



Renato Fantoni, ABTOI  
Understanding people then markets



Association of British Travel  
Organisers to Italy

# LAKE COMO GRAND HOTEL MENAGGIO

A Classic Hotel Since Victorian Times

## HPS HOTELS

THE SPECIALIST HOTEL AGENT SINCE 1971

Experts in booking quirky and unusual hotels plus hard-to-find rooms in Italy and everywhere else on earth for any purpose and length of stay.

Believed to be the UK's longest established independent booking agent, we are still run by a small team of passionate travel experts. We provide a personal booking service for people requiring hotels, villas, self-catering and transfers. We support leisure and business travel agents for individuals and groups...

### BOOK HERE



### Search for Hotels

Destination City:

Search by Property Type:  
All Properties

Check in:  
December  17

Check-out:  
December  19

Rooms: Adults: (age 19+) Children: (0-18)  
1  2  0



## Home

[Renato Fantoni](#)

[TO THE BLOG](#)

### Work-Place coaching, assessing, training and mentoring - specializing in Hotels and Travel

#### What I can do to help you?

As an experienced leadership and management coach, I specialize in one to one coaching, mentoring and training. My key focus is in helping people to become more successful through better understanding and communications resulting in improved productivity.

28 years experience in the hotel/travel industry, working in both hands-on and support roles, in hotels, exhibitions, conferences, travel agents and tour operators. I have had a great deal of first hand experience of the industry and instinctively know what works for whom, where and when.

As Head of Learning for the UK's longest established independent hotel booking agent, I have extensive experience of supporting managers and colleagues in all departments of running successful hotel and travel companies - particularly in customer facing areas.

My task in the business is to listen and help you define your aims and objectives and assist you in selecting the right level of support to meet them.

In addition to one to one coaching and mentoring sessions that focus on specific work-place challenges, I deliver seminars and training workshops on communication skills, business leadership and team development. These give you and your team the ability and assurance to run your work-place smoothly by taking advantage of your strengths and helping to root-out and improve the areas where you have less experience and prowess.

In recent years I have been working with a variety of enterprises, supporting them in these areas:

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Chi e' presente?  
Noi 'buyers' britannici  
Voi venditori italiani

Chi e' fuori?  
Il mercato italiano  
Il mercato europeo  
Il mercato inglese  
Il mercato mondiale

Ma se dimentichiamo le nostre "etichette" potremo raggiungere  
risultati **10 volte piu potenti.**

# Esercizio!

1. Cerca una persona che non conosci
2. Hai 5 minuti per scoprire:
  - 4 cose che avete in comune
  - 10 cose sulle quali differite

# L' arte di comunicare bene: la giusta proporzione!



2:1



# Lo scopo dell'esercizio

1. La miglior maniera di conoscere il potenziale del cliente e' di ascoltare.
2. Ora pensiamo al mercato **come individui con necessita' proprie**
3. Ci vuole pazienza e organizzazione.

Ma questo va bene, avete gia' le capacita' (anche se non lo sapete).  
**Voi siete i comunicatori e i venditori.**



# Conosci prima le persone e poi il mercato

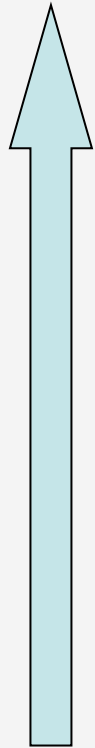
Gli psicologi dicono che noi abbiamo bisogno di quanto  
sto per spiegarvi per condurre vite normali.

# Necessita' della psicologia umana

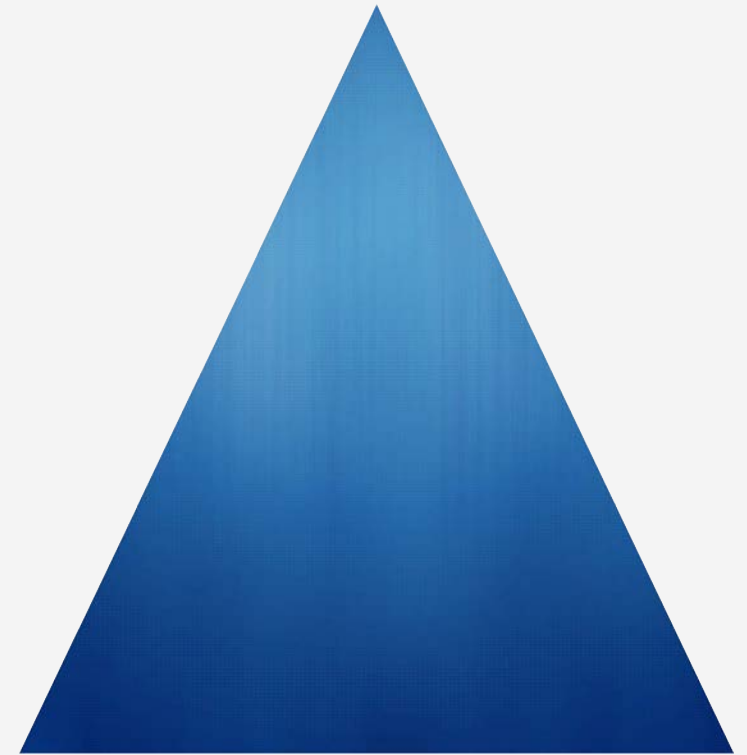


The Maslow Hierarchy of needs

Se i turisti\viaggiatori e la societa'  
avessero gli stessi bisogni questo sarebbe il modello



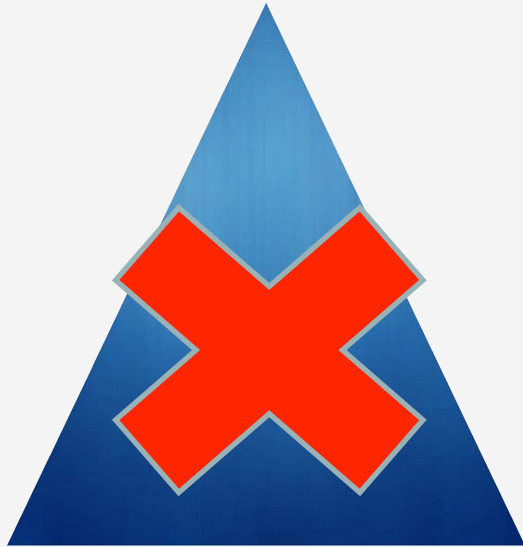
5. “ **Fantastico! Ci ritornerò** ” ’ ’ ’
4. Questa e’ la qualita’ che mi aspettavo
3. Accogliente, amichevole, sorridente  
(contatto umano)
2. Puntuale, fidato, sicuro
1. Strutture solide e funzionanti (letti e  
sedie aggiustati, riscaldamento che  
funziona, porte che si chiudono)



**NO**, questa logica non e' applicabile.

Viaggiare non e' "sopravvivenza"

**"FANTASTICO, ci ritornero' "** e' importante quanto un buon letto



Necessita' psicologiche delle persone viaggiatori



Necessita' psicologiche dei

# Come attrarre clienti per svago o lavoro

- Non ci sono formule segrete. Niente e' cambiato ma dobbiamo dare piu' dettagli e un approccio personalizzato
- Educationals, visite di familiarizzazione, visite di giornalisti
- Creare amici e sostenitori come Jamie Oliver, Theo Randall, Andrew Graham-Dixon



# Tour Operator Comments



- As a fairly large tour operator, we are able to produce itineraries and organise ground arrangements ourselves. We have an office in Italy, therefore have no need for incoming agents.
- Incoming agents are used more for group holidays when help is needed to handle large amounts of people and someone needs to be ‘on the ground’ in case of emergencies. Therefore the ability to provide good ‘back up’ is essential and to understand the importance of representing the operator in Italy
- We sometimes use incoming agents for our cycling holidays but only because they require a ‘back up’ in case something goes wrong with bike, etc. Therefore the ability to be resourceful and efficient is again necessary.

...continued



- Incoming agents are used by smaller ops who may not have offices, just a website. They can rebrand itineraries produced by the incoming agent. This is a case where packages of 7 days or more can be put together. However, most operators would require something **tailor made**. Therefore the ability to be **flexible** is important, especially because the UK operators do not all want the same package.
- Often hotels like to deal direct with the tour operator and vice versa in order to form a **'relationship'**. This is not possible when there is a middle person i.e. incoming agent.





## Arblaster and Clarke – Wine Tours

Una volta usammo un incoming agent ma **ci hanno deluso**.

Abbiamo bisogno:

- **Fiducia**
- **Efficienza**
- **Conoscenza specializzata**



**UNA BUONA CONNESSIONE TRA FORNITORE  
(DI VACANZE O EVENTI) E CLIENTE  
INCOMINCIA CON  
QUESTE BASI SOLIDE**

**(CON LA POSSIBILITA' DI MIGLIORARE)**

self-  
actualization

esteem

love & belonging

safety

physiological needs



Activity specialist, fairly large. We **DO** use an incoming agent!

We did buy a package but change it to suit the programme. Therefore, a package can be **a good thing** but be prepared to **be flexible** with it!

When looking for an operator we looked at **their attitude**. They required a company with an **open mind** on how to run things (**not the Italian way..**)  
{SONO PAROLE LORO NON MIE!}

The incoming agent must be prepared to visit all the hotels used and check the **Health and Safety regulations**. This is (a legal) priority.

A problem is that the UK has the most stringent laws which are not understood by much of Europe's agents. UK operators abide by the Duty of Care Law and expect this to be understood by the incoming.

**‘Alberghi Boutique devono offrire quello che manca nelle grandi catene’**

**“BOUTIQUE” e un’attitudine**

The screenshot shows the Hotel Industry Magazine website in a browser window. The browser's address bar displays 'www.hotel-industry.co.uk'. The website header includes the logo 'HOTEL INDUSTRY MAGAZINE .CO.UK' and navigation links: 'About Us', 'Hi! Community', 'Topics', 'Directory', and 'Advertise'. Below the header, there is a tagline: 'Hotel Industry Magazine - Actionable Intelligence for the UK's Hotel Industry'. The main content area features several sections: 'HOSPITALITY TECHNOLOGY EXPO' with a sub-headline 'For all hospitality IT professionals to source, learn & network'; 'Leading Light: David Guile of Macdonald Hotels and Resorts' with a portrait of David Guile; 'In This Issue' with a list of articles including 'Win a stand at Hospitality Technology Expo', 'Never more than 15 ft from a rat?', 'The Luxury Guest Experience, Part 1: Current Guest Strategy', and 'Capital Allowances: How Hotels Can Claim Back Capital Allowances'; and 'Expert View' with the article title '“Boutique hotels must do what big brands fail to deliver”' and a portrait of Conor Kenny. The Windows taskbar at the bottom shows the 'start' button, several open applications including 'Microsoft Office O...', 'Hotel Industry Magaz...', and 'hps - HyperTerminal', and the system clock showing '15:41'.

## The Filthy, Fecund Secret of Emilia-Romagna

It's Italy's unsung region, yet its food has conquered the world—or at least the table. Think prosciutto di Parma, Parmesan, porcini, and half of all pastas known to man (just for starters). The source of its power? Po Valley dirt—fine, dense, almost chocolatey, accumulated over millennia. **Patrick Symmes** feasts on the cities of the plain



... Emilia-Romagna is a kind of lost region for foreigners, known, if at all, for its gemlike cities—**Parma, Modena, Bologna, Ferrara, Ravenna**

# What the region has to offer...

