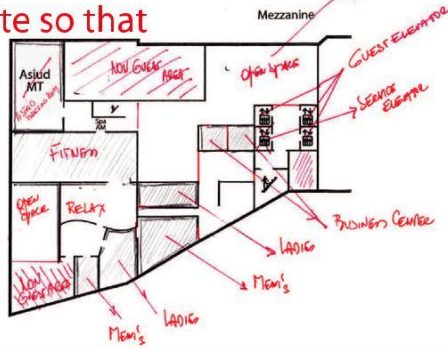


Hotel:

are changes, please print the floorplan
k any necessary changes in **RED** (as
below), scan and upload to
printwebsite so that
make the
quickly
urately.

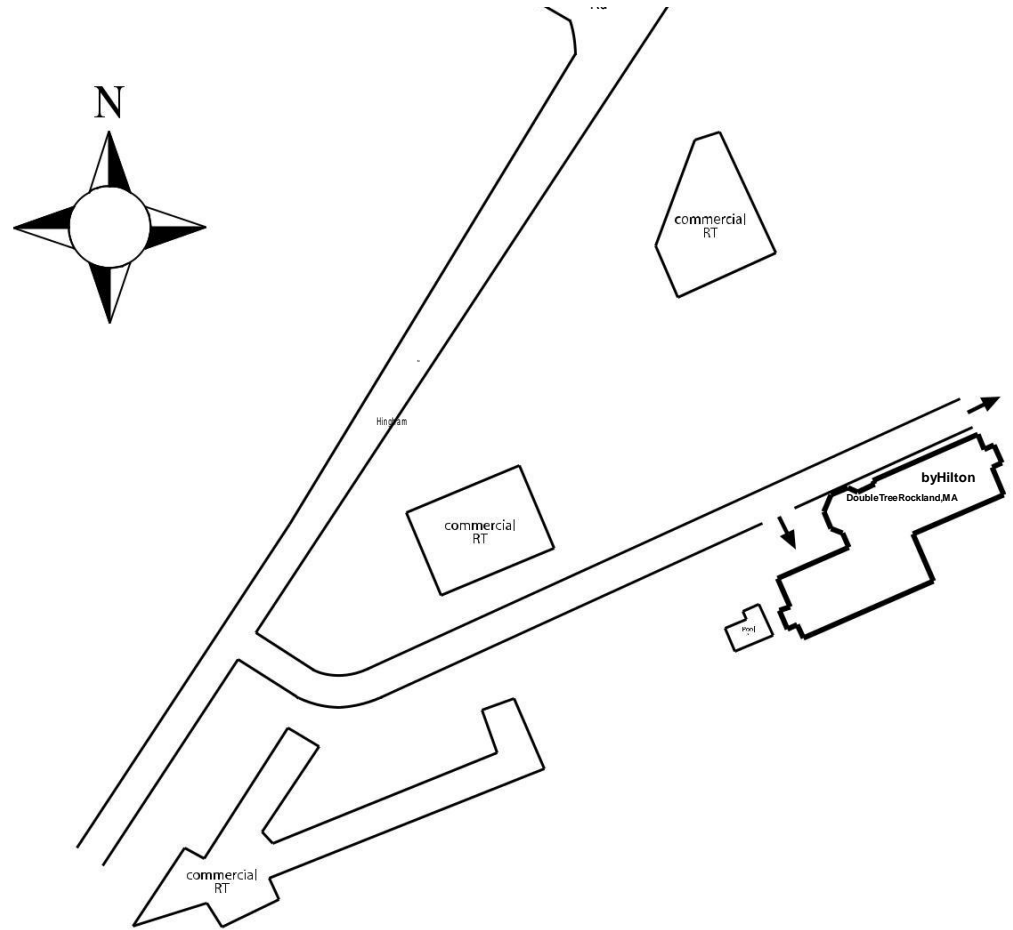


to Hotel:

Verify Room Numbers and
Reference Against Your PM
n List Of Rooms.

Numbers Must Appear On
Plan As They Appear In Your
stem.

Sure No Changes Have Been



Note to Hotel:

Please Identify and Label:

Front Desk
Lobby/Lounge/Gathering Areas
Gift Shop
Business Center
Breakfast/Dining Area

Guest Laundry

Fitness Center

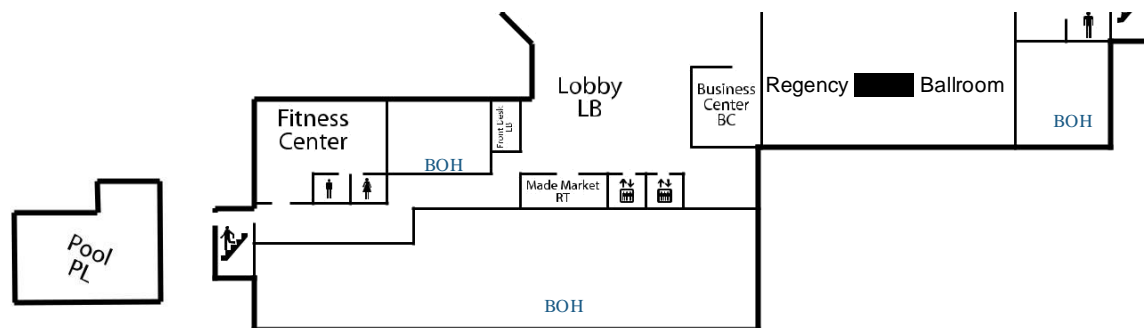
Pool

Outdoor Areas

Guest Room Numbers

Connecting Guest Rooms

Label any other guest areas not shown



oor



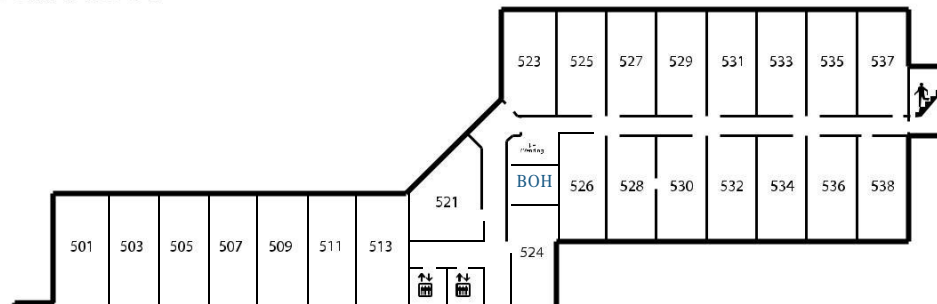
3rd Floor



oor



5th Floor



Para1

The DoubleTree Rockland completed its first full year as a Hilton branded hotel on March 31st, 2017. With strong growth in rate and occupancy the hotel experienced its most profitable year to date. Converting to a DoubleTree by Hilton from a Holiday Inn allowed the hotel to shift significant market share from Braintree and Quincy for the first time in the ten years the hotel has been owned. The hotel was re-positioned in the market with a stronger brand and loyalty program and is now able to more effectively compete for the corporate market on the South Shore. The DoubleTree Rockland finished 2017 ahead of budgeted revenue by \$392,373 with an occupancy of 72.6%, an ADR of \$139.18, resulting in a RevPar of \$101.05 for the year. The Gross Operating Profit finished at \$2,240,838 for 2018.

Para2

The DoubleTree Rockland is the only full service Hilton on the South Shore. With the Hilton name, the property hopes to secure more business in 2018 specifically from EMD, IBM, General Electric, Follett, Koch and Deloitte to capture \$139,000 in revenue from the Braintree and Quincy markets. Some of these accounts are newly acquired accounts through Hilton. Prior to the Hilton name change, the hotel was unable to gain access to many area accounts, including General Electric, IBM, Koch and Follett. In 2017 the DoubleTree Rockland experienced growth in its top accounts. Clean Harbors transitioned from utilizing Corporate Lodging as their booking agent to Travelliance. This change positively impacted the hotel's revenue with a rate increase from \$73.50 to \$88.00 as well as operationally since

Para3

Not only does the hotel continue to have a significant increase in the number of inquiries for new corporate rates, but also for companies interested in corporate banquet space as well as leisure guests looking to host milestone celebrations at the hotel in the Regency Grand Ballroom. In order to capture additional banquet business, the banquet menus were redesigned by the Executive Chef. The menus are not only more cost effective for the hotel, but are more trendy and appealing to the consumer. In addition to our banquet menus, our sales team is able to offer seasonal menus and holiday menus to position the hotel as an appealing venue for local corporate offices to host their holiday parties at the hotel. Area vendors have been incorporated into brand new wedding packages for couples looking to get married on the South Shore.

Para4

Revenue management will continue to be a crucial component in ensuring the hotel is a leader in the Rockland market. The management team is committed to strategizing against the competition to maximize revenue and drive the rate. The hotel utilizes several tactics to maximize the ADR potential, including the implementation of group ceilings while quoting the full rate to potential groups to protect the higher rated transient segment during high demand periods. The hotel controls inventory by setting minimum length of stay restrictions to ensure the busy Friday and Saturday nights are pacing appropriately. Additionally, the property applies the dynamic pricing philosophy for new corporate preferred accounts, which fluctuates with the full rate based on demand to generate a higher ADR and move lower rated corporate rates into lower

Para5

Changes within the competitive market surrounding the hotel have changed in the last year. During the spring of 2017, the Holiday Inn Express in Braintree began to undergo a \$1 million dollar renovation and a flag change to a Best Western. During the transition between flags from April to December the Holiday Inn operated without a flag under the Beantown Inn name. A brand new Residence Inn by Marriott opened in August of 2017 in Braintree. The hotel does not anticipate any effects in 2018 from this new build.