



Sales & Marketing

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Dolce Hotels and Resorts launches 'Make Us an Offer: Anything Goes'

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Montvale, N.J. — Dolce Hotels and Resorts is challenging meeting planners to name the price they would pay for meetings and group events at any of its 24 upscale hotels, resorts and conference centers in North America and Europe.

The promotion, called "Make Us an Offer ... Anything Goes," invites meeting planners to submit requested dates, specify their preferred Dolce conference hotel, food and other meeting requirements and, finally, state the price they would be willing to pay for the entire package.

Staff of the selected Dolce conference hotel will evaluate the offer and work to book the customers meeting. Even if the price is too low, the staff will submit a counteroffer that spells out exactly what the hotel can provide for that price as well as the cost for holding the meeting as specified.

If the hotel is not available on the requested date, the staff will suggest alternative dates and other Dolce properties that may be available. The offer applies to conventions, meetings, team-building exercises, seminars, training sessions and product launches.

"Make Us an Offer ... Anything Goes puts group customers first in our pricing strategy," said Peter Strebels, Dolce's chief revenue officer. "This plan makes it quick and easy for them to negotiate terms based on their present needs. It also demonstrates our commitment to delivering custom solutions to our clients' needs."

"Make Us an Offer ... Anything Goes" is being introduced in four languages – English, French, German and Spanish – in tribute to its potential global constituency.

Dolce Hotels and Resorts, which employs approximately 4,000 associates worldwide, is headquartered in Montvale, N.J. and Paris, and is majority-owned by Broadreach Capital Partners. Its portfolio of hotels, resorts and conference centers includes Lakeway Resort & Spa in Austin, Texas; Dolce Sitges in Barcelona, Spain; Dolce Chantilly near Paris, France; Dolce La Hulpe in Brussels, Belgium; Seaview near Atlantic City, N.J.; Dolce Hayes Mansion in San Jose, Calif.; and Aspen Meadows Resort in Aspen, Colo.

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HWN Poll

What effect do you think the Travel Promotion Act will have if passed?

- It will increase international travel to the U.S.
- It will benefit big cities only
- The \$10 fee will annoy travelers
- The less the government is involved in the industry, the better.

Vote

Results

