

Driving UK MICE & Corporate Visibility for Calliope Collective

International Hotel Representation | UK Market

The Challenge

Calliope Collective manages a portfolio of exceptional international hotels across North America, Europe and the Caribbean, many of which are well suited to meetings, incentives, conferences and MICE events.

While Calliope has strong credibility within its home markets, consistent UK-based representation for outbound corporate, agency and incentive buyers required strengthening.

Calliope required a UK partner with established buyer relationships and MICE expertise to position selected properties accurately and consistently within the UK market.

Our Approach

Excelerate was appointed as their UK market representation partner for a selected group of Calliope hotels, acting as an extension of the Calliope commercial team.

Our focus is on relationship-led, qualified engagement, ensuring each property is introduced to the right buyers based on location, facilities and event credentials.

We delivered

- ✓ Drove qualified UK demand via focused outreach to corporate, agency and TMC audiences
- ✓ Representation at UK networking and industry events
- ✓ Targeted introductions aligned to each hotel's MICE strengths
- ✓ Regional UK reach beyond London into key buying hubs
- ✓ Ongoing pipeline development and structured feedback

We Focused On

- ✓ Dedicated UK sales representation for international properties
- ✓ High-quality engagement spanning both MICE agencies and direct corporate event planners
- ✓ Positioning hotels as conference, incentive and event destinations
- ✓ Leveraging Excelerate's established UK buyer network

The Results

Pipeline development and engagement activity:



Increased visibility of Calliope hotels within the UK MICE market



Qualified conversations with corporate buyers and specialist agencies



Clear positioning of properties for conferences, incentives and events



A developing pipeline driven primarily through trusted relationships

UK MICE Representation That Delivers

"Excelerate brings genuine UK market knowledge and trusted buyer relationships, acting as a seamless extension of our team when representing international destinations."

Hotels Represented (UK Market)

Casa di Langa • Interlpen-Hotel Tyrol • Half Moon • Nemacolin • Salamander Washington DC • The Umstead • PGA National • Edgewood Tahoe

Why Calliope Chose Excelerate

- Dedicated UK market representation
- Proven corporate & MICE expertise
- Strong UK buyer and agency relationships
- Flexible, scalable international support