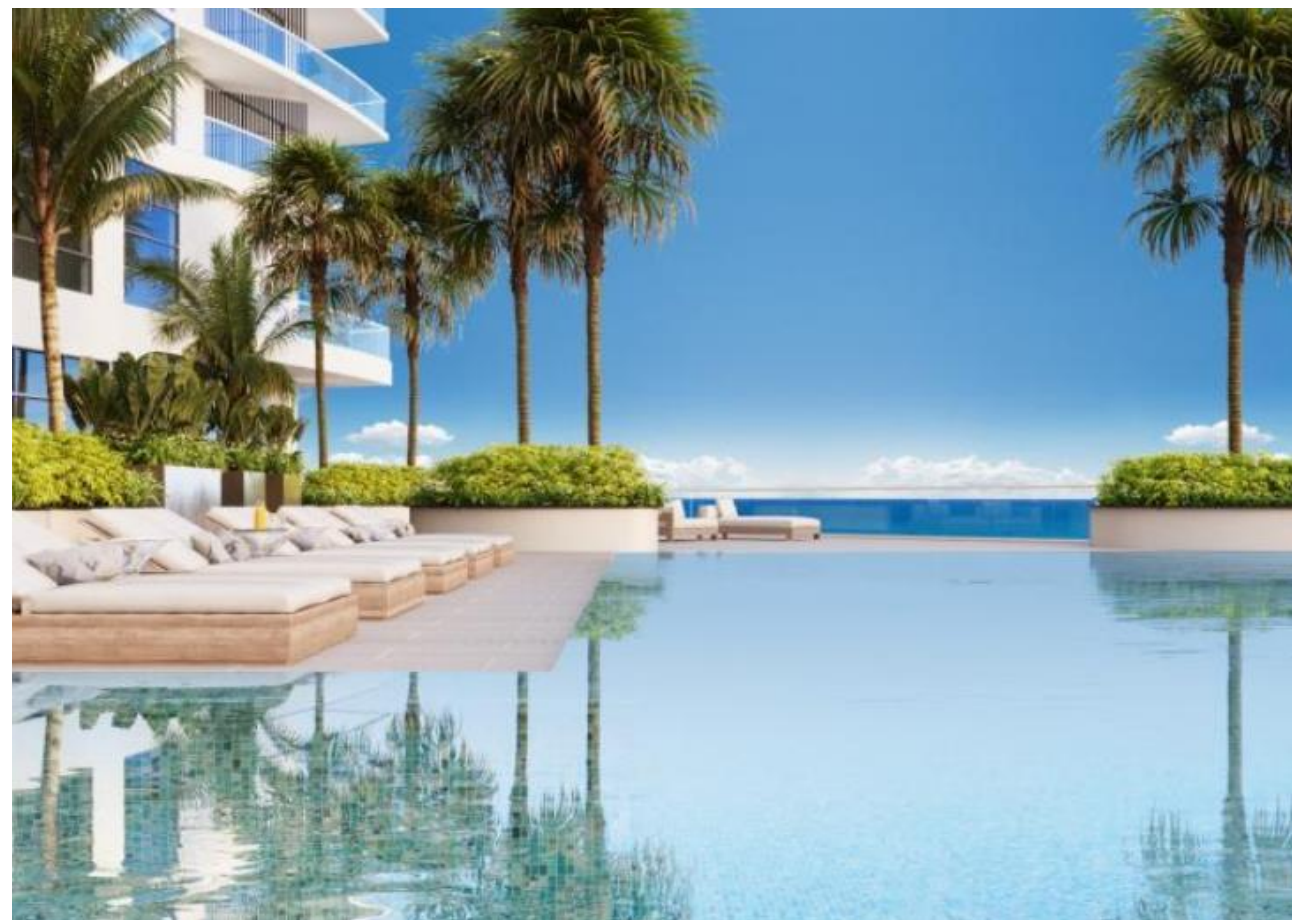
	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Su			30			1		31			30	
Mo			31			2			1			1
Tu				1		3			2			2
We	1			2		4			3	1		3
Th	2			3	1	5			4	2		4
Fr	3			4	2	6	1		5	3		5
Sa	4	1	1	5	3	7	2		6	4	1	6
Su	5	2	2	6	4	8	3	7	5	2	7	
Mo	6	3	3	7	5	9	4	8	6	3	8	Post ILTM FAM Opportunity December 6-9
Tu	7	4	Dallas Houston Austin San Antonio Roadshow February 3 - 7	8	6	10	5	9	7	4	9	
We	8	5		9	7	11	6	10	8	5	10	
Th	9	6		10	8	12	7	11	9	6	11	
Fr	10	7		11	9	13	8	12	10	7	12	
Sa	11	8		12	10	14	9	13	11	8	13	
Su	12	9	9	13	11	15	13	10	14	12	9	14
Mo	13	10		14	12	16	14	11	15	13	10	
Tu	14	11		15	13	17	15	12	16	14	11	
We	15	12		16	14	18	16	13	17	15	12	
Th	16	13		17	15	19	17	14	18	16	13	
Fr	17	14		18	16	20	18	15	19	17	14	
Sa	18	15		19	17	21	19	16	20	18	15	20
Su	19	16	16	20	18	22	20	17	21	19	16	21
Mo	20	17		21	19	23	21	18	22	20	17	22
Tu	21	18		22	20	24	22	19	23	21	18	23
We	22	19		23	21	25	23	20	24	22	19	24
Th	23	20		24	22	26	24	21	25	23	20	25
Fr	24	21		25	23	27	25	22	26	24	21	26
Sa	25	22		26	24	28	26	23	27	25	22	27
Su	26	23	23	27	25	29	27	24	28	26	23	28
Mo	27	24	24	28	26	30	28	25	29	27	24	29
Tu	28	25		29	27		29	26	30	28	25	30
We	29	26		30	28		30	27		29	26	31
Th	30	27			29		31	28		30	27	
Fr	31	28			30			29		31	28	
Sa			29		31			30			29	

OUR CLIENTS

Current Clients



Current Clients



Amrit Ocean Resort & Residences
Singer Island, Florida, USA



Nemacolin
Farmington, Pennsylvania, USA



The Hermitage Hotel
Nashville, Tennessee, USA



Pink Sands Resort
Harbour Island, Bahamas



Dromoland Castle Hotel
Newmarket-on-Fergus, Ireland



SCP Corcovado Wilderness Lodge
Osa Peninsula, Costa Rica

Current Clients



The Europe Hotel & Resort
Killarney, Ireland



The K Club
Straffan, Ireland



Casa di Langa
Cerretto Langhe, Italy



Camiral Golf & Wellness
Girona, Spain



Inn at Perry Cabin
St. Michaels, Maryland, USA



Half Moon
Montego Bay, Jamaica

Current Clients



Old Course Hotel, Golf Resort & Spa
St Andrews, Scotland, UK



The Laurel Hotel & Spa
Auburn, Alabama, USA



Salamander Washington DC
Washington, D.C., USA



Sea Island
Georgia, USA



The Dylan Hotel
Dublin, Ireland



Ara Maris
Sorrento, Italy

Current Clients



Tenuta di Murlo
Perugia, Italy



Dusit Thani
Kyoto, Japan

“The team at Calliope Collective 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.”

Christopher Baran
VP of Sales & Marketing, Nemaquin Resort

“We credit Natalie Payne 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. Throughout 2023, The Hermitage Hotel has experienced a 30% growth in leisure business over 2022, surpassing the hurdles posed by market conditions and the supply growth.”

Dee Patel
Managing Director, The Hermitage Hotel

“It's been a pleasure working with Calliope Collective these past three years and we really appreciate Natalie and Dan's contribution in making Castelfalfi the success it is today. The team has been instrumental in increasing and achieving the ambitious targets we have set out — they are very knowledgeable of both U.S. and U.K. markets and instrumental in opening doors and making the right introductions to advisors 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

“We are proud to be part of Calliope Collective. It is our first-time having U.S. representation and it is proving to be a fruitful partnership. Natalie is doing tremendous work in making new connections and gaining lots of exposure for our resort and we very much look forward to continued growth in both exposure and ADR with the support of Natalie and Calliope Collective.”

David Cronin

Director of Sales & Marketing, The Europe Hotel & Resort

“Camiral was amazing. The room was bigger than our first apartment! Bed was comfy. The design of the hotel was very bright, full of light, and beautiful. We did not partake in golf, but spent an afternoon at the spa, and ate in the restaurant and at the bar. The tapas at the bar were the best tapas of the trip, by far. We spent 2 days in Barcelona and one-half day in Girona. Girona was a pleasant surprise - probably the most perfect medieval section of town that we've seen - it absolutely rivals the hill towns of Italy.”

Clients of Jessica Griscavage
with Runway Travel

YOUR TEAM AT CALLIOPE COLLECTIVE

NATALIE PAYNE

Vice President, Hospitality Sales, North America (USA & Canada)

Natalie Payne serves as Calliope Collective and PTG Consulting's Vice President of Hospitality Sales, leading the division's sales consultancy efforts throughout North America. Based on the East Coast, she brings more than 20 years of industry experience to this position.

INDUSTRY EXPERIENCE

- **KIAWAH ISLAND GOLF RESORT AND SEA PINES RESORT**- Director of Leisure Sales and Special events overseeing all luxury travel advisor, golf operator, and golf group business
- **THE JEFFERSON, THE HERMITAGE HOTEL, AND KESWICK HALL** - Responsible for leisure and corporate sales for three sister properties in the American South
- **MY PERSON TRAVEL, LLC (A COASTLINE TRAVEL AFFILIATE)** - Created a Virtuoso travel agency with a focus on golf and very high-end leisure
- **GOLF EVENTS AND TOURNAMENTS**- More than 12 years planning and executing multiple golf instruction weekends and men's amateur tournaments





DAN CLARK

Senior Director, Hospitality Sales, Europe

Dan Clark serves as Calliope Collective and PTG Consulting's Director of Hospitality Sales, leading the division's sales consultancy efforts throughout Europe. Based in London, he brings more than 15 years of industry experience to his position.

INDUSTRY EXPERIENCE

- **TRUMP HOTELS** - Executive team member overseeing European golf, MICE, and luxury leisure
- **GLENEAGLES** - Responsible for golf, MICE, and luxury leisure across the UK and Irish markets
- **ELITE HOTELS** - Managed the team overseeing leisure and group business for four luxury hotels within the UK
- **RADISSON HOTELS** - Oversaw 14 unique properties across the UK

LINDSEY MACLEAN

Director, Hospitality Sales, North America (USA & Canada)

Lindsey serves as Calliope Collective and PTG Consulting's Director of Hospitality Sales, supporting the division's sales consultancy efforts throughout North America. Based in San Diego, she brings more than 20 years of industry experience to her position.

INDUSTRY EXPERIENCE

- **BEVERLY HILTON HOTEL** – Event Manager, overseeing high-profile corporate, entertainment and social events
- **KIMPTON HOTELS**- City Director of Sales, responsible for nine Kimpton properties in San Francisco
- **PENINSULA CHICAGO**- Responsible for leisure sales including American Express Fine Hotels and Resorts, Virtuoso and Signature
- **JOIE DE VIVRE HOTELS** – Area Director of Sales for four hotels in San Francisco





JENNIFER JOHNSTON

Director, Operations & Administration

With decades of experience in the global tourism and hospitality industry, Jennifer focuses on development and management of complex projects, providing structure, overseeing timeline development, and interfacing with in-market teams to ensure that contracted deliverables are understood and executed on time and in budget. She oversees team operations and administrative functions including proposal and prospecting tools development, client contracting, SOP development, financial analysis, and team recruitment.

Jennifer's expertise in communication and global business operations has been honed from various client-facing and corporate roles in marketing, sales, training, customer service, and product development in companies in the United States, United Kingdom, Australia, and New Zealand.

KRISTIANA HAYDEN

Manager, Client Services

Kristiana supports the global Calliope Collective team by managing programs that foster education and engagement among the luxury advisor and meeting planner audience including Webinars, client events, tradeshow, and online campaigns. She is also responsible for supporting new clients in the onboarding process to develop content and assets for use throughout various user touchpoints and highlight each hotel's unique selling points.

Her past experience includes multiple roles in client services, project management, training, reporting, database management, and industry research.





VINCENT NEWMAN

Director Marketing, Travel Trade & Reporting

Vincent is responsible for developing and executing dynamic B2B and B2C digital marketing and events for Calliope Collective clients. His wide array of skills and experience in the tourism and hospitality industry have been honed over 20 years and include on-property roles and at various event and marketing companies where has focused on luxury travel and VIP experiences.

A creative problem solver, Vincent's strengths lie in strategic planning, project management, customer relationship management (CRM), brand engagement, and creative content creation. Vincent holds a degree in Strategic Communications Management, and he is active in various hospitality forums.

HANNAH NELSON

Senior Director, PR and Social Media

Hannah is responsible for identifying newsworthy story angles and anticipating trends that will appeal to media, trade, and consumers, optimizing coverage for Calliope Collective clients and developing innovative B2B and B2C campaigns. Hannah has an impressive track record of generating impactful coverage for the world’s most luxurious hotels through a series of well-defined tactics and strategies. Her experience includes driving successful campaigns amidst the pandemic and media hesitation to cover international destinations, resulting in placement of one of her clients as one of TIME Magazine’s “World’s Greatest Places for 2019”.

Prior to joining Calliope Collective, Hannah held roles at various New York City-based agencies, executing creative campaigns for independent hotels and chains alike including The BodyHoliday Resort in St. Lucia, Hyatt Regency Aruba Resort Spa and Casino, The Maritime and Bowery Hotels in New York City, Preferred Hotels & Resorts, and Gansevoort Hotel Group. Hannah holds a Bachelor of Science of Integrated Marketing Communications.



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