

## TABLE OF CONTENTS

Coverpage.....	1
Major Feeder Markets.....	2
Mission Statement.....	3

**2019 Sales & Marketing Summary**



*Savannah Historic District*



Prepared By: *Lauren Heldreth | Director of Sales*  
*Alyssa Salaverria | Sales & Catering Manager*

Domestic	% of Room Contribution		International	% of Room Contribution	
	2017	2018		2017	2018
Atlanta, GA	19	18	Canada	28	30
Nashville, TN	10	18	UK	25	25
Tampa, FL	18	16	Japan	13	11
Phoenix, AZ	11	12	France	10	10
Chicago, IL	6	8	Germany	7	8
Minneapolis,MN	6	6	Finland	8	7
Birmingham, AL	6	6	Australia	5	5
Philadelphia, PA	5	6	Netherlands	1	2
Seattle, WA	5	5	Italy	2	1
Washington, DC	4	4	Belgium	1	1

## **Mission Statement**

### **Mission Statement**

Our mission for the Doubletree by Hilton Andover for 2019 is to relentlessly pursue the highest levels of employee and guest satisfaction while maximizing the return on the owner's investment.