

Pace

Activity Dates: 1/1/2019 - 4/17/2019
 Properties: DoubleTree by Hilton Nashua
 Revenue Types: Banquet, Catering
 Guestroom: Blocked
 Event Revenue Classifications: Food, Beverage, Resource, Audio Visual, Administrative Charge, Other, Function Room Rental

Consumption Dates: 1/1/2019 - 12/31/2019
 Sales Managers: All
 Sales Manager Role: Booked By
 Include Guestroom/Event Revenue: Guestroom

DoubleTree by Hilton Nashua (USD)																
	Activity for 1/1/2019 - 4/17/2019					Definites On The Books as of 4/17/2019						Pace			On the Books as of 4/17/2019	
												Variance to STLY				
	New Definite	Lost / Downgrade	Reval	Slippage	Net Change	Definite	Budget	Variance	%	Actual Last Year	STLY	Revenue	%	Tentative STLY	Prospect	Tentative
2019	4235	62	-145	62	4004	7109	0	7109	0%	10802	7520	-411	95%	269	2838	609
	544905	8618	-21393	8618	510387	911139	0	911139	0%	1560131	1014065	-102925	90%	35793	237588	81461
January	113	0	0	0	131	495	0	495	0%	229	229	266	216%	0	0	0
	14199	0	0	0	16325	59441	0	59441	0%	26887	26887	32554	221%	0	0	0
Guestrooms	113	0	0	0	131	495	0	495	0%	229	229	266	216%	0	0	0
Guestroom Revenue	14199	0	0	0	16325	59441	0	59441	0%	26887	26887	32554	221%	0	0	0
Average Rate	125.65	0.00	0.00	0.00	124.62	120.08	0.00	120.08	0%	117.41	117.41	2.67	102%	0.00	0.00	0.00
February	409	0	0	0	355	502	0	502	0%	202	202	300	249%	0	0	0
	50504	0	0	0	44036	61652	0	61652	0%	27643	27643	34009	223%	0	0	0
Guestrooms	409	0	0	0	355	502	0	502	0%	202	202	300	249%	0	0	0
Guestroom Revenue	50504	0	0	0	44036	61652	0	61652	0%	27643	27643	34009	223%	0	0	0
Average Rate	123.48	0.00	0.00	0.00	124.05	122.81	0.00	122.81	0%	136.85	136.85	-14.03	90%	0.00	0.00	0.00
March	229	0	0	0	243	745	0	745	0%	890	895	-150	83%	0	0	0
	28662	0	0	0	28725	94055	0	94055	0%	112213	112758	-18702	83%	0	0	0
Guestrooms	229	0	0	0	243	745	0	745	0%	890	895	-150	83%	0	0	0
Guestroom Revenue	28662	0	0	0	28725	94055	0	94055	0%	112213	112758	-18702	83%	0	0	0
Average Rate	125.17	0.00	0.00	0.00	118.21	126.25	0.00	126.25	0%	126.08	125.99	0.26	100%	0.00	0.00	0.00
April	543	0	0	0	541	852	0	852	0%	513	526	326	162%	0	0	0
	66169	0	0	0	65940	105879	0	105879	0%	65105	67689	38190	156%	0	0	0
Guestrooms	543	0	0	0	541	852	0	852	0%	513	526	326	162%	0	0	0
Guestroom Revenue	66169	0	0	0	65940	105879	0	105879	0%	65105	67689	38190	156%	0	0	0
Average Rate	121.86	0.00	0.00	0.00	121.89	124.27	0.00	124.27	0%	126.91	128.69	-4.41	97%	0.00	0.00	0.00
May	618	0	-9	0	609	726	0	726	0%	1097	1379	-653	53%	0	194	174
	86504	0	-1431	0	85073	102058	0	102058	0%	141468	189523	-87465	54%	0	13325	24336
Guestrooms	618	0	-9	0	609	726	0	726	0%	1097	1379	-653	53%	0	194	174
Guestroom Revenue	86504	0	-1431	0	85073	102058	0	102058	0%	141468	189523	-87465	54%	0	13325	24336
Average Rate	139.97	0.00	159.00	0.00	139.69	140.58	0.00	140.58	0%	128.96	137.44	3.14	102%	0.00	68.69	139.86
June	771	0	-132	0	639	1556	0	1556	0%	737	829	727	188%	37	230	0
	98349	0	-18768	0	79581	204644	0	204644	0%	104653	124534	80110	164%	4465	15540	0
Guestrooms	771	0	-132	0	639	1556	0	1556	0%	737	829	727	188%	37	230	0
Guestroom Revenue	98349	0	-18768	0	79581	204644	0	204644	0%	104653	124534	80110	164%	4465	15540	0
Average Rate	127.56	0.00	142.18	0.00	124.54	131.52	0.00	131.52	0%	142.00	150.22	-18.70	88%	120.68	67.57	0.00
July	383	0	15	0	398	540	0	540	0%	734	526	14	103%	50	767	30
	51993	0	2085	0	54078	71416	0	71416	0%	95255	67670	3746	106%	6950	60311	3870
Guestrooms	383	0	15	0	398	540	0	540	0%	734	526	14	103%	50	767	30
Guestroom Revenue	51993	0	2085	0	54078	71416	0	71416	0%	95255	67670	3746	106%	6950	60311	3870

DoubleTree by Hilton Nashua (USD)

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	New Definite	Lost / Downgrade	Reval	Slippage	Net Change	Definite	Budget	Variance	%	Actual Last Year	STLY	Revenue	%	Tentative STLY	Prospect	Tentative
Average Rate	135.75	0.00	139.00	0.00	135.87	132.25	0.00	132.25	0%	129.78	128.65	3.60	103%	139.00	78.63	129.00
August	103	0	0	0	103	200	0	200	0%	707	754	-554	27%	20	628	0
	12546	0	0	0	12546	25881	0	25881	0%	92228	96464	-70583	27%	2580	45612	0
Guestrooms	103	0	0	0	103	200	0	200	0%	707	754	-554	27%	20	628	0
Guestroom Revenue	12546	0	0	0	12546	25881	0	25881	0%	92228	96464	-70583	27%	2580	45612	0
Average Rate	121.81	0.00	0.00	0.00	121.81	129.40	0.00	129.40	0%	130.45	127.94	1.47	101%	129.00	72.63	0.00
September	782	31	0	31	751	1173	0	1173	0%	1449	642	531	183%	90	291	78
	100483	4309	0	4309	96174	144924	0	144924	0%	227940	102667	42257	141%	12510	23489	12402
Guestrooms	782	31	0	31	751	1173	0	1173	0%	1449	642	531	183%	90	291	78
Guestroom Revenue	100483	4309	0	4309	96174	144924	0	144924	0%	227940	102667	42257	141%	12510	23489	12402
Average Rate	128.49	139.00	0.00	139.00	128.06	123.55	0.00	123.55	0%	157.31	159.92	-36.37	77%	139.00	80.72	159.00
October	45	31	-19	31	-5	79	0	79	0%	2054	688	-609	11%	0	516	0
	6555	4309	-3279	4309	-1033	12245	0	12245	0%	333839	85272	-73027	14%	0	61463	0
Guestrooms	45	31	-19	31	-5	79	0	79	0%	2054	688	-609	11%	0	516	0
Guestroom Revenue	6555	4309	-3279	4309	-1033	12245	0	12245	0%	333839	85272	-73027	14%	0	61463	0
Average Rate	145.67	139.00	172.58	139.00	206.60	155.00	0.00	155.00	0%	162.53	123.94	31.06	125%	0.00	119.12	0.00
November	184	0	0	0	184	186	0	186	0%	1490	514	-328	36%	72	212	20
	23096	0	0	0	23096	23097	0	23097	0%	238752	71432	-48335	32%	9288	17848	2380
Guestrooms	184	0	0	0	184	186	0	186	0%	1490	514	-328	36%	72	212	20
Guestroom Revenue	23096	0	0	0	23096	23097	0	23097	0%	238752	71432	-48335	32%	9288	17848	2380
Average Rate	125.52	0.00	0.00	0.00	125.52	124.18	0.00	124.18	0%	160.24	138.97	-14.80	89%	129.00	84.19	119.00
December	55	0	0	0	55	55	0	55	0%	700	336	-281	16%	0	0	307
	5845	0	0	0	5845	5845	0	5845	0%	94145	41526	-35681	14%	0	0	38473
Guestrooms	55	0	0	0	55	55	0	55	0%	700	336	-281	16%	0	0	307
Guestroom Revenue	5845	0	0	0	5845	5845	0	5845	0%	94145	41526	-35681	14%	0	0	38473
Average Rate	106.27	0.00	0.00	0.00	106.27	106.27	0.00	106.27	0%	134.49	123.59	-17.32	86%	0.00	0.00	125.32

Competition Name / Features	Hard Rock	Best Western	Comfort Inn	Quality Inn	Mariott
Competition Type	Extended stay, weekend wedding and sports business, overflow Clean Harbors room nights.	Extended stay, weekend wedding and sports business, overflow Clean Harbors room nights.	Weekend tour and sports business, construction and extended stay.	Midweek corporate, weekend wedding and sports business.	Midweek corporate, weekend wedding and sports business.
Year Built	1980	1984	1989	1975	2001
Address	900 Hingham Street Rockland, MA 02370	900 Hingham Street Rockland, MA 02370	850 Hingham Street Rockland, MA 02370	190 Wood Road Braintree, MA 02184	215 Wood Road Braintree, MA 02184
Trip Advisor Ranking	Ranking: 1 of 3 hotels in Rockland	Ranking: 1 of 3 hotels in Rockland	Ranking: 3 of 3 hotels in Rockland	Ranking: 3 of 6 hotels in Braintree	Ranking: 1 of 6 hotels in Braintree
# of Rooms	80	76	100	103	103
Food and Beverage Description	Continental breakfast	Continental breakfast	Continental breakfast	Continental breakfast	Continental breakfast
Function Space	1 Function room 60 person capacity	1 Function room 60 person capacity	1 Meeting room 40 person capacity	2 Meeting rooms each with 220 square feet	1 Meeting room 676 square feet
Recreation Services	Free HBO, fitness center, game room	Free HBO, fitness center, game room	Complimentary Wi-Fi	Exercise room, business center, complimentary Wi-Fi	Indoor heated pool and hot tub, exercise room, complimentary Wi-Fi
Distance from Hotel	0 Miles	.02 Miles	.03 Miles	10 miles	10 miles
Curb Appeal	Positive curb appeal with new signage,, grounds maintained	Positive curb appeal with new signage,, grounds maintained	Positive curb appeal, nice brick building with entry columns	Currently under renovation on face of building and interior	Clean building, no wear
Room Condition	Completed renovations end of 2016. Updated bathrooms in 2017.	Completed renovations end of 2016. Updated bathrooms in 2017.	Nice guestrooms, renovated in 2001. Updated said to begin 2018.	Very good renovated 2010	Good, Recently renovated guestrooms.
Market Segment	Transient, Corporate, Extended Stay	Transient, Corporate, Extended Stay	Corporate, Tour, Transient	Corporate, Transient, Sports	Corporate, Transient
Trip Advisor Recommend Percentage	81%	81%	62%	54%	83%
Strengths	Low rates, continental breakfast	Low rates, continental breakfast	Attractive lobby, complimentary continental breakfast	Complimentary breakfast, complimentary shuttle service	Complimentary breakfast, Hilton Honor rewards, indoor pool, complimentary shuttle
Weaknesses	Exterior corridors, no pool	Exterior corridors, no pool	No pool, limited meeting space	No pool, limited meeting space	Limited meeting space
Opportunities	Ability to take more meeting and catering business. Higher end product for guests. Pool for social and sports team business. Hilton Honors rewards.	Ability to take more meeting and catering business. Higher end product for guests. Pool for social and sports team business. Hilton Honors rewards.	Ability to take more meeting and catering business. Higher end product for guests. Pool for social and sports team business. Hilton Honors rewards.	Ability to take more meeting and catering business. Pool for social and sports team business. Hilton Honors rewards.	Ability to take more meeting and catering business.

Competition Name / Features	Hard Rock	Best Western	Comfort Inn	Quality Inn	Mariott
Threats	Breakfast included in rate. Able to offer extremely low rates. Extended stay business.	Breakfast included in rate. Able to offer extremely low rates. Extended stay business.	Breakfast included in rate. Able to offer extremely low rates.	Breakfast included in rate and complimentary shuttle.	Breakfast included in rate and complimentary shuttle.
Comments	Renovated the entire property, rooms, common areas and signage.	Renovated the entire property, rooms, common areas and signage.	Room renovations to begin in 2018.	Currently selling as the Beantown Inn until they complete renovations and requirements to Best Western.	Capturing more business while renovations are ongoing at Beantown Inn which is next door.