

## TOP TARGETED ACCOUNTS

|                      |              | 2018                            |                             |                    |                    |                        |                      |
|----------------------|--------------|---------------------------------|-----------------------------|--------------------|--------------------|------------------------|----------------------|
| Account Name         | Account Type | Total Annual Market Room Nights | Total Annual Market Revenue | No. Rooms (Act/FC) | Contract Room Rate | Property Total Revenue | No. Rooms Forecasted |
| Semcasting           | Local        | 100                             | \$13,900                    |                    |                    | \$0                    | 100                  |
| Rudolph Technologies | Local        | 100                             | \$14,900                    |                    |                    | \$0                    | 100                  |
| Trial Solutions      | Local        | 100                             | \$14,200                    |                    |                    | \$0                    | 100                  |
| Hyland Software      | Local        | 100                             | \$14,200                    |                    |                    | \$0                    | 100                  |
| Loco Robotics        | Local        | 100                             | \$14,400                    |                    |                    | \$0                    | 100                  |
| Asahi America        | Local        | 200                             | \$26,400                    |                    |                    | \$0                    | 200                  |
| Sarepta Therapeutics | Local        | 0                               |                             |                    |                    | \$0                    | 125                  |
| Federal Express      | National     | 0                               |                             |                    |                    | \$0                    | 150                  |
| OSI Systems          | Local        | 0                               |                             |                    |                    | \$0                    | 100                  |
| Alliance Radiology   | Local        | 100                             |                             |                    |                    | \$14,900               | 300                  |
|                      |              |                                 |                             |                    |                    |                        |                      |
|                      |              |                                 |                             |                    |                    |                        |                      |

| Account Name         | Comments & Action Steps  | Comments       |
|----------------------|--|----------------|
| Semcasting           | Semcasting is new to North Andover and in a slight growth mode. The hotel will invite the travel planners for a tour of the hotel. The hotel's strategy is to offer a introductory preferred rate of \$154.00 in 2019. The hotel will sign up travelers for Hilton Honors Rewards program to ensure loyalty.     | Holiday        |
| Rudolph Technologies | Rudolph Technologies is in Wilmington. The hotel will invite planners for a tour. The hotel will pursue the transient and group markets. The hotel's strategy is to offer introductory preferred rate of \$154.00 in 2019. The hotel will sign up travelers for Hilton Honors Rewards program to ensure loyalty. | Residence      |
| Trial Solutions      | Trial Solutions is doing project business in Tewksbury. The hotel's strategy is offer Gold Status to the top travelers and will offer a introductory preferred rate \$154.00 in 2019.  | Holiday        |
| Hyland Software      | Hyland Software has a regional office in Andover. The company prefers to have breakfast included in their rate. The hotel's strategy is offer Gold Status to the top travelers and will offer a preferred rate \$154.00 in 2019.   | Spring         |
| Loco Robotics        | Loco Robotics moved to Andover in 2018. The hotel's strategy is offer Gold Status to the top travelers and will offer a preferred rate \$154.00 in 2019.   | Marriott       |
| Asahi America        | Asahi America currently uses the Sonesta Hotel at \$132.00. The hotel's strategy is offer Gold Status upgrades to the top 10 travelers and offer a preferred rate of \$139.00 in 2019. Gold status will give the travelers breakfast included in their rate.   | Sonesta - \$13 |
| Sarepta Therapeutics | Sarepta Therapeutics moved to a new lab and research and development site in Andover. The hotel's strategy is to invite planners for a tour of the hotel. The hotel will offer an introductory preferred rate of \$149.00. The hotel will sign up travelers for Hilton Honors Rewards program to ensure loyalty. |                |

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| Federal Express    | Federal Express has a distribution center in Wilmington, MA. The hotel has submitted an RFP for and offered a preferred rate \$152.00 for 2019.   |  |
| OSI Systems        | OSI Systems acquired Rapsican in Andover, MA. The hotel submitted an RFP and offered a preferred rate of \$154.00 in 2019.  |  |
| Alliance Radiology | Alliance Radiology has renovated their regional office in Andover to conduct training at their facility. The hotel's strategy is to pursue the 2019 training series and offer group rates of \$149.00 during low season demand and \$159.00 during peak season demand. The hotel will offer Event Planner Reward points to retain the series. |  |
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