

HELOISE'S CHOICE

hospitality excellence accelerator



CONTACTS:

Didier Le Calvez - Ré Consulting ☎: +33608990968 ✉: didier.lecalvez@yahoo.fr

Olivia Le Calvez - Ré Consulting ☎: +33625887548 ✉: olecalvez@olcm.fr

Our DNA

Didier and Olivia Le Calvez and their team of young experts leverage their professional experience and their numerous networks for the benefit of a restricted number of hotels that they intend to highlight by enhancing their identity. The focus is on around ten hotels sharing common values, situated in exceptional locations for a “leisure” clientele and which are characterized by market synergies. All have a privileged connection to Didier Le Calvez or the “Le Calvez Couple”. Heloise’s Choice offers a personalised commercial representation to increase the awareness of each property and secure a targeted and regular clientele for them. Heloise’s Choice is a customised sales service for dynamic owners and charismatic general managers.

Our story

Didier and Olivia Le Calvez have set up Heloise’s Choice in response to their findings during their career: luxury hotels on a human scale are often little-known gems which are facing a dilemma: acquire awareness and profitability without losing their soul. Didier has undertaken, with the support of his wife, to resolve this dilemma for them by acting as their worldwide ambassador vis-à-vis his sales network.

Our style

Bespoke promotion: we adjust our methods on a case-by-case basis with one single objective: guarantee a substantial, exclusive and loyal guest base and provide the hotel with a new visibility which we represent vis-à-vis our international network of hospitality buyers and specifiers.

Our services

YOUR AMBASSADORS THROUGHOUT THE WORLD

We travel on your behalf to the United Kingdom, France and the entire European Union, Switzerland, the United States. We will activate our relays in Asia, in particular in Japan, in China, in Hong Kong and Singapore as well as in Russia, Australia and New Zealand. We can rely on a very active network of privileged partners including travel agents, tour operators and direct customers with whom Didier Le Calvez maintains special relations.

Didier and Olivia Le Calvez will be assisted by a **Sales Director** and his **Deputy**. The company does not intend to replace the networks of the properties but wishes to contribute group synergies on a very high level as well as added value which are to be translated into incremental sales.

YOUR ADVISORS AND COACHES

We also offer additional tailor-made services as advisors and coaches:

- Revenue Management, Distribution,
- Marketing and Web Marketing – Human Resources