

## **Property Analysis Data Chart**

### **Room Breakdown**

- 137 Total Rooms-100% Non-Smoking
- 59- Two Queen
- 24- King
- 25- King Deluxe
- 2-King Deluxe with Whirlpool Tubs
- 6- Two Queen Hearing Access
- 4-King Access Bathtub
- 2-King Roll In Shower
- 1-King Hearing/Mob Access Bath Tub
- 3-King Hearing Access
- 2-King Deluxe Hearing Access

**Revenue Maximization Strategy Summary:**

Increase LNR/KNR business by obtaining accounts through face to face market interaction and competitive property pricing. Also, to increase group business by marketing the property to third party group agencies booking corporate, and tour operators. With e-Commerce, we will create a successful online presence and optimize rates via all booking channels to maximize revenue. To compete more effectively within comp set for share, we will penetrate key SMERF markets by leveraging our relationship with tour operators, shipping receptives and special event destinations.

**Key Points:**

- Double Tour Series Business
- Continue to expand business transient
- Expand our E-commerce campaign
- Expand Group base business

**2019 Market Outlook:**

Looking towards 2019 the City of Savannah is projecting a 2.3% decline in RevPar with 1.6% decline coming from occupancy and .07% decline coming from ADR. This is being driven primarily by increased supply in the market as noted above.

The fundamentals remain attractive across the vast majority of markets. Industry growth will persist comfortably through 2018 and likely beyond. Markets will soften in 2020; plan for a slowdown but not a downturn. Increasing hotel construction will continue, with the next 2 years presenting challenges for Savannah. The long-term view remains positive.

**Positioning Statement:**

With the challenging market conditions projected for the Savannah MSA for 2019, The Holiday Inn Savannah will optimize business levels by promoting and selling the hotel as a modern, value-driven full-service hotel located in the attractive Savannah Historic District downtown corridor. Value-add packages will be marketed and sold directly to the tour wholesaler and corporate meetings market, and promoted through industry trade shows and direct sales. Increased business levels in the transient market will be achieved by optimizing contribution through the Intercontinental Hotels business travel channels, securing volume agreements with local corporate business travel decision makers, and by providing a cost-savings alternative to the premium upscale branded hotels in the downtown area. By doing so, the Holiday Inn Savannah Historic District will be positioned just below the premium upscale branded hotels in the downtown area as a value alternative, and above the select service hotels in the market as an affordable and viable full-service option.



BIRTHPLACE	CLUB	EMAIL	POSITION	SALARY
Terrassa	Barcelona	Austin@abcConsulting.com	Midfielder	10000
Terrassa	Borussia Dortmund	Thomaslp@abcConsulting.com	Forward	8000
Terrassa	Barcelona	De Haan@abcConsulting.com	Midfielder	7000
Estella	IIN	Hunold@abcConsulting.com	Forward	12000
Metkovic	IN	De Haan@abcConsulting.com	Midfielder	15000
Metkovic	Croatia	Christian Eriksen@abcConsulting.com	Forward	14000
Estella, Lizarra	PSG	Kochhar@abcConsulting.com	Midfielder	9500
Estella	Bayern Munich	Alupet@abcConsulting.com	Defender/ midfielder	4500

BIRTHPLACE 2*****	CLUB	EMAIL	POSITION	SALARY
Terrassa	Barcelona	Austin@abcConsulting.com	Midfielder	10000
Terrassa	Borussia Dortmund	Thomaslp@abcConsulting.com	Forward	8000
Terrassa	Barcelona	De Haan@abcConsulting.com	Midfielder	7000
Estella	IIN	Hunold@abcConsulting.com	Forward	12000
Metkovic	IN	De Haan@abcConsulting.com	Midfielder	15000
Metkovic	Croatia	Christian Eriksen@abcConsulting.com	Forward	14000
Estella, Lizarra	PSG	Kochhar@abcConsulting.com	Midfielder	9500
Estella	Bayern Munich	Alupet@abcConsulting.com	Defender/ midfielder	4500

BIRTHPLACE 3*****	CLUB	EMAIL	POSITION	SALARY
Terrassa	Barcelona	Austin@abcConsulting.com	Midfielder	10000
Terrassa	Borussia Dortmund	Thomaslp@abcConsulting.com	Forward	8000
Terrassa	Barcelona	De Haan@abcConsulting.com	Midfielder	7000
Estella	IIN	Hunold@abcConsulting.com	Forward	12000
Metkovic	IN	De Haan@abcConsulting.com	Midfielder	15000
Metkovic	Croatia	Christian Eriksen@abcConsulting.com	Forward	14000
Estella, Lizarra	PSG	Kochhar@abcConsulting.com	Midfielder	9500
Estella	Bayern Munich	Alupet@abcConsulting.com	Defender/ midfielder	4500

# 2018 BUSINESS PLAN

## **Hotel HardRock**

### **San Jose**

### **CA**

**HOTEL HARDROCK**



## PHYSICAL ATTRIBUTES

The Hotel HardRock, San Jose, CA is a 150-room full service property that was built in 1985 as a Holiday Inn and experienced various franchise changes over the years. Located 17 miles south of the Boston Logan International Airport, the property has a total of 5 floors and sits ½ mile from Route 3, a major artery linking Boston to Cape Cod.



## GUESTROOMS

- The Hotel HardRock has 127 total guestrooms, 2 of which are whirlpool suites. All guest rooms feature brand new Serta Suite Dreams beds, 47 inch flat panel high definition televisions, ergonomic desk chairs, carpeting, lighting, and artwork.
- Microwaves and refrigerators are featured in all rooms on the fourth and fifth floors. Our guest rooms have tiled floors in both the entry way and bathroom. All guest rooms feature a closet, hairdryer, coffeemaker, iron and ironing board, voicemail, telephones with speakerphone capability, in-room safe and wireless internet.
- Guests also have available to them electrical cubes for additional outlets and a small sleek alarm clock.



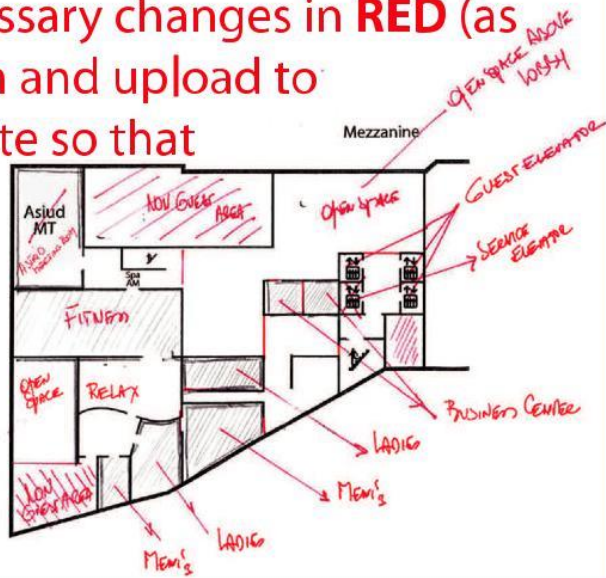
# LOBBY

- Upon entering the hotel, guests are welcomed by the spacious lobby. It includes vaulted ceilings up to the third floor.
- The front desk consists of two pods that allow for the front desk to have more guest interaction and personalize each guest's experience. The lobby also features a MADE Market with a variety of snacks, beverages, fresh salads and sandwiches, and amenities for sale, an ATM and two elevators.
- The spiral staircase that was once the central focal point of the lobby was removed during the 2016 redecoration in order to create an open airy modern lobby with plenty of plush seating that allows for guests to use the common space as a social hub to spend time interacting and working.
- The lobby also features a high top communal table with two computers that act as the business center.



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 changes, please print the floorplan  
 / necessary changes in **RED** (as  
 ), scan and upload to  
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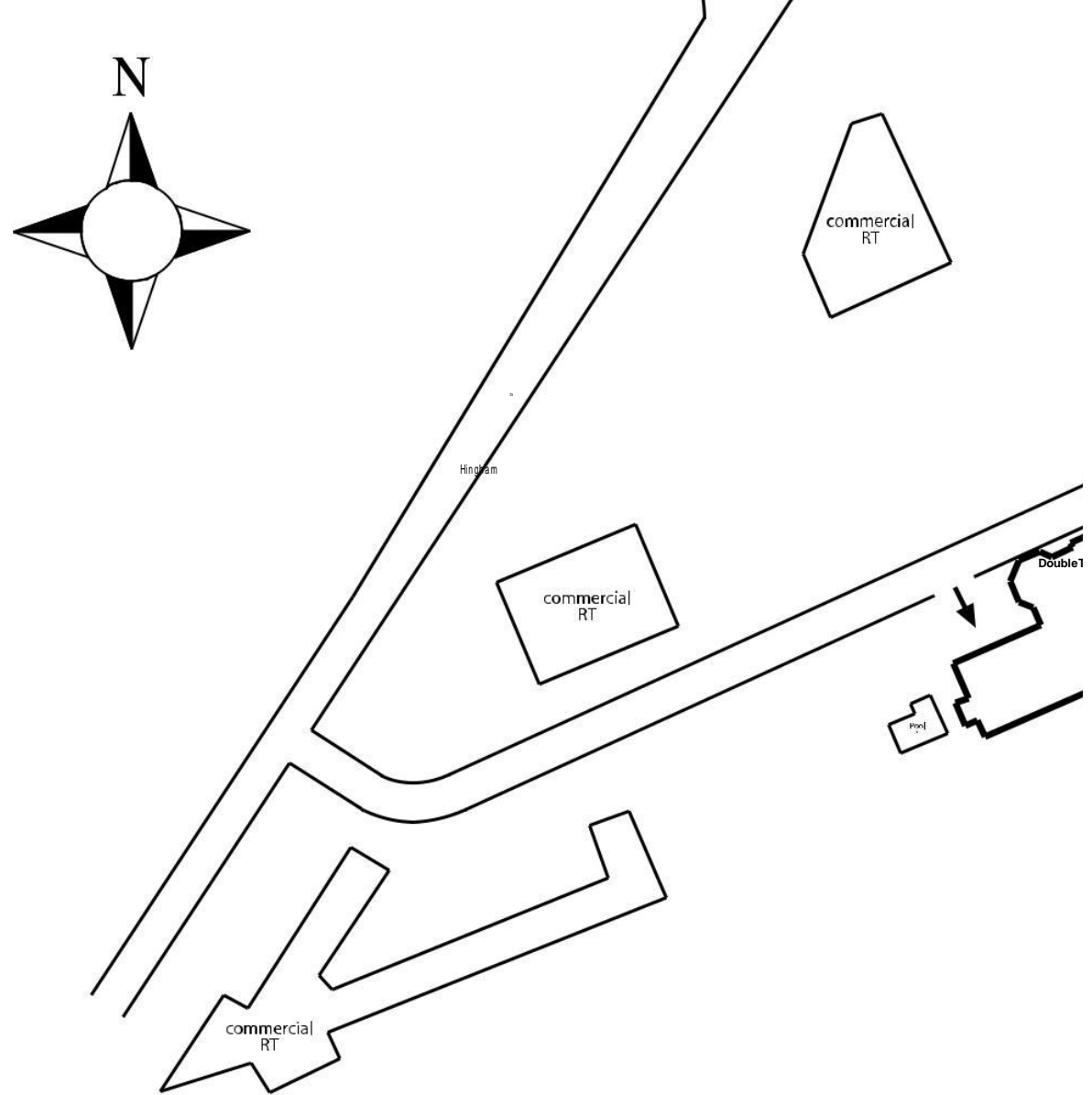


## **otel:**

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 As They Appear In Your  
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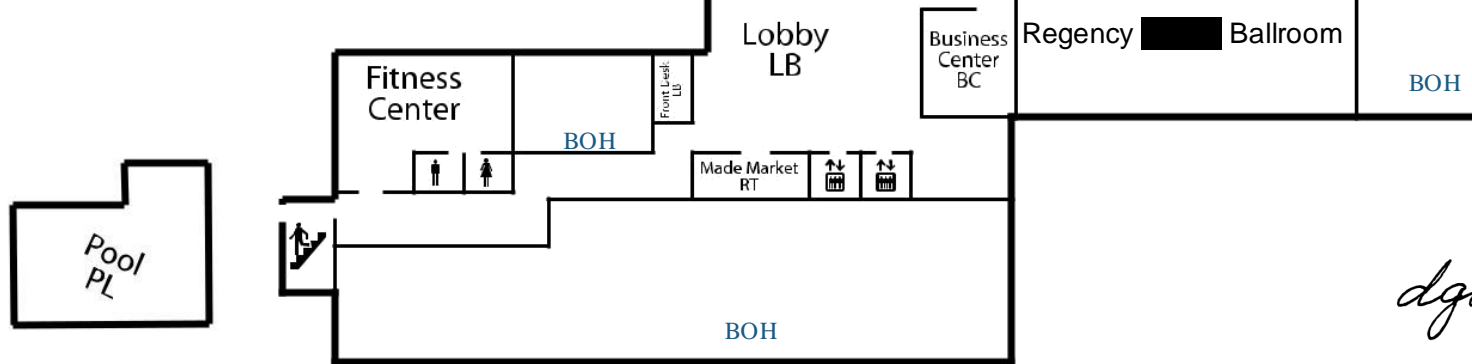
No Changes Have Been



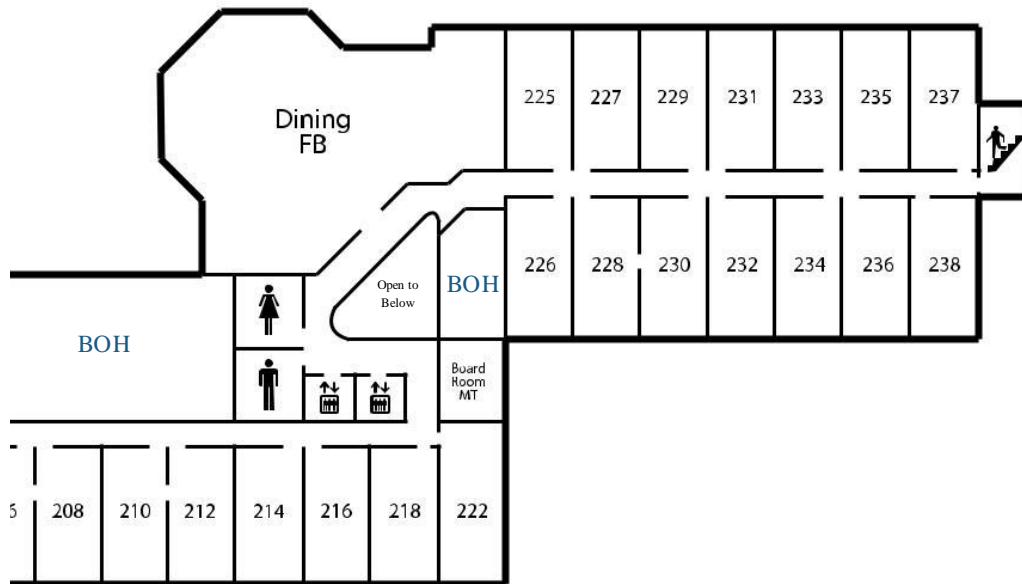
## **Note to Hotel:** **Please Identify and Label:**

Front Desk  
 Lobby/Lounge/Gathering Areas  
 Gift Shop  
 Business Center

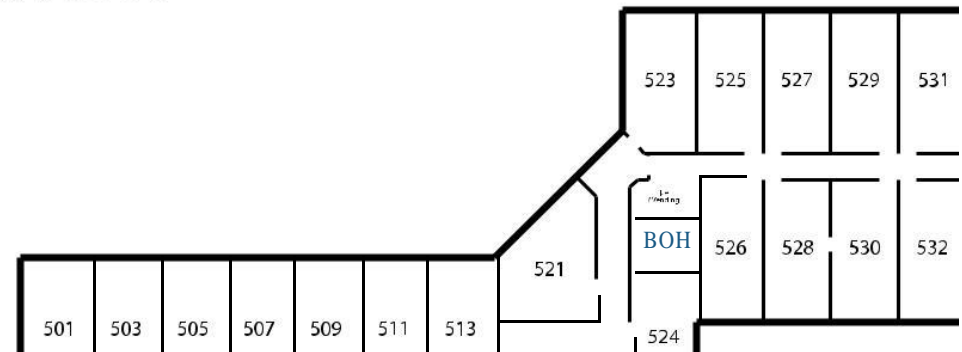
Guest Laundry  
 Fitness Center  
 Pool  
 Outdoor Areas  
 Guest Room Numbers  
 Connecting Guest Rooms



### 3rd Floor



### 5th Floor



## Assessment - Competitive Set 2 - Limited Services Properties

Name and Number of Rooms	Rate (Short term)	Overall Physical Quality	Level of Service	Quality of Guest Rooms	Impact of Brand Image	Location	Overall Hotel Features & Services	Overall Rating (sum of previous columns)
nn Savannah Historic								
127	\$ 129.00	0	0	0	0	0	0	0
Inn Historic								
147	\$159	2	1	2	2	2	2	11
nn								
89	\$99	-1	-1	-1	1	2	-2	-2
tern Historic District								
52	\$99	-1	-1	-1	-1	1	-1	-4
Marriott								
156	\$129	0	-1	0	1	-1	0	-1
I Suites Savannah								
160	\$129	2	-3	2	2	1	2	6
arden Inn Savannah H								
133	\$159	3	1	3	3	3	3	16
nn Express Savannah								
143	\$159	1	1	0	0	2	1	5

