



Duke Consulting
YOUR GO-TO SALES EXPERT IN HOSPITALITY

BESPOKE CONSULTING SERVICES



UNDERSTANDING LUXURY SALES

Selling Luxury is more than selling a product. It is the creation of an experience.



Introduction

In the business world, everyone is paid
in two coins, cash and experience.
Take the experience first; the cash will
come later
-Harold Ganeen

Overview of experience



ADDRESS
37 Redwood Lane
S Glastonbury, CT
06073

PHONE
(808) 938-3335

EMAIL
Paige.duke@dukeconsultingllc.com

WEBSITE
Dukeconsultingllc.com

Summary

Expert in Hospitality Sales
and Marketing Strategies,
tactics and organizational
support for maximizing
market share for hotels and
portfolios



Duke Consulting, LLC
TAILORED SOLUTIONS. EVERY TIME

EXPERIENCES

DUKE CONSULTING, LLC - Connecticut	2020-2021
<i>Owner</i>	
HEI HOTELS & RESORTS Norwalk, Connecticut	2018-2020
<i>Regional Director of Sales</i>	
THE PHOENICIAN & CANYON SUITES Scottsdale, Arizona	2015 – 2018
<i>Director of Sales & Marketing</i>	
STARWOOD RESORTS ARIZONA	2015 – 2017
<i>Area Director of Sales & Marketing – 8 Hotels</i>	
STARWOOD RESORTS WAIKIKI Oahu, Hawaii	2013 – 2015
<i>Complex Director of Sales & Marketing – 4 Hotels</i>	
ST. REGIS PRINCEVILLE – Kauai, Hawaii	2011 – 2013
<i>Director of Sales & Marketing</i>	
WESTIN MAUI WESTIN KAA NAPALI VILLAS, Maui, Hawaii	2007 – 2011
<i>Complex Director of Sales & Marketing – 2 Hotels</i>	
THE FAIRMONT ORCHID Big Island, Hawaii	2002 – 2007
<i>Director of Group Sales</i>	
PANACHE DESTINATION MANAGEMENT Big Island, Hawaii	1994 – 2007
<i>Director of Accounts, Director of Operations, Account Manager</i>	
THE MARRIOTT WAIKOLOA Big Island, Hawaii	1989 – 1994
<i>Catering Manager, Hotel Assistant Manager</i>	

“

Ordinary brands communicate in order to sell products to consumers. Luxury Brands communicate in to keep the dream alive in the minds of consumers



Why reach out to a luxury sales consultant?

- ❖ Upscaling sales from a recent renovation
- ❖ Updated Sales Strategy
- ❖ Talent Deployment Review
- ❖ Leadership Transition
- ❖ Event and Catering Experience Selling
- ❖ Building Sales from an Acquisition

Case Studies

Renovations ADR Increase

Sales story about the process

Marketing campaign behind the story

Experiences to add value

Enticing Luxury Group Sales

Finding the higher value customer

Creation of Experiential Sites

Sales strategy revision in the complex

Increasing Wedding Events

Offering Desired exclusivity

Revenue Strategy for peak months

Preferred Vendor programming

Case Study Results

Renovations ADR Increase

A 4% increase in ADR the first 6 months and 8% the following 6 months

PR viral messaging from the marketing story

Greater social engagement due to experiences

Enticing Luxury Group Sales

Flat in room nights with 8% increase in Group ADR

Increase in group pace the following year by 10%

Complex selling overall improved ADR and pace with strategy

Increasing Wedding Events

A 30% increase in booked events

Higher spend per event booked

Top line revenue doubled with the added Vendor program

Other positive effects

- ❖ Inspired Sales / Catering Sales Teams
- ❖ Delighted Customers who felt compelled to share on social
- ❖ One case study resulted in a resort sale of 240% of the purchase price
- ❖ One case study resulted in a 5 diamond Forbes rating



With Sincere Appreciation for your time

**How can I take your luxury sales to the
next level?**

You can find me at:

- ❖ Paige.duke@illusso.co
- ❖ Dukeconsultingllc.com

