



Collegio alla Querce

AUBERGE RESORTS COLLECTION
FIRENZE

Collegio alla Querce Auberge Resorts Collection

Pre-Opening Consulting Mission | Florence, Italy

LHC LUXURY
HOSPITALITY
CONSULTING

Project Context & Strategic Mission



Collegio alla Querce represents a flagship addition to the Auberge Resorts Collection, strategically positioned in the historic hills of Florence, Italy. As the property entered its critical final pre-opening phase, the executive team recognized the need for specialized expertise to orchestrate a flawless launch.

Luxury Hospitality Consulting was engaged to provide interim leadership as Director of Rooms, establishing comprehensive operational readiness across all Rooms Division functions. This mission encompassed establishing standards, coordinating cross-functional teams, and ensuring every guest touchpoint reflected Auberge's ultra-luxury positioning.

The engagement required balancing strategic oversight with hands-on execution, managing multiple stakeholders including department heads, construction teams, third-party vendors, and the broader leadership team to deliver a seamless opening experience.

Core Mission Objectives

- Serve as Interim Director of Rooms during critical pre-opening period
- Develop and implement comprehensive SOPs aligned with Auberge standards
- Assume interim Director of Housekeeping responsibilities
- Coordinate construction timelines and vendor deliveries
- Execute final room setup and quality assurance protocols





Comprehensive Execution & Key Deliverables



SOP Development & Standards

Created customized Standard Operating Procedures for all Rooms Division departments, adapted from Auberge Resorts Collection standards to reflect Collegio alla Querce's unique identity. Led collaborative workshops with Front Office, Guest Experience, and Housekeeping teams to ensure operational alignment and service excellence.



Housekeeping Leadership

Assumed interim Director of Housekeeping role, managing vendor coordination and luxury-level cleanliness protocols. Collaborated extensively with outsourced housekeeping partners to establish training programs, inspection checklists, and mock room setups ensuring ultra-luxury standards.



Construction & Vendor Coordination

Conducted daily site walks with contractors to monitor readiness of rooms, back-of-house spaces, and public areas. Tracked all orders and deliveries for linens, amenities, uniforms, and operational equipment, ensuring timely arrival and proper documentation for opening day.



Final Setup & Quality Control

Oversaw physical room setup including precise placement of amenities, linens, robes, branded collateral, and minibars. Conducted multiple room readiness audits to validate consistency, cleanliness, and compliance with established SOPs before final sign-off.

Exceptional Results & Strategic Impact



Mission Success Factors

- Luxury Hospitality Expertise
Applied proven high-level standards from palace and luxury hotel experience to ensure uncompromising quality across all guest touchpoints.
- Operational Foresight
Anticipated critical needs and proactively resolved potential gaps before they could impact the opening timeline or guest experience.
- Cross-Functional Excellence
Orchestrated seamless collaboration across internal departments, construction contractors, and third-party service providers.
- Meticulous Attention to Detail
Ensured every element was curated and aligned with Auberge's luxury positioning and brand standards.

This consulting mission was instrumental in ensuring a flawless and well-orchestrated pre-opening phase for one of Florence's most anticipated luxury properties. By combining strategic oversight with operational execution, the engagement enabled a smooth transition into live operations, setting the stage for an exceptional guest experience that exemplifies Auberge's renowned standards of excellence.



Get in Touch

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We look forward to connecting with you for personalized consulting and luxury hospitality expertise.