

Personalized Service



An Interview with Jenny Piccione, General Manager, The Ritz-Carlton Naples, Tiburón

EDITORS' NOTE *Jenny Piccione is a seasoned professional with more than two decades of experience in luxury hospitality. She started her career with the iconic Ritz-Carlton brand in Florida as a Front Office Agent at The Ritz-Carlton, Palm Beach. Her career progression has primarily been focused in operations including the positions of Rooms Executive and Director of Operations at The Ritz-Carlton, Buckhead. While at the property, she transitioned into a new discipline and became the Director of Human Resources, where she was recognized with the organization's Human Resources Operation Excellence Award. Prior to joining The Ritz-Carlton Naples, Tiburón, she served as Hotel Manager at The Ritz-Carlton Orlando, Grande Lakes. In this role, she managed a \$34 million renovation that included guestrooms and suites, pool, lobby, Club Lounge and a new restaurant outlet.*



Jenny Piccione

PROPERTY BRIEF *Nestled among native wetlands and migratory bird preserves, The Ritz-Carlton Naples, Tiburón (ritzcarlton.com/tiburon) offers a sanctuary for couples and families seeking serene spaces to relax and reconnect. Located within an Audubon Cooperative Sanctuary, Tiburón Golf Club features two legendary 18-hole championship courses designed by Greg Norman and a suite of services for golf vacations. Inspired by surrounding waters, The Reservoir waterpark features a winding river, water slides, and private cabanas. Guests can end their day in the sun with a cocktail overlooking the 18th hole at Bella Vista, or enjoy an irresistible, al fresco Latin American-inspired meal at Ría.*

Will you discuss the repositioning of The Ritz-Carlton Naples, Tiburón, and what guests can expect when visiting the resort?

This resort has always been known as a premier destination for golf – between our championship courses and annual professional tournaments – but we saw that our guests were reflecting a much wider audience than those hitting the greens. We changed the name to The Ritz-Carlton Naples, Tiburón to encapsulate the broader experience that the resort provides to

families, couples, groups of friends, and all types of travelers. Guests can expect a world beyond golf when they check in to The Ritz-Carlton Naples, Tiburón – from premier dining to the immersive water feature, The Reservoir – there is so much to experience while staying here.

Will you provide an overview of the room product at The Ritz-Carlton Naples, Tiburón, and the strength of the resort's suite offering?

Between our golf and resort view guest rooms and suites, every guest is going to receive spectacular views of lush scenery that surrounds the property. We bring the calm feeling that nature provides into the interiors, with select accommodations offering balconies that seamlessly blend the two. The spacious layout of our suites allow for a more comfortable stay – whether with a larger family or simply as an extended stay.

How has The Ritz-Carlton Naples, Tiburón approached its restaurant/food and beverage offerings?

Our guests are ahead of the curve when it comes to culinary experiences, so we're always continuing to innovate and provide fresh and exciting dining moments. Our dining destinations are relaxed, yet refined. Bella Vista has been a long time favorite for cocktails, snacks and unmatched views of the 18th hole of Tiburón Golf Club. We introduced Ría two years ago and it has become a beloved destination for Latin American flair, whether visiting for a casual poolside lunch to a relaxed dinner over tacos, ceviches, margaritas, and more. Local partners are extremely important to us, and celebrating those within the community, which is why I love our partnership with Wicked Dolphin Distillery, Naples Beach Brewery, Riptide Brewing Company, and Bone Hook Brewing Company for exclusive pop-up tastings. We're always exploring new offerings for our guests, especially with culinary experiences, so I'm looking forward to introducing new concepts in the near future to round out the cuisines we provide on-site.

Will you discuss The Ritz-Carlton Naples, Tiburón's focus on offering personalized service and a customized guest experience?

Personalized service is a hallmark of The Ritz-Carlton as a brand, and the focus on a customized experience for each and every guest is a key pillar of our resort's ethos. Guests look forward to returning to The Ritz-Carlton Naples, Tiburón because of our Ladies & Gentlemen's dedication to meeting and exceeding all expectations. We not only deliver on what the guests are looking for from their visit with us, but we are anticipatory in their needs, which provides a sense of surprise and delight with each visit.

How do you define the role of the General Manager and what are the keys to being effective in the role?

As a General Manager, and a leader within your organization, you are focused on both the employee and guest experience, while always trying to improve and increase the property's results and value of the asset. There are many different hats you wear as a general manager, but leading by example and with compassion and caring for others is key for being effective in the role. I always strive to display a passion for excellence within the hotel for the Ladies & Gentlemen to emulate, which then provides an overall better guest experience. Innovation is another area that is important in being effective as a General Manager, as you must always look for ways to improve both the employee and guest experience.

Do you feel that there are strong opportunities for women to grow and lead in the industry?

Absolutely. Compared to the last few decades, it has become easier for women to obtain leadership roles in the hospitality industry. A woman's ability to effectively lead teams has been overlooked in the past, but this has shifted drastically. There has been an understanding that we illustrate greater empathy, adaptability, and resilience in today's work environment – and different perspectives have become valued around the table. I highly recommend the hospitality industry for women, as it has given me the opportunity to grow and take pivots in my career, where this would not be the norm in other industries. There are so many opportunities available in hospitality right now, and there are extensive ways to grow within Marriott International and The Ritz-Carlton brand specifically. ●