





We are a small collection of unique hotels, villas, castles, nature reserves and historical palazzi.

Our aim is to work closely with unique properties, destinations and experiences to promote a more responsible travel for our guests' wellbeing spending valuable time disconnecting whilst enjoying nature, practising sports and relaxing, supporting local conservation projects, exploring culture and traditions.

Welcome from Nicoletta & Karen

Incredible properties and travel experiences deserve an inspired representation. We work with you to devise strategies to attract the right clientele and receive more bookings. We want to make a positive impression on your customers primarily within the UK market and with global extension throughout our international partners.

At NP Collection we strive to expand our clients' reach by providing bespoke sales & marketing that can perfectly fit with the distinctiveness of our properties and destinations.



Bespoke Representation

We work with exceptional properties and destinations that inspire us every day for their uniqueness and their amazing teams. Each one of our castles, hotels, villas, historical Palazzi and destinations is deeply connected with its location and community whether for art & culture, wellness or nature. The special and high standards of service are key to guaranteeing an unforgettable travel experience to our clients.

Our small portfolio allows us to be bespoke and unlock the UK market in order to reach every affluent client and organisation; in this way, we can devote a large amount of time to each property. NP Collection is constantly in touch with the market and is able to capitalise on the many opportunities that the UK trade has to offer.





Industry know-how

Karen and Nicoletta have both worked in operations and sales & marketing (opening and rebranding included) for the following hotel companies prior to starting their own representation venture in 2010:-

- Ritz-Carlton Hotels & Resorts
- Bulgari Hotels & Resorts, Milan
- Starwood Hotels & Resort
- St Regis Grand, Rome
- The Dorchester, London
- Hotel Principe di Savoia, Milan
- Hotel California, Hotel Littre & The Plaza Paris Vendome, Paris
- Salamander Hotels & Golf Resorts, Florida
- Hyde Park Hotel, Forte Hotels (now Mandarin Oriental), London
- Hotel Eden, Rome
- Palazzo dell Fonte, Fiuggi



Our Unique Services

Traditional Sales & Marketing

- Cold calling
- Sales calls
- Presentations & lunch & learn
- Trade show attendance
- Brochure inclusion
- Need dates offers
- Seasonal promotions
- Partnership with key buyers & affluent trade

Digital Marketing Activities

- Regular Newsletters,
- Webinars & digital presentations
- Virtual events attendance
- Social media marketing
- Participation in groups & events
- Clients' review management
(Tripadvisor, Google, Facebook etc)
- Podcast invites

Social Media Content Creation

- Content creation
- Social Media Calendar & planner
- Graphic designing
- Interaction management with both followers
& trade partners
- Assistance with Influencer management
- Client Reviews management
- Social media ADV



Sales Strategy

- Sales calls and missions
- Expertise in all market segments
- FAM Trips
- Roadshows
- Industry-specific trade-shows
- Hotel and destination presentations
- Product training
- Representation at luxury consumer events
- Brochure inclusion - consortia programs inclusion



Marketing Strategy

- Manage partnership in key industry segments based on specific needs
- Create integrated marketing & e-marketing plans
- Direct mail programs
- Implement promotional luxury alliance initiatives
- Product positioning and SWOT analysis business mix strategies
- Opening and pre-opening plans, brand positioning and repositioning



Our H2H approach

Leisure

- Independent Travel Agents
- Luxury Concierge Agencies
- Luxury Tour Operators
- Corporate offices PAs
- Consortia
- Mega Agencies
- Luxury Online Travel Agents
- Airlines
- Tourist Boards
- Local DMC UK rep
- Retreats' organisers
- Travel Clubs
- Wellness and sports agencies
- Personal Trainers
- Golf pros
- Flash Sales Agencies
- Luxury cruise companies

Incentives & small groups

- Wedding Planners
- Incentive houses
- Corporate Offices PAs
- Independent Travel Agents
- Luxury Concierge Agencies
- Luxury Tour Operators
- Consortia
- Luxury Online Travel Agents
- Airlines
- Tourist Boards
- Local DMC UK representatives
- Travel Clubs
- Golf clubs / sports club
- Flash Sales Agencies
- Category associations (sport, professionals: architects, finance and other segments)

Corporate

- Art
- Photography
- Fashion
- Finance
- Media
- Design
- Marketing
- Luxury goods
- Entertainment
- Technology
- Energy
- Education
- Sports
- Management
- Government

360
PRIVATE TRAVEL



CV
VILLAS
LUXURY VILLA
HOLIDAYS

**Traveller
Made®**



FINANCIAL TIMES
how to
spend it



Social Media

Included into our monthly fee we offer daily interaction and re-sharing of clients' social media activity however we also offer the below support with extra charges:-



B2B & B2C (media and bespoke travel agencies big target) - Daily posting on stories with videos and photos of everyday life within DI - 3 posts weekly - reels and possibly live IGTV between Venice & London



B2B & B2C - 2 posts per week + daily stories. Participation to Travel Industry groups - ongoing interaction



Mainly B2B - 1 post per week - target: media, design, architects, affluent corporate and entertainment



B2B & B2C - Daily posting of short videos or photo collages



Mainly B2B and aimed to Press and Media - tweets and RT daily



Clients' reviews full management for Tripadvisor, Booking, Google, Facebook and all major OTAs



Why Working With Us?

- You will have your own international sales & marketing department, based in London.
- We only work with a handful of properties so that we can offer you our full attention
- We have worked in the UK for over 27 years and we fully understand the market
- We have a strong personal touch and are easy to reach - call us anytime!
- We speak both Italian and English - I am Italian and understand our beautiful culture and traditions
- We know the international market and can advise on other strong European, American and Asian markets, including Australia





THANK YOU